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'Wonder Years' collects clearances; lotteries gamble on syndication

RADIO / 35

RADAR 42: ABC has top 10 network radio shows; war humor

CABLE / 39

TCI's Sie leaves post to launch low cost movie service, Encore

BUSINESS / 43

1992: elections, winter and summer Olympics bode well, but uncertainties exist



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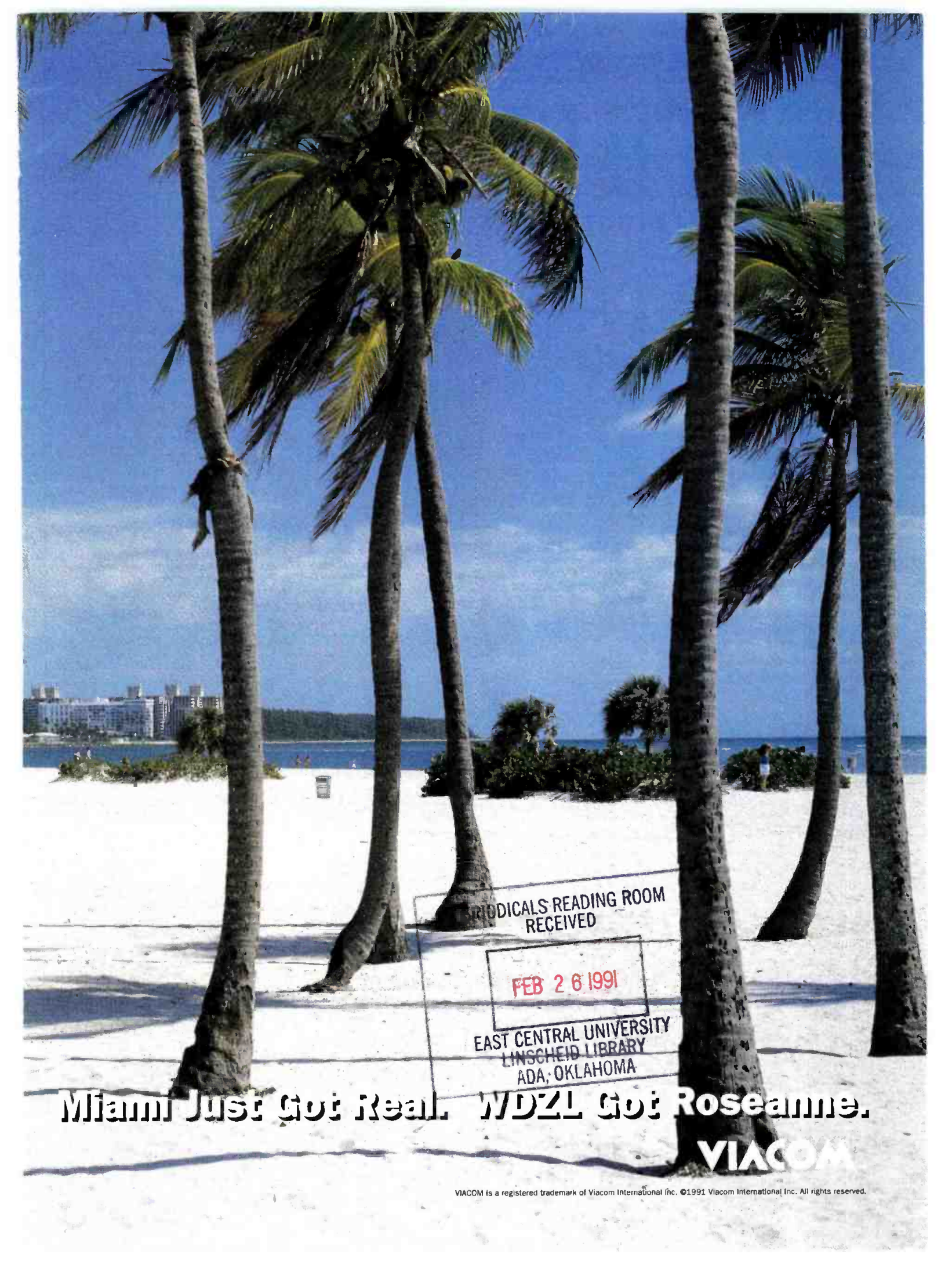
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Cable's Bottom Line
UP IN A DOWN ECONOMY
Al Sikes
COMING INTO HIS OWN
AT THE FCC

Roseanne Just Found Her Place in the Sun





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Miami Just Got Real. WDZL Got Roseanne.

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THIS WEEK

19 / NEW DEAL ON FIN-SYN

The FCC's first draft of a new financial interest-syndication deal includes phasing out the prohibitions against networks acquiring financial interest and syndication rights in programs from outside producers; allowing the networks to produce as much of their schedules in-house as they want, permitting them to syndicate all shows they produce or for which they acquire syndication rights, and barring the networks from warehousing off-network shows from the syndication market and from steering shows to their own affiliates.

20 / CABLE GROWTH

Cable MSO's, which are reporting steady revenue and operating cash flow results for 1990, continue to prosper in a down economy, as companies report solid basic growth in January, despite the recession. While broadcast network profits are hampered by the slow advertising climate, cable penetration continues to climb.

22 / WINNING STREAK

With a big boost from last week's *Grammy Awards* telecast, and its preceding retrospectives and other specials, CBS is experiencing a ratings resurgence. Through Feb. 20, CBS led the way in both the Nielsen and Arbitron sweeps. If it can hold its



The FCC's Al Sikes (page 27)

lead—and by most accounts it will—CBS will have its first sweeps win since February 1985.

24 / FREEDOM OF THE PRESS

ABC newsman Ted Koppel said Pentagon press restrictions undermine the competitive nature of American journalism, and, as a result, have contributed to what he calls a "passive" press. The result, he said, is a lower quality of news from the Persian Gulf.

27 / AL SIKES: VIEW FROM THE TOP

The broadcaster-lawyer from Missouri talks about the agency he oversees in this

"At Large" with BROADCASTING editors, covering the crises and promises, present and future.

31 / 'WONDER' WANDERING

Turner Program Services has cleared *The Wonder Years*, scheduled for a fall 1992 syndication start, in 19 U.S. markets. In seven of those markets, the show has been sold on a blind bid basis.

35 / RADAR RANKINGS

Just-released RADAR 42 results reflect the changes in network radio over the past 18 months. They also show that ABC's Paul

Harvey continued to dominate the list of top 10 network radio shows, and ABC took the top 10 spots in the same category, for the first time. The radio network also had 42 of the top 50 radio shows, with the eight remaining top 50 slots going to CBS.

36 / GULF HUMOR

Morning show disk jockeys who find humor in topical issues are finding that today's hottest story—the Persian Gulf war—is not funny. But DJ's and comedy producers alike agree that different aspects of war can be treated with humor, while others must be handled with respect.

39 / SIE: THE FUTURE

John Sie, senior vice president of Tele-Communications Inc., is leaving the cable company to launch a new, low-cost, pay movie service called Encore, which is majority owned by TCI's Liberty Media.

40 / SCI-FI TO PREMIER IN FALL

The Sci-Fi Channel says it has commitments from 35% of the top 100 MSO's for its planned fall launch, when it hopes to have seven million subscribers.

40 / WAR BOOST

Although CNN ratings have leveled off since the beginning of the war, all four Turner Broadcasting System cable networks combined have grabbed a

larger national audience than any broadcast network since the start of the war.

43 / BOOM OR BUST?

Broadcasters are looking forward to 1992, the last time the Fifth Estate will get a three-event boost from a presidential election year and both the summer and winter Olympics. Just how well the economy rebounds from its current state is unknown, however. And, with the Olympics now spread out on the networks, cable and pay per view, fragmentation must be considered. As for elections, already there is a delay in launching campaigns for 1992, and the lowest unit rate issue may mean that broadcasters will be under constant scrutiny from ad agencies and the FCC. There is also the distant possibility of campaign reform and the elimination of political action committees, which could have a negative impact on political advertisers.

44 / UNWIRED PITCH

With Major League Baseball's opening day a little over a month away, three unwired networks are busy pitching advertisers the value of unwired buys verses network buys. Up until a few years ago, the National Baseball Network had the field to itself. Now, newer networks are moving in and that leaves some broadcasters and rightsholders wondering if there are too many players calling for the ball.

48 / UHF TUBE TALK

English Electric Valve Co. (EEV), a British-based transmitter tube manufacturer, will show second-generation klystron and MSDC klystron tubes at the NAB equipment exhibition next April. Both new



Walter Cronkite, Pentagon spokesman Pete Williams (foreground) at Senate hearing on press restrictions in Gulf (page 52)

technologies have been embraced by all of the major United States-owned UHF transmitter manufacturers.

50 / EXPANDED NEWSGATHERING

A group of European nations has accelerated plans for regional high-power direct broadcast satellite delivery, authorizing the European Telecommunications Satellite organization to provide a bird for launch in mid-1993, three years ahead of Eutelsat's planned four-satellite Europesat DBS service. In addition, the European Broadcasting Union has bought enough future Eutelsat capacity to triple its Ku-band satellite TV services by 1995.

52 / DELICATE BALANCE

Former CBS anchorman Walter Cronkite, *New York Times* correspondent

Malcolm Browne and other journalists told the Senate Committee on Government

Affairs that Pentagon press rules were unduly restricting the media's ability to cover events in the Persian Gulf war. Although most agreed there was, as Senator John Glenn said, a "delicate balance between protecting military secrets and the public's right to know," most also agreed with another lawmaker, who said that "controlling access to news sources gives...the military a powerful tool with which to affect the images the public receives of this war."

54 / DOUBLE EXPOSURE FOR 'TWIN PEAKS'

Twin Peaks has had far greater success overseas than in the United States, where ABC last week pulled it, at least temporarily, from its Saturday night slot. In Spain, the mystery hour has pulled shares of 50-plus, 30-plus in Italy and, in the UK, ratings its schedulers have called phenomenal.

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CLOSED CIRCUIT

WASHINGTON

Sprint calls, Dennis answers

After 16 months as partner in Washington office of Jones Day Reavis & Pogue, former FCC Commissioner Patricia Diaz Dennis has decided to leave firm to join Sprint/United Telecom as vice president, government affairs,



where she will be responsible for representing second-largest independent telco before Congress and government departments and agencies, including FCC. Move is effective March 1.

Reagan-appointed, Dennis left commission in September 1989. Among issues she worked on at Jones Day was authorization of Fleet Call, enhanced mobile radio service, which FCC approved just three weeks ago. She was also involved in Southwestern Bell's acquisition of Telmex, Mexican telephone company.

Tough talk

WTOP(AM) last week terminated its news director and assistant news director to "start fresh," as station VP and General Manager Michael Douglass put it, following similar departure of Operations Manager Holland Cooke last month. Former news director and part-time editor Judy Taub will be interim news director until Douglass hires replacements, "hopefully by April 1." Station also has dropped CBS Major League baseball and NFL football, and is looking to fill several other reporter positions, both in attempt to "fine-tune" news product which, "if it gets much worse will be a wasted effort," Douglass said, a telling comment given that station's format is all-news.

User fee

Details of FCC's proposed user fee will be discussed by Chairman Al Sikes, who is slated to testify at House Appropriations Subcommittee hearing this week (Feb. 27). In determining how

much fees should be, commission staff is looking at how much time each bureau spends on policy and rulemaking, enforcement, public service and international activities. Bureaus (common carrier, mass media, private radio, and field operations) have also made list of major users. Bulk of fees are likely to be paid by common carriers. Agency estimates it can raise up to \$71 million in fees for commission services.

NEW YORK

Baghdad blues

Infomercial producers are not happy with Saddam Hussein. Experiencing one of best first quarters ever until opening of hostilities in Middle East, some claim 35% drop in consumer calls and sales, beginning Jan. 17 and making for "worst stretch since de-

STARTING WITH RADIO

The FCC is considering beginning its "attic to basement" review of broadcast structural regulations with rulemaking proposing relaxation of radio multiple and crossownership rules at its March 14 meeting. But vote on proposed rulemaking could slip due to magnitude of other item on agenda (the commission will vote on fin-syn). And Congress has already expressed concern. It may have been subject at FCC Chairman Al Sikes's lunch last week with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Minority broadcasters fear that if FCC raises limits on station ownership, it will have "devastating effect." Way rule works now, nonminority broadcasters can operate up to 12 stations plus two more if there are minority investors. Minority community fears that by lifting cap, there will be less incentive for seeking out minority investors. Aware of that concern, FCC is seeking suggestions on how best to deal with minority issue.

regulation," said producer Greg Renker ("Cash Flow System" with Dave DelDotto and "Tony Robbins Show" motivational segments). Several infomercial media buyers said broadcast stations and cable programmers have begun to "budge" with lower rates over past several weeks, but, they said, combined war fear and recession are expected to shake out some newer players—just when several Fortune 500 companies in communications, insurance and auto manufacturing are said ready to enter half-hour spot field.

Surprise roll-out

Fox Broadcasting Co. began feeding raw and edited material to affiliate stations on Wednesday in quiet launch of long-anticipated national news service. Service is now feeding rough cut domestic footage and international packages to stations seven nights per week at approximately 5:30 p.m. ET. Service is also feeding hour-long packaged material to stations at 8 p.m. weeknights, as well as half-hour features fed on Fridays. Fox, which so far has provided all funds for service, sent memo to affiliates last week indicating that Fox in "near future" will advise stations to as-yet-unspecified terms by which news product will be available to them. How many affiliates are using service is unclear. Originally, Fox had hoped to have majority of its affiliates in news business at launch of service. At this point only small minority of network's affiliates do news, and many who planned to launch news operations this year have postponed those plans due to uncertain economic outlook (BROADCASTING, Feb. 18).

DENVER

Domino effect

John Sie's departure from Tele-Communications Inc. (see page 39) will set off changes on boards of directors at Discovery Channel and Primestar. Indications are John Malone, president and chief executive officer of TCI, will take over Discovery board seat since Discovery remains under TCI's ownership, and not with Liberty Media,

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KUTP - Phoenix

KRBK - Sacramento

WNUV - Baltimore

WTXX - Hartford

WTTV - Indianapolis

KPDX - Portland

WCGV - Milwaukee

WSTR - Cincinnati

KZKC - Kansas City

WJZY - Charlotte

WLFL - Raleigh/Durham

WHNS - Greenville

WNOL - New Orleans

KXIV - Salt Lake City

KRRT - San Antonio

WTVZ - Norfolk

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FINISHING TOUCHES

Word in New York from station reps, syndicators and competing station sources is that WNBC-TV has completed 1991-92 syndication acquisitions. NBC O&O feels will shore up continuing weaknesses in daytime and prime access. Tribune Entertainment officials say station has picked up *Now It Can Be Told* investigative strip for 7 p.m. (ET) slot, apparently returning to double access with pick-up of Warner Bros. Domestic Television's long-running *Love Connection* for 7:30 p.m. slot. In such scenario, *NBC Nightly News* and LBS Communications' *Family Feud* game show would be knocked out of 7-8 p.m. block.

As for daytime, Genesis Entertainment says WNBC-TV, which currently airs distributor's drama *Highway To Heaven* on weekends, is going to move off-network hour into 9 a.m. slot, replacing NBC's *Trial Watch* and Buena Vista Television's syndicated game show, *The Challengers*. Remaining hour daytime slots—10 a.m. and 4 p.m.—according to station rep, will be taken by Warner Bros.' *Jenny Jones* and Paramount Domestic Television's *The Maury Povich Show* fall 1991 talk vehicles, respectively.

TCI's spinoff programming company. Possible candidate for Primestar seat, MSO DBS consortium, is Larry Romrell, TCI senior vice president, who recently came aboard from sister company WestMarc Communications, and who will handle many of Sie's technical responsibilities.

LOS ANGELES

Fourth for block?

Source close to *Super Force*'s executive producer, James McNamara, said his Premiere Productions Ltd. is developing fourth (1992-93) entry for syndicator Viacom Enterprises' currently three-program, 90-minute weekly action/adventure block. Tentatively titled *The Last Night Master*, proposed series, according to source, is cross between *The Shadow* (1930's radio serial) and "The Last American Ninja" martial arts features. Viacom spokeswoman acknowledged that *The Last Night Master* is project that company is looking at, but one of several projects still under consideration.

ATLANTA

Improved circulation?

Atlanta-based group owner Act III Broadcasting (subsidiary of Act III Publishing) may be looking to expand magazine it created last year for its eight Fox affiliates to provide viewers in 18-49 demographic. Magazine currently comes out in sweeps months of May and November and may go to quarterly issues. Space in magazine is sold by both local stations and Act III rep Seltel. Act III has had preliminary talks with

other group owners of Fox stations about expanding magazine's reach. With 50 Fox affiliates on its roster, Seltel is largest Fox rep and is also interested in expanding reach so advertisers can make regionally targeted buys. One potential conflict if magazine does expand is who would sell national ads for Fox stations not repped by Seltel. Although that prospect may be long way off, Jim Murtaugh, senior vice president-marketing, Seltel, said that agreement among firms would probably be reached and that he "hopes it gets to the point where we have to have that conversation."

QUINCY

Digital doings

Broadcast Division of Harris Corp., Quincy, Ill., is planning to introduce new digital transmission technology for FM at National Association of Broadcasters convention in Las Vegas (see page 48). Company plans to unveil plan to integrate digital circuits in radio stations from studio through transmitter. Effect of system will be nearly to eliminate all tuning and maintenance in normal FM transmission, Harris officials say.

SACRAMENTO

One from column A...

FCC seems to be putting much faith in "effective competition" ability of alternative, multi-channel delivery systems. But those industries (wireless SMATV, DBS, cable overbuilders, etc.) are several years away, at best,

from reaching FCC specifications on homes passed and customers served on anything but limited basis. But emerging breed of video entrepreneurs, who think of themselves as "program retailers," may speed things up. Many are said to be in early stages of creating hybrid systems that incorporate wireless, cable overbuilds and SMATV. Several California groups are lining up wireless licenses, overbuild permits and rooftop rights for SMATV delivery to multi-unit dwelling clusters. One already in existence, Pacific West Cable, combines wireless and underground cable to about 8,000 subscribers in Sacramento (Sacramento Cable Television, by comparison, serves about 180,000).

DALLAS-FORT WORTH

Deal done

Granum Communications last week closed \$9 million deal to acquire KDBN(AM)-KMEZ(FM) Dallas-Fort Worth from Gilmore Broadcasting. Granum President Herb McCord, former group vice president, radio, at Greater Media, said company signed letter of intent to purchase stations last December, but contract problems had held up negotiations. McCord said AM will continue format of business news, and will maintain affiliation with Business Radio Network and CNN. Company has retained research firm to "examine options for the FM," which currently is running AC format. McCord said Granum is looking at deals in other markets, and "expects to move on them in sequence within the next couple of months."

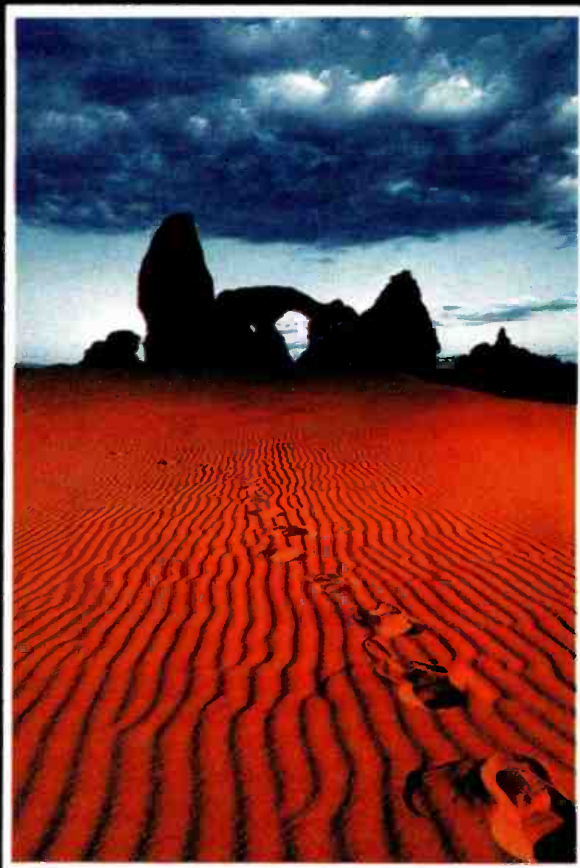
BAGHDAD

Baghdad calling

If ground war begins in Middle East, TV network use of telephones may go long way toward determining who provides most compelling coverage. Key could be 65-pound portable satellite phone and new wideband audio service to be provided by Inmarsat and IDB. CBS, for example, has ordered eight units for deployment in Baghdad or Saudi front, this one offering 56-kilobit (up from 3.5) transmission to New York—enough for wideband audio or video stills.

But any of eight CBS units "could become the backbone of coverage" in volatile war zone, said Frank Governale, director of bureau operations.

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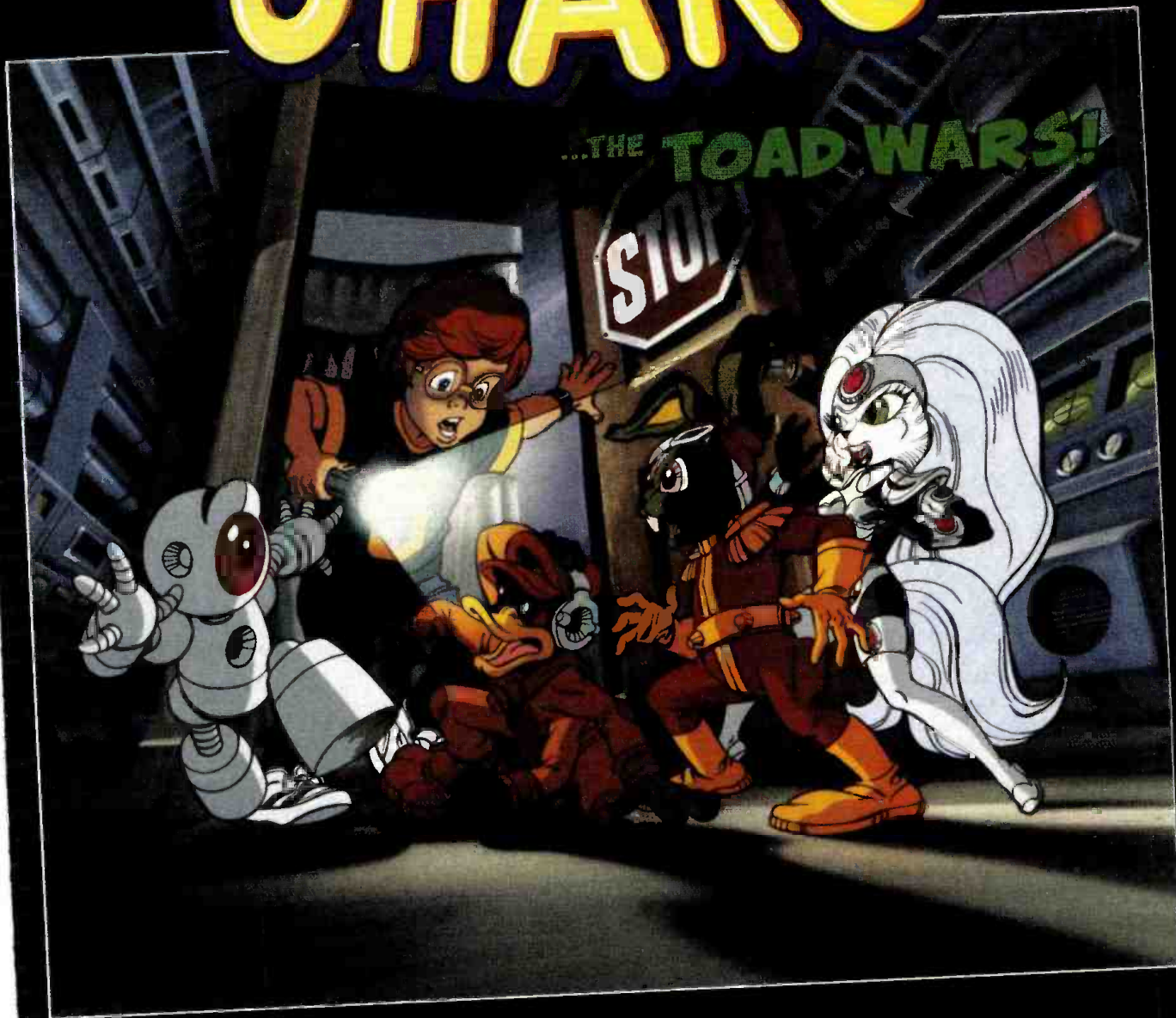
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MONDAY MEMO

A commentary on the Americans With Disabilities Act from Keltner Locke, King & Ballow, Nashville

Even for Washington, it was an unseasonably, and miserably hot day in September 1973. In a small room at the FCC offices at 1919 M Street, N.W., sat a handful of sweaty law school graduates. And a dog.

The law school graduates had ample reason to perspire. We had all just completed the bar examinations for our respective states and were in suspense as to the results. We were also about to receive our first assignments as FCC "law clerk-trainees," pending admission to the bar.

The dog had a job at least as valuable as the rest of us sitting in that cramped FCC office. Her seeing-eye talents had helped her owner get through law school and here, to this position, where his legal abilities would make a significant contribution.

The FCC obviously had recognized that individuals should be judged on their abilities, not on their disabilities. Indeed, prompted by the Rehabilitation Act of 1973, all federal agencies and major government contractors have now adopted policies to assure that those with disabilities are not excluded from jobs for which they are qualified.

Yet to this day, the FCC has not given broadcast licensees credit for their employment of qualified individuals with disabilities. Should that policy change?

With the recent passage of the Americans With Disabilities Act, Congress has made disability-based discrimination on the basis of race, color, national origin, religion and sex. The FCC could well reconsider whether to add individuals with disabilities to its current equal employment opportunity requirements.

More than a decade ago, the FCC rejected an attempt to add the disabled to the other minority groups covered by its EEO requirements.

In its 1980 ruling, the FCC found that "absent a specific legislative mandate we are extremely reluctant to impose requirements which will require substantial expenditures for modification of facilities which may then be used by only one person for a limited period of employment."

Passage of the Americans With Disabilities Act, signed into law last July, may change that conclusion. The new law will impose affirmative obligations



on a great number of broadcasters, and it fully equates discrimination on the basis of disability with other forms of discrimination outlawed by the Civil Rights Act of 1964.

When the employment portions of the Americans With Disabilities Act become effective in July, they will cover businesses with 25 or more employees. In two more years, businesses with 15 or more will be covered. Thus, a large number of broadcasters will have to expend funds and effort to comply with the law's obligations.

The Americans With Disabilities Act defines the term "disability" broadly, to include any individual with a physical or mental impairment that substantially limits one or more of the major life activities of such individual, or having a record of such impairment, or being regarded as having such an impairment. Congress estimates that 43 million Americans fall within this definition.

The Americans With Disabilities Act will require employers, including broadcasters, to make reasonable accommodations to assure that an otherwise-qualified disabled individual "can perform the essential functions of the employment position that such individual holds or desires." How much expense these "accommodations" will entail remains to be seen. Undoubtedly, in the next decade courts will have to decide what an employer must do to make a "reasonable accommodation."

The law itself defines only what a "reasonable accommodation" may include, not what it always shall include.

The law does not require an employer to make an accommodation which causes "undue hardship," and sets forth a number of factors to determine when an accommodation is such an "undue hardship." and sets forth a number of factors to determine when an accommodation is such an "undue hardship." In general, however, broadcasters and other employers will have to expend both effort and money to make the reasonable accommodations necessary to employ the disabled.

Broadcasters may be expected to rally, with their traditional commitment and enthusiasm, to the cause of eliminating barriers to the employment of the disabled. They should certainly be recognized for their ongoing efforts. The question, however, is whether it would serve the interest of the broadcasters, the disabled and the public, for the FCC to broaden its EEO regulations to include this new protected group.

Broadcasters will also be concerned

"The FCC could well reconsider whether to add individuals with disabilities to its current EEO requirements."

that they wind up not receiving extra credit for their efforts, but rather having additional burdens in keeping records and perhaps having to defend their employment practices in various commission proceedings. On the other hand, adding the disabled would increase the pool of qualified applicants from which a station could draw to satisfy its EEO commitments. Many broadcasters have long recognized and used the talents of those individuals whom society formerly called "handicapped," and welcome the opportunity to help them fully develop and use their substantial abilities.

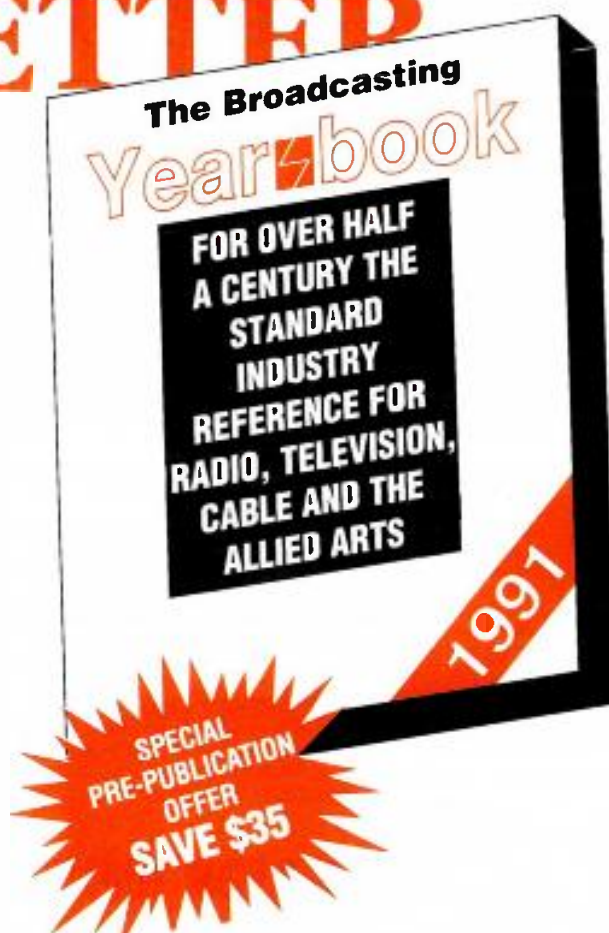
The Americans With Disabilities Act itself leaves no doubt that Congress intended to provide a "clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities." So the question of FCC policy undoubtedly will arise. Broadcasters must be ready to make their views known.

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THIS WEEK

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.

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) 689-4220 or 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. Billmore, 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.

■ **Jan. 25-29, 1992**—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

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

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**—"Radio Sports in the 90's," International Radio and Television Society sports division seminar. Panelists: Stu Heifetz, Katz Radio; Frank Murphy, CBS Radio Networks; Scott Meier, WFAN Radio; Brad Saul, PIA Radio Sports. Gannett Conference Room, 535 Madison Avenue, New York. Information: (212) 867-6650.

■ **Feb. 27**—"East Meets West—Doing Business in Asia," sponsored by American Women in Radio and Television, New York chapter. Guests: Lucy Jarvis, international TV producer, and Yue-Sai Kan, *Looking East*, on Discovery Channel. Marriott hotel, New York. Information: 481-3038.

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 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 1**—Deadline for U.S. entries in *International Radio Festival of New York*. Information: (914) 238-4481.

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

ALSO IN MARCH

■ **March 3-8**—"Ethical decision making," seminar for broadcast journalists sponsored by The Poynter Institute, Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

ERRATA

Richard Salant, author of Feb. 11 "Open Mike," was misidentified. He is former president of CBS News.

Burnham Broadcasting, headed by Peter Desnoes, owns one TV station, two satellite stations and one translator in Hawaii, not two TV stations as reported in Feb. 11 BROADCASTING.

George Pleasants, chairman of board of Pennsylvania Association of Broadcasters, and **Valmont Estate** are principals in buyer of WBUX(AM) Doylestown, Pa., in Feb. 18 "Changing Hands."

Proposed sale of KSIA-TV Shreveport, La., by Viacom subsidiary VSC Communications to Birney Imes, which did not close, was for \$23 million, not \$2.3 million, as reported in Feb. 18 "In Brief."

■ **March 3-8**—"Informational graphics," seminar for broadcast journalists sponsored by The Poynter Institute, Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

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 marketing 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 5-7**—Cable Television Administration and Marketing Society service management master course. San Francisco. Information: (703) 549-4200.

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.

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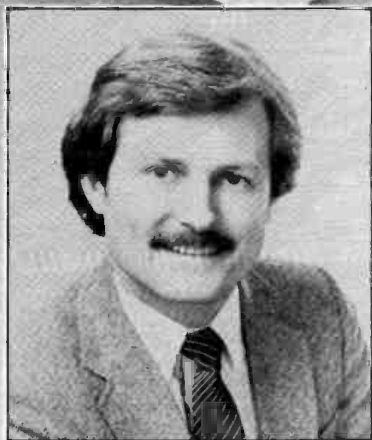
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Takes you there.

TOP OF THE WEEK

FCC PLOTS END TO FIN-SYN IN THREE YEARS

Until then, networks would have escalating rights to financial interests; with vote just two weeks away, plan is still uncertain of a majority

The FCC is weighing a proposal that would phase out the 20-year-old financial interest and syndication rules over three years and give the broadcast networks near total freedom to share in the \$3-billion-a-year broadcast syndication business.

FCC Chairman Alfred Sikes and Commissioner James Quello back the proposal, which arrived on the desks of all five commissioners last Wednesday evening in the form of a 41-page staff draft, and have begun the search for a third vote that would give them and the proposal a majority.

The prime candidate for the third vote is Andrew Barrett. Although he has betrayed little of his views on the controversial issue, some believe he may be set to sign on to the proposal or something close to it. That belief was bolstered two weeks ago by his rejection of Hollywood's so-called two-step solution to fin-syn. Barrett was unavailable for comment last week.

According to FCC sources, FCC Commissioners Sherrie Marshall and Ervin Duggan oppose a phase-out of the rules. They believe some restrictions are needed to offset the undue leverage the networks enjoy in negotiations with outside producers—leverage that derives from their access to the entire prime time television audience.

Marshall has championed Hollywood's two-step proposal, which would allow networks to acquire financial interest in any show, but lessen their leverage by requiring negotiation for the interest to occur after the basic network licensing deal has been set. But without Barrett's willingness to supply a third vote, the two-step has no future.

Sikes's and Quello's hand was strengthened two weeks ago when White House Chief of Staff John Sununu settled the White House position on fin-syn with a letter reiterating the President's aversion to intrusive government regulation and his expectation that his appointees keep it in mind.

According to the proposal, details of

which were flowing about Washington last week, the networks would be free to acquire financial interest and syndication rights in network programs from outside producers, but not all at once.

In the first year, they could only acquire interest and rights in 25% of their prime time schedule; in the second, 50%, and in the third, 75%.

Through the financial interest, networks would be able to enjoy a share of the revenue for the sale of network reruns to television stations. And with the syndication rights, they could join other established syndicators in selling the shows.

The proposal puts no new cap on the number of programs the networks may produce in-house—old caps contained in an antitrust consent decree expired last November—and would allow the networks to syndicate the in-house programs.

In calculating the hours of programming it could acquire interest in, a network would have to subtract the hours of programming 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.

The networks would also be permitted to produce and syndicate programs that have had no network showing. However, affiliates would not be able to air so-called first-run syndicated shows from any network during prime time access. According to one network executive, such a prohibition virtually takes the networks out of first-run syndication since it puts out of bounds the most popular slot for first-run programming.

To protect local broadcasters, networks in the domestic syndication business would be permanently barred from withholding off-network programs from the syndication market and from discriminating in favor of their own affiliates in the sale of the shows. Unlike most other provisions of the proposal, such anti-warehousing and anti-steering safeguards enjoy broad support at the agency.

The proposal would redefine "network" so that the transitional restrictions and permanent safeguards would apply only to networks that have at least

Continues on page 26.

HIGHLIGHTS OF FCC'S NEW DEAL ON FIN-SYN

- The prohibitions against networks acquiring financial interest and syndication rights in programs from outside producers would be phased out over three years. The networks could acquire interests and rights in 25% of the prime time schedule in the first year, 50% in the second and 75% in the third.
- From the start, the networks would be allowed to produce in-house as much of their schedules as they desire and would be able to syndicate domestically and internationally all programs for which they produce or acquire rights.
- Networks in the syndication business would be permanently barred from withholding off-network programs from the syndication market (anti-warehousing) and from discriminating in favor of their affiliates in the sale of the shows (anti-steering).
- Networks would be allowed to enter the first-run syndication business, but affiliates would not be allowed to broadcast the first-run fare of any network during prime time access.
- Transitional restrictions and permanent safeguards would apply only to networks that have at least 100 affiliates and provide more than 14 hours of prime time programming each week.

CABLE NETWORKS POST STRONG 1990 RESULTS

Turner and MTV Networks revenues up 72% and 23%, respectively; pay networks post healthy revenue and earnings increases despite softness in category

The largest of the cable programmers enjoyed double-digit revenue growth and generated considerable cash flow in 1990, despite a number of costly programming events that bumped against the bottom line, and some newborn networks that did not live to see adolescence.

Turner's entertainment networks—Turner Network Television and WTBS—increased revenues by 72%, from \$387 million in 1989 to \$663 million in 1990. TNT's revenue alone increased 270%, from \$75 million in 1989 to \$277 million in 1990. The gain comes from \$167 million earned from TNT subscription revenues (up from 1989's \$54 million). That 206% increase is attributable to increased subscriber fees attached to TNT's NFL carriage and subscriber growth from 35 million to 50 million over the course of 1990.

WTBS revenues, which were \$300 million in 1989, were up about 29% to \$386 million for 1990. TNT and WTBS together brought in about \$412 million in ad revenues in 1990, up 32% from \$312 million in 1989. Combined operating profit was down 40%, from \$105 million to \$75 million. Factored into that is the \$33 million one-time loss Turner took on the Goodwill Games last summer. Without that loss, TBS entertainment networks would have had \$108 million in operating profit for 1990, a slight increase over 1989.

CNN-Headline News revenues were up 16%, from \$350 million in 1989 to \$405 million in 1990. Ad revenues were up 20%, or \$38 million, which would mean a jump from \$190 million in 1989 to \$228 million in 1990. Operating profit dipped slightly, from \$136 million to \$134 million, due to costs associated with war coverage. CNN spent \$8 million to \$10 million covering the Persian Gulf crisis from August through the end of 1990. Costs of war coverage for 1991 are expected to average \$5 million a month.

Christian Becken, Turner's vice president and treasurer, told analysts attending the Goldman Sachs media conference in New York last week that CNN's ad sales revenue increased 8% in the fourth quarter, and characterized the advertising market for all the Turner networks as soft during that period. Becken said TBS had expected those conditions to remain in first quarter 1991, but acknowledged that the ad marketplace is

doing better than expected and should improve as the year wears on.

MTV Networks (MTVN) also posted double-digit growth last year. MTVN revenues grew by 23%, from \$282 million to \$348 million for 1990, bringing in 36% of its revenues from subscriber fees. Based on a fourth-quarter breakout of MTV/VH-1 and Nickelodeon/Nick at Nite, the two groups are doing their fair share to bring in revenue and generate cash flow. For the fourth quarter, MTV/VH-1 had revenues of \$52 million, up from \$47 million, and operating cash flow of \$17 million, up from \$13.4 million. For Nickelodeon/Nick at Nite, revenue for 1990 was \$43 million, up from \$35 million for the same period in 1989, and operating cash flow was \$16 million, up from \$13.9 million for fourth-quarter 1989.

Overall, operating cash flow for MTVN was down 13% for 1990, dropping from \$99 million in 1989 to \$88 million due to the nearly \$44 million spent in 1990 on the start-up of the comedy cable service HA!. Since HA! will merge with Time Warner's Comedy Channel, effective in April, costs for the new service Comedy TV should be substantially reduced for 1991. Excluding HA!, MTV Networks would have posted a 37% increase in cash flow in 1990.

While basic cable programmers fared well last year and anticipate continued success in 1991, premium cable services such as Time Warner's HBO and Viacom's Showtime weren't so lucky. Showtime/The Movie Channel penetra-

tion stayed flat, with 10.4 million subscribers at year end for both 1989 and 1990. Revenues, however, were up 5%, from \$121 million in 1989 to \$126 million in 1990, stemming from rate increases. Because of that and an accounting change relating to film costs, Showtime posted a \$24 million profit in 1990, versus a loss of \$800,000 in 1989.

HBO fared slightly better than Showtime last year. It picked up 300,000 new subscribers in 1990, ending up with 17.6 million for the year. Sister network Cinemax lost 100,000 subscribers and ended up with 6.3 million. HBO/Cinemax had revenues of \$1.26 billion in 1990, an 8% increase over 1989. Operating profit was up 10%, from \$166 million in 1989 to \$182 million in 1990. Profit would have risen by 25% had HBO not taken a \$25 million charge due to Comedy Channel operations.

Broadcasters' performance mirrors softness of economy

The year-end results for the three networks reflect the current soft economy. Capital Cities/ABC said: "The current economic climate continues to adversely affect advertising demand...." NBC parent General Electric stated that its broadcasting division had a "much lower" operating profit on lower revenue. Advertising softness and viewer erosion were cited as reasons for the decline. As had been expected, CBS reported a \$50

ENTERTAINMENT COMPANIES

	1990 Entertainment Revenue	chg.	1990 Entertainment Income	chg.
Time Warner	\$2,904,000,000	120%	\$377,000,000	124%
Paramount	2,446,700,000	18	212,500,000	-15
Walt Disney	2,250,300,000	41.7	313,000,000	22

Note: Revenue and income figures include theatrical and home video releases.

NETWORKS-GROUP OWNERS

	Period	Broadcasting Revenue	chg.	Broadcasting Income	chg.
Capcities/ABC	Year	\$4,283,633,000	10%	\$830,457,000	-0.6%
CBS	Year	3,261,000,000	10	(49,800,000)	-81
Pinelands Inc.	Year	181,097,000	14.8	(245,000)	-95
Post-Newsweek	Year	179,400,000	-1.1	68,900,000	-4
Viacom	Year	163,900,000	12	65,074,000	10
Times Mirror	Year	104,541,000	1.7	33,304,000	(18.6)

million loss on a 10% revenue increase to \$3.26 billion.

Political advertising bailed out several group owners in the fourth quarter while high programming costs continued to hurt operating profit. Post-Newsweek said its 4.7% fourth-quarter broadcast division revenue gain was "bolstered solely by revenue from political advertising."

Pinelands Inc., which owns and operates WWOR-TV New York, said that its net loss for 1990 was caused "primarily by \$14.9 million in program write-downs. The reason for the write-downs in part was because of the poor New York economy."

Viacom's television revenues were flat in 1990 because of poor local market conditions. The group owner was bolstered by its radio operations, which reported revenue growth of 9% and operating income growth of 12%.

On the entertainment side, 1990 may have seen (at least temporarily) the end of the high-cost, heavy promotion picture. Smaller films like Disney's *Pretty Woman*, Paramount's *Ghost* and Fox's *Home Alone* blew away bigger films. The year also saw studios re-evaluating spending habits. Disney, for example, will no longer do hour-long shows, and many other studios are said to be reconsidering that genre in light of the weak syndication market for dramas.

Overall entertainment operating income for Paramount Communications declined in fiscal 1990 compared to fiscal 1989 in part because of declining theatrical exhibition profits and in part because of the syndication marketplace. While *The Aresenio Hall Show* and *Entertainment Tonight* continued to perform well for the studio, other syndication series, like *Star Trek* and *Star Trek: The Next Generation*, had lower profits and may have been hurt by a weaker advertising environment.

Disney and Warner both showed continued growth from syndication. Warner said that sales of *Head of the Class*, *Perfect Strangers* and *Alf* in syndication were a "major contributor" to the entertainment division's record year. That is more impressive when one figures in Warner's weak theatrical releases in the fourth quarter including *The Bonfire of the Vanities* and *The Rookie*. Whether the syndication divisions for the studios will be able to continue to post positive results as the market softens remains to be seen. Another factor for 1991 and beyond is whether first-run syndication can maintain its improved image with the advertising community. Rep firms and agencies may go on the offensive and attack the value of advertising in first run versus national spot. —SDM, JF, GF

CBS POISED FOR FIRST SWEEPS WIN SINCE 1985

Retrospectives and other specials fuel ratings resurgence

With a big boost from last Wednesday's *Grammy Awards* telecast and its preceding "nostalgia weekend," CBS surged ahead in the sweeps race last week. Through Wednesday (Feb. 20), CBS lead the way in both the Nielsen and Arbitron sweeps. If the network can hold its lead—and by most accounts it will—it would be CBS's first outright win of a sweeps since February 1985.

Last week, NBC officials were privately conceding that CBS would probably win the sweeps, barring any surprises in the last seven days of sweeps competition. To no one's surprise, ABC will place third. The Arbitron sweep period is from Jan. 30 to Feb. 26. The Nielsen sweep is from Jan. 31 to Feb. 27.

Through last Wednesday (Feb. 20), the sweeps standings for the Nielsen dates were: CBS, 13.2/21; NBC, 12.9/21, and ABC, 12.1/20. A year ago, CBS was a distant third with a 12.7/21, behind both ABC's 13.2/21 and NBC's 15.1/24.

For the Arbitron dates, CBS also led through last Wednesday, with a 13.1/21, followed by NBC, 12.9/21, and ABC, 12.1/20. A year ago the numbers were: NBC, 15/24; ABC, 13.2/21, and CBS, 12.6/20.

Fox's biggest role in the sweeps has been to play, to some extent, the spoiler, particularly on Thursday nights, where *The Simpsons* has cut into the audience share at 8 p.m., a slot *The Cosby Show* once commanded with a 40 share. *Cosby*



'Very Best of Sullivan' gave CBS a boost during the sweeps

still wins the time period, but usually with shares in the mid-to-high 20's.

Fox's Thursday gambit has had its trade-offs. *Simpsons* is very competitive Thursday night and has put the upstart network on the map for the evening. The show has also created heaps of welcomed publicity for the network. On the other hand, Fox's Sunday night schedule has suffered somewhat with the removal of the popular cartoon from that evening. As a block last year on Sunday nights, *The Simpsons* and *Married ...with Children* were frequently first or



'All in the Family' made a strong return

second in their time periods. This season, *Married* has fallen off significantly, often placing third or fourth in the time period.

CBS's competitors credited the network's turnaround this month, but were also quick to point out that a good portion of the network's success in the sweeps is due to special programming. But as one competing network executive said, "It all counts, they deserve the kudos."

Preston Beckman, a research vice president for NBC, noted however, that for regularly scheduled programs, NBC was still number one, albeit in a very competitive race. From Jan. 30 to Feb.



Bart's power benefited CBS

20, Beckman said, NBC was leading in regularly scheduled programs (series and movies) with a 13.3 rating, followed by CBS, 12.6 and ABC, 12.2.

Nevertheless, CBS scheduled special programs that captured viewer attention. An *All in the Family* 20th anniversary special Saturday, Feb. 16, won its 90-minute time period with a 14.7/25. The following night, an *Ed Sullivan* retrospective did even better, recording a 21.3/33, giving CBS almost twice as much audience share as the competition.

On Monday, Feb. 18, CBS's *Mary Tyler Moore* anniversary show was second behind NBC's two-part movie, *Love, Lies and Murder*.

Network HUT's (level of homes using television) were down through the first three weeks of the sweeps by about 7%. Viewing level losses for NBC and ABC were not offset by CBS's viewing level gains.

In key demographics, CBS gained in the sweeps, while NBC lost ground. Through Feb. 19, ABC was tops among women 18 to 49, with an average 8.8 rating, down 3%. NBC was off by 15%, with an 8.6 rating in the same category. CBS was up 7%, with an 8.1.

With women 25 to 54, CBS jumped from third to first with an average 9.4, up 9%. NBC was down 15%, to a 9.3 and ABC was off 7% to a 9.2. -SM



TCI CEO John Malone and Encore Chairman John Sie

CABLE GIVING ENCORE WARM RECEPTION

The cable industry, both programmers and operators, were giving a warm welcome to the John Sie and Tele-Communications Inc. plan to launch a mini-pay service, Encore (see page 39), designed to help the pay category. Sie will leave TCI to launch the \$1 to \$3 service, which will be carried on TCI's owned systems.

Mac Lipscomb, Showtime senior vice president, corporate affairs, welcomed Encore, saying: It "attempts to accomplish the same added value concept" for pay that Showtime is pushing in its new marketing plan, TOPS. Encore and TOPS share the same goals, said Lipscomb, of "more value at a lower price," although the solutions differ. Encore's solution is to add product, he said, while Showtime's has been to differentiate its product through exclusivity. Encore will provide "greater variety and volume" and is "strategically complementary," he said. Encore plus TOPS makes it an even more acceptable opportunity for cable operators, said Lipscomb.

An HBO spokesman said it views Encore like any other potential video competitor, and that it was too soon to predict its impact. But the spokesman said the value added concept was not a bad idea for the pay category.

MSO's were also giving Encore qualified support. Ted Livingston, Continental senior vice president, marketing, said: "it's a reasonable idea," adding that "a la carte services are the way to go." Livingston said the idea is viable because "uncut and commercial free [movies are] a pretty powerful consumer benefit." The challenge will be to gain distribution, he said. He doubted operators would switch out other pay services to carry Encore.

Tim Evard, vice president, marketing for American Television & Communications, said Encore was "intriguing," adding that "the direction was correct. It's another tool and maybe if it's applied creatively it can help," he said.

Rick Sperry, Comcast vice president, marketing and sales, said it will benefit the two-pay household, if the perception is that Encore is free. "This adds value to premium offerings," he said.

Margaret Combs, president and chief operating officer of the Cable Television Administration & Marketing Society, said: "Encore makes a lot of sense" in light of the price-value problems dogging pay services. As basic rates have increased through the years and household budgets have constricted, customers are reevaluating pay services. MSO's have stemmed pay service declines by raising prices, but that can't continue forever, she said. Adding Encore at a low price will help the price-value equation, she said. It may be "difficult in light of the other businesses to have a new entry at this time," Combs acknowledged. But once the recession ends, Encore may help bring back pay subscribers to the fold. -MS

TED KOPPEL: DANGERS OF CENSORSHIP, MERITS OF COMPETITION

ABC newsman Ted Koppel last week joined a growing chorus of journalists protesting government/military restrictions on war coverage in the Persian Gulf. Appearing before the Federal Communications Bar Association in Washington, he said: "The American public is well-served by a critical, and indeed, cynical press examining every word that the government says at all times, [but] most of the time we are simply reflections of whatever spin doctors at the White House, State Department or Pentagon feed out to us...as though it were written in stone tablets they have brought down from Mt. Sinai."

Later, in an interview with BROADCASTING, he elaborated:

Is the press kept "passive" because the military rules determine where a reporter gets to go?

What bothers me far more is that the pool arrangement deprives the press of our greatest driving motor: competition. It's the life blood of American journalism. If I'm going out on a pool and I know that everything I report is going to be made available to NBC, CBS [and] CNN, I'm going to hold something back for my own organization. I want to kick ass.

But another problem with the pool relevant to the broadcast media right now is [that] CNN benefits tremendously from it. Let's say you've got an NBC reporter out there. He comes back at one in the afternoon, East Coast time; whatever he gives to the pool is shown on CNN for five-and-a-half hours. It's not until 6:30 that it shows up on Brokaw's show. You've got the ludicrous situation where you're going to be beaten by your own reporter.

If the press is speculating about a ground war, given the press restrictions, aren't we basically taking the Pentagon at its word that a ground war is going to start soon? Maybe they're saying that for political reasons.

Not maybe for political reasons. I am absolutely confident

that what the Pentagon and White House have been doing for the past couple of months is to say to Saddam Hussein: "You better come to an understanding that you're going to accept the U.N. Security Council resolutions, because if you don't, this and this and this are going to happen." Now, what do we do? If the media limits itself to reporting only that which it knows to be the unvarnished truth, we're going to go off the air. We very rarely have access to the unvarnished truth.

All we can do is report the facts. If you don't put the facts as we know them on the air, at the time that we know them, then we become historians and not journalists.

But with the restrictions, how can journalists go about uncovering more facts?

More truth?

No, well, a fact would be "how much ammunition do we have, how ready is a certain division?"

See, there, I think you're getting into a very hairy area. If I knew, for example, that the front line divisions of the Coalition forces right now had only a one-day supply of ammunition, I'd have to think

long and hard about whether that is something that requires self-censorship.

But that might also tell you that, in fact, Coalition forces could not possibly be ready to launch a ground offensive.

It might. You raise a very interesting question because more often than not, where we are subjected to extraordinary criticism from the public at large is precisely when we do raise questions [about] the honesty of our government. Are we giving aid and comfort to the enemy if we point out the administration is lying about its capacity to launch a ground war right now? The answer is clearly yes. The answer is not quite as clear when you say: "Alright, do you go with it or don't go with it?" Probably in that instance, you go with it.

-PJS



Koppel speaking to FCBA

GULF WAR UPDATE: PENTAGON SETS UP 24 POOLS

In anticipation of a ground war, the Pentagon last week activated two dozen journalist pools to cover developments in the Persian Gulf. At press time, 192 of the more than 1,400 reporters, editors, producers, photographers and technicians in the region had joined various military units in a variety of pools, including Army (100 reporters); Marines on land (33); Marines on amphibious ships (18); Navy on sea (19); Air Force air bases (14), and medical units (8). NBC News foreign editor John Stack said any increase in the number of pools would not require additional network personnel in the region, which is already believed to be at about 80 staffers per network.

■ Journalists frustrated by the restric-

tive Pentagon press pools have so far appealed five stories since the war began, according to Pentagon spokesman Pete Williams, adding that four of those five were approved upon appeal.

■ NBC News President Michael Gartner defended television news reports from the Persian Gulf as the "rough, first-draft of history," speaking at a Columbia University Graduate School of Journalism forum, *The Media and the Military*, which aired Feb. 21 on PBS. "We work in one of the few industries where you watch us make our product," said Gartner. "I think you have to judge the product and not the process."

■ Five weeks into the war, CBS and NBC were finally granted visas to join ABC and CNN in Baghdad. Among CBS

News representatives sent into the city on Monday were Vice President Don DeCesare and producer Larry Doyle, who met with Iraqi officials last week to discuss the release of network correspondent Bob Simon and crew, reportedly held in Baghdad since Jan. 21. Also entering Baghdad last week for CBS was a two-person crew including correspondent Betsy Aaron. NBC News sent correspondent Tom Aspell and a crew into the Iraqi city on Feb. 17.

■ On the anchor front, NBC last week followed CBS's lead by sending Tom Brokaw and John Chancellor to Saudi Arabia, just days after CBS's Dan Rather began anchoring from the region. ABC News and CNN at press time had no plans to send anchors to the area.

HACKER REPLACING COOPER AT TRIBUNE

There was a changing of the guard last week at Tribune Entertainment Co. (TEC). The company's founding president and chief executive officer, Sheldon Cooper, who recently turned 65, has been replaced by TEC's second in command, Donald L. Hacker.

Cooper, who has run the company since its founding in 1982, assumes the new title of chairman. A company statement last week said Cooper will focus on strategic issues, including future program evaluation and international development.

But Hacker, 37, assumes control of all TEC operations. "This is more of a natural transition than anything else," said Hacker. "We've been moving in this direction, and also Shelly, having reached 65, felt he wanted to kind of crank it down a little bit."

The change in command comes as TEC is expanding its distribution presence. Last year, it took over syndication of the two talk strips it produces—*Geraldo* and *Joan Rivers*—after its distribution agreement with Paramount expired.

Also, the company is launching a new magazine strip, produced and hosted by Geraldo Rivera, *Now It Can Be Told*. All three shows are widely cleared for next season. According to Hacker, *Now It Can Be Told* has now cleared between 65% and 70% of the country, including all the top 20 markets.

Clearances include WNBC-TV New York (concluded just last week), the Tribune-owned stations in Chicago and Los Angeles, WGN-TV and KTLA, respectively, KYW-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, KXAS-TV Dallas, WJW-TV Cleveland, WXIA-TV Atlanta, KIRO-TV Seattle and WJLA-TV Washington. The show is being cleared primarily for access and late night, said Hacker.

As for the two returning talk strips, Hacker said: "It's a tougher marketplace—especially with *Joan*—with three new talk shows out there. But we're in good shape." *Geraldo*, going into its fifth season, has been renewed in about 75% of the country, said Hacker.

Joan Rivers, going into its third season, is cleared in 65% of the country, he said. Tribune has spent much of the last several months fending off speculation that *Rivers* was the most vulnerable talk show on the air. But the show has held on. "Stations have been skittish because of the advertising situation," said Hacker. "But her performance has been steady and moving up a little bit here



Sheldon Cooper



Donald Hacker

and there. Creatively, it is where we want it to be."

TEC will continue to expand under Hacker's watch. The company's next new syndication show is a planned late-night strip for January 1992. It's described as a "comedy-based talk and entertainment show" that will be hosted by a known comedian. According to Hacker, the show is being designed specifically to meet the programming needs of Tribune's owned station group, but will be sold to other stations as well.

As for the future, Hacker said the company's distribution side will continue to grow and develop more programs

specifically for its owned stations. Tribune expects to be in the off-network business, he said, acquiring product not only from its own Grant-Tribune venture, but from other producers as well, for sale to stations. Hacker also wants to steer the company into greater cable and international activities.

Hacker has been with Tribune since 1979, when he started as a planning analyst for the parent company. In 1982 he joined Tribune Broadcasting as director of planning and then vice president of development. In 1986 he joined TEC as executive vice president, the post he held until last week.

—SM

TUG OF WAR OVER SPECTRUM

The administration and Congress appear at odds over a House bill that would reassign up to 200 mhz of government spectrum for private use. It would promote the development of new services such as digital audio broadcasting and high-definition television that need additional spectrum.

The administration wants the measure (H.R. 531) amended to permit spectrum auctions, something the bill's authors do not favor. A similar bill passed the House last year but died in the Senate because of the auction issue.

Last week at a House Telecommunications Subcommittee hearing on H.R. 531, FCC Chairman Alfred Sikes said he supported the "fundamental thrust" of the legislation, but said the FCC should be permitted to auction spectrum and that the number of reports required in the measure should be curtailed.

Sikes made clear that the auctions would apply to non-mass media spectrum. He also told the lawmakers that the bill would complement the commission's ongoing proceeding to develop a special spectrum reserve in the 1-3 ghz band that will be earmarked for new high technology services. The demand for radio spectrum, Sikes said, continues to "surge." "We are receiving about as many applications for experimental licenses each month as we received each year during the 1980's," he said.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and subcommittee Chairman Ed Markey (D-Mass.), key sponsors of H.R. 531, have never been proponents of auctions. The President's budget, however, includes an auction proposal calling for the reallocation of 30 mhz of government spectrum for private use. Once the new spectrum is assigned, the FCC, beginning in 1994, would auction the old spectrum.

—KM

'First draft on fin-syn'

Continued from page 19.

100 affiliates and provide over 14 hours of prime time programming each week.

Most feel the network definition is the provision most vulnerable to change. Duggan was said to be working on an elaborate "matrix" that would base the network definition on a number of economic factors.

Supporters of the plan acknowledge it is likely to undergo significant changes in the give-and-take among the commissioners. One suggested that Marshall and Duggan are unlikely to accept the draft's "absolute sunset." They may insist on a review of the programming market after three years, or before the rules are allowed to lapse once and for all, the source said.

Although network executives have reportedly told FCC commissioners they are willing to accept a percentage cap tied to a sunset, they are unwilling to make such a concession publicly. "Continuing to talk about compromise seems a little odd in light of the Sununu letter," said one network executive. "What's the reason for any intrusion into the competitive market?"

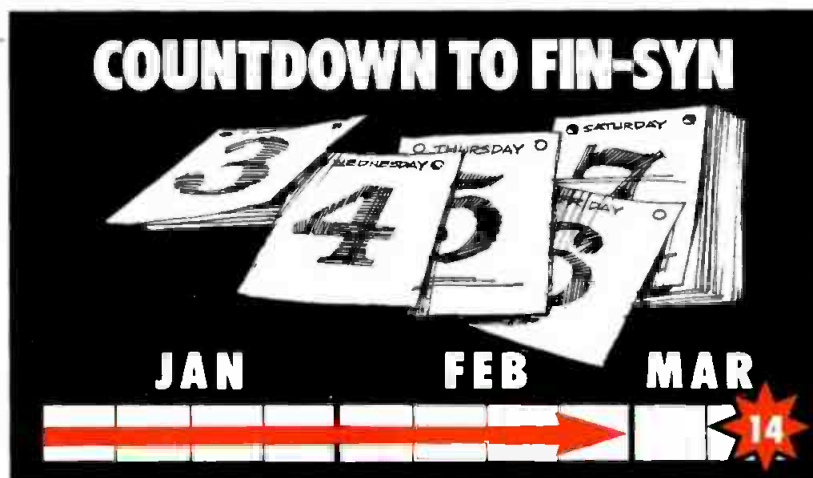
But for the most part, network executives were shying away from commenting on the proposal, afraid of saying something that might upset a proceeding that seems to be going their way and not really knowing the particulars. "We are talking about a document we can't see," said Fox Vice President Molly Pauker.

Diane Killory, an attorney working for the Coalition for the Preservation of the FISR, did not feel similarly constrained. If the FCC is going to justify a sunset, she said, it has to build a record that backs total repeal.

Even without the sunset, she said, a percentage-of-schedule cap "creates all the wrong incentives for networks." The FCC has long held that the public is best served if the networks make programming decisions on their merit. But if the networks have interest in some shows and not others, she said, they will tend to favor their own when it comes time to decide which one to schedule after *Cosby* and which one to renew.

Jerry Leider, chairman of the Coalition for Preservation of the FISR, declined comment on the FCC proposal because he had not yet seen it. But as a general matter, the percentage-of-schedule cap is as unacceptable today as it was when NBC President Robert Wright proposed a variation of it three years ago, he said. "It would not be in the best interest of the production community."

-HAJ



M PAA President Jack Valenti took a beating in the popular press last week for Hollywood's misguided attempt to persuade the White House to downplay the significance of the Council of Economic Advisers' report critical of the fin-syn rules (*BROADCASTING*, Feb. 18). The effort not only failed to achieve that goal, it had the near opposite effect. The lobbying and (counter-)lobbying by the networks at the White House ended with a clear ring of finality when Chief of Staff John Sununu stated that the CEA report reflected the deregulatory thinking of the President, and his appointees were expected to keep it in mind in their decisionmaking. The *Los Angeles Times*, *Washington Post* and *Wall Street Journal* ran stories of Valenti's misadventure. The last called it a "lobbying nightmare."

Despite the well-documented setback, network executives know better than to count Valenti out. "This will only spur him on," said one. "I anticipated one more major twist.... There always is."

Among the Bush appointees who apparently got Sununu's message was FCC Commissioner Sherrie Marshall, who has championed Hollywood's regulatory approach to revising the rules at the FCC.

When the CEA report hit the streets last Tuesday, Marshall pooh-poohed it, saying she was already aware of the views of CEA Chairman Michael Boskin and that it would not affect her approach to fin-syn. "I knew the economists believed the less restrictive [the rules], the better."

But last week Marshall was not talking much about anything. The Sununu letter "speaks for itself," she said without elaboration. Would it affect her position? "No comment."

The Sununu admonishment came about the same time she was getting some other bad news: FCC Commissioner Andrew Barrett was not interested in supporting the two-step approach, which she and Hollywood had been advocating. Under that approach, the networks could acquire a financial interest in any program, but only after they had concluded a basic licensing deal.

All in all, Marshall was retrenching last week. Without Barrett, her two-step proposal has little going for it. But teamed with Duggan, and possibly Barrett, she may yet have considerable influence over the final shape of the fin-syn order.

Although the notion of spontaneous generation has been discredited among biologists, it still has many adherents in Washington. Network lobbyists, for instance, say the anti-fin-syn paragraph in the CEA report just sort of happened as did the letter two weeks ago from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and other House communications leaders pledging not to second-guess the FCC on fin-syn. They also claim they had nothing to do with the letter from House Telecommunications Subcommittee member Mike Oxley (R-Ohio) that prompted the Sununu letter. An Oxley spokeswoman confirmed the networks' story, saying the congressman was simply confused by conflicting statements from the White House.

Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, had his own few words to say on the subject last week. *BROADCASTING* had misidentified him as the author of the Dingell letter, and he wrote the editors to correct the record. "I have not written to the FCC concerning the pending proceeding on these rules," he said. "I believe that this matter is best handled by the FCC."

-HAJ

AT LARGE



AL SIKES: STEADY AS HE GOES

The lawyer-broadcaster from Missouri who heads the FCC has had more fires to fight on his own eighth floor than among the industries that agency surveys. The measure of his success at maintaining command is indicated in this interview with BROADCASTING editors, which covers crises and promises, present and future.

We wanted to take a reading on your chairmanship at the same time that we check on the major issues of the day. Happily, from a news point of view, this occurs on the eve of the financial interest decision. Is that going to be the biggest decision of your chairmanship?

No. It will be an important decision, but certainly not the biggest.

What will be?

For that I would have to take you over at least in part to the technology role of the FCC dealing with fiber, with computer-driven switching, with the new high capacity mobile communications. There's the cable/telco issue. I think it's crucially important that we resolve the rules or circumstances that now constitute barriers to important new technologies which will really define the communications world in the next century. The barriers I'm talking about include the lack of spectrum,

and I have communicated (1) support for the Dingell bill that will provide additional spectrum and (2) for an initiative here that would reform the spectrum and provide a new spectrum reserve. I'm talking about the need to remove barriers to employment of multi-use technologies—and by barriers, I mean rules that limit their use. If you tell someone you can only use a VCR for playback, then you're not going to have very many VCR's purchased because people want to use them both to record and to play back.

I'd say that resolving that series of issues—it's hard to put it under a single title—will be in the final analysis the principal contribution this commission will make.

Is fin-syn the most politicized of these decisions?

Yes. Of all the decisions in this first 18 months that I have been here, the two that have generated the most heat have been the local exchange price cap proceedings and the fin-syn proceedings. The cable proceeding has been generating a lot of heat, and we have an AT&T rulemaking that should generate a lot of heat. There are probably five or six issues that involve heated contests between various advocates and various industry people, but I'd say fin-syn was at the top.

You've been out front in your belief that fin-syn should be repealed or gutted substantially. How has your position developed?

It's been an evolutionary process. For example, the Matsushita purchase of MCA started a new round of examinations on a national perspective, and the recent success of CNN has added a new dimension, dramatically illustrating the changing video world. So as these developments have occurred, I and others have commented on other dimensions, but generally my message dates back to my talk to the Academy of Television Arts & Sciences in Los Angeles seven or eight months ago, in which I said we need to look at three things, principally: what effect these things have on competition, what effect they have on diversity and what effect they have on localism, which tends to be part of the diversity picture. I feel strongly that local broadcasting has given us a great deal and to the extent that the networks are the lifeblood of local broadcasters, and they certainly are to an extent, we can't fail to include that element as well. And as I look at all three, and as I look at the changed marketplace as detailed through a whole series of statistics, I just find the rules highly questionable.

What about diversity and competition? How are new rules going to benefit those goals?

Well, to me people who say that government needs to intrude in the marketplace, either by continuing rules or by crafting new rules, have a big burden with me. They've got a burden to show that, but for the rules, something will fail that is a highly valued public interest. In many respects the true measure of diversity is what is coming out of the local stations.

And competitiveness?

Well, I think there has been quite a consolidation in Hollywood, and I think what you do by bringing up the four networks is you provide an opportunity for them to bring additional suppliers into the marketplace. Additionally you have the question of independent television, but just in terms of program production, I do not see an adverse effect, and perhaps a positive effect.

Now we're at the point where words turn to print, where we go from the verbal to the print form, and where we actually begin to craft the law. I think it's important in that period that we are able to interact without having a public drama unfold over our interaction.

It's been interesting to watch the evolution of this process. The last time we discussed it you were discussing the possibility of having to dissent against a commission majority. Now the internal situation has turned almost 180 degrees, and it appears to outside observers that the final result will be much closer to what you wanted going in.

Well, the commission doesn't operate in a vacuum, and there have been some significant outside developments that probably will have some influence within the commission.

Would you comment on those outside developments? First of all, the Council of Economic Advisers report and the Sununu letter.

I was pleased to see the administration lay out a series of policy views in the area of communications. They didn't deal exclusively with fin-syn; that was clearly one of a number of policy views that they laid out. I was very pleased to see that, not because that pre-judges the outcome here but I think that we're all quite interested, and appropriately so, with what the executive branch's views are, and the administration's views.

They will be influential. Whether in the final analysis they will prove to be ultimately persuasive, we'll just have to wait and see.

The other development was the Dingell letter. How do you read that?

I think that Congress has been concerned, and particularly members who have been around this issue for a number of years, about the extent to which this issue could be politicized. My view is that the signers of the letter felt it was important to restate their view that we needed to act independently and within the confines of the record of this proceeding. It clearly is a more liberating message than had been earlier conveyed by Congress to the FCC, earlier meaning 1983.

What about the idea of a percentage cap?

Well, the options range all the way from doing nothing to eliminating the rules all together. There are some who believe that a flash-cut decisions are unwarranted and that they also do not allow for transitional equities. Generally, companies organize and invest around rules, so when the rules change, that has an arguably destabilizing effect. So they argue that the rules should be changed in a transitional manner as opposed to a flash-cut manner. There are some who have talked about, say, some sort of percentage cap or some sort of sunset later on who might well see that as one of the underlying reasons for something like that.

Are you among them?

I certainly have found that more attractive than some of the more complicated, more intrusive approaches.

Do you feel that Fox deserves a break on fin-syn?

One of the things we're looking at is the network definition. It is not my personal intention to vote for a waiver.

Underlying your thinking here, do you want to give Fox an opportunity to be both a network and a syndication company?

Well, generally speaking, I have been of the view that I really should not dampen the prospect of a fourth network or a fifth network. So in that sense, I have been generally supportive of ways to facilitate Fox's emergence as a fourth network. But I think increasingly we have to look at these rules not on the basis of Fox, but on the basis of all networks, because I think the networks generally are in a very fragile market environment and I think asymmetrical rules would be harmful.

One of the subjects that intrigues me is your "seamless" approach to the video world. Can you elaborate on that?



You know, the television set used to be a tool to which we habitually tuned for three or four or five or six or seven channels, depending on what size market we were in. And it required that we get off our derrieres and go to the set and turn a tuner to the channel. That created a powerful inertia that worked in favor of the established providers of those three, four, five, six or seven channels. I think the technology and quality have essentially destroyed that inertia—and if they haven't destroyed it, they're well on their way to destroying it. First of all, more and more people no longer get out of their chairs. And, using remote devices, they are addressing cable-ready sets with dozens of channels.

Does seamless also mean that all electronic communications media will appear on the television set in a transparent way, so that the viewer goes from one to another without differentiation?

I think that technology generally is pushing toward that seamless world, and not just to the entertainment and information media enjoying that seamlessness, but also other sources. Where there will be, in a sense, an open-architecture kind of television set that will be receiving our personal computer as a source, or it might be receiving something from satellite as a source, or full motion video or perhaps teleconferencing as a source.

Now, I think that the next step is that we're going to see a menu—and I'm not precisely sure when and under what circumstances—from which we will choose, as opposed to having to know what's on channel 37 or what's on channel 19 or what's on channel 7. The menu will pop up on the screen at our command and then we will be able to go deep into that menu if we choose, to find out what is available from a range of different sources.

And so as I talk to broadcasters, I simply suggest to them that they redefine their approach, because no longer are they going to be able to depend primarily on scarcity and having one of a few channels. They're going to have to look increasingly to quality because there are going to be a huge number of channels generally available in a seamless way.

I'd like to bring you back to political issues within the FCC. One of the words that sprang up in the early months of your administration was "collegiality," which developed as a challenge to your chairmanship by commissioners who wanted to participate in the process in a way that hadn't been possible or wasn't done in earlier times. What sort of accommodation have you affected with collegiality?

Well, I challenge the underlying assumption. I came to the commission having talked to a number of commissioners—not simply people who had chaired the commission—and I listened to their frustrations—not being in on the early stages of the process, as opposed to being brought in at the end. And so I tried to become more collegial literally from the outset. In the case of the cable report, for example, we provided the draft papers well ahead of what is known as the "white copy" date. And we set up working groups across a range of issues, the indecency area being perhaps the most prominent among those, and there were a number of other instances where we set up working groups where legal assistants from each of the offices got together and, working with the bureau of personnel, helped craft the approach the commission ended up taking. So from my point of view, we began to do things quite differently than had been done on occasion in the past, and we worked toward a more collegial environment.

Are you now comfortable with the process, and do feel that at this point the other commissioners are comfortable with it?

Yes, I am comfortable with the process. It is a very good situation. It really kind of defies a broad analysis because you have commissioners with varying interests and backgrounds and expertise, and only by getting into issue group by issue group is it easy to see how the commissioners tend to look at the others.

Let's talk about cable TV, which is your other big mass media issue.

Well, we've got some others as well. We've got children's TV, which is going to have to be resolved in April. I continue

to think HDTV in many ways is the most important mass media issue over here. DAB [digital audio broadcasting]? We're having a meeting today with the radio people and that's all they want to talk about.

I was talking with Jeff Bauman [general counsel of the National Association of Broadcasters] during that organization's winter board meeting and he said: "The last full year I was at the FCC, the biggest mass media item and almost the only big mass media item was the fairness doctrine." And then he went through a series of issues we face now and remarked how different it had become from what it was in the middle eighties.

Well, back to cable. It seems to me this proceeding is not really where you want to be—it's establishing some rules for effective competition, whereas if you had your druthers you would take a completely different tack. You want laws and rules that would open up the franchises and introduce cable competition.

That's right. I think the best approach for the Congress and the commission is to look at barriers to competition and get to those barriers. But in the meantime, we have a statutory obligation that has been diverted for a number of months.

How does effective competition square with this renewed mandate from the White House to look for deregulatory approaches to keep government out of the affairs of business?

When there is a law, we have to comply with the law. This commission found in its review of cable in 1990 that the current definition of what is or is not effective competition—set in 1985, as I recall—did not square with certain realities. So in order to comply with the law, we simply have to change the definition.

But it's just a Band-Aid in your mind?

Well, I'm hesitant to call anything a Band-Aid or a crutch, or some other medical metaphor. I believe this. I believe that there are a number of issues relating to competition that should be appropriately addressed by the commission and by Congress. Those who would say that the only thing that needs to be done in the cable area is that the FCC redefine effective competition, I think are incorrect.

At one time, you gave great emphasis to a so-called "base-ment to attic" examination of rules and regulations. Do you still have that as a principal priority?

I do. I believe that a number of the commissioners, and perhaps all of them, share a certain discomfort with rules that essentially relate to an oligopoly status during a period when the great bulk of TV and radio stations are certainly not monopolies and generally do not enjoy oligopoly status. So I think that will remain very high on the commission's list.

Do you think you have a congressional consensus behind you on that?

I do not. I have said to the leadership of the House Telecommunications Subcommittee, and I would say additionally to the Senate committee, that I think this should be one of the subjects we take up in our reauthorization hearing, so that I'm given an opportunity to outline what I think have been developments that weaken the underlying rationale behind many of the broadcast ownership and cross ownership rules, and they in turn have a chance to question me and state their views. So I'm looking forward to what I would call the third dimension of the process, which is having the subject opened by the authorized committees.

A lot of individual broadcasters feel a disconnect between the new reality and the old laws. But having said all that, I

believe that we've got to have an airing of these laws and these realities to the Congress.

What about telco entry? Do you encourage that beyond the dial tone?

The question we're going to have to face is what do you do with this next generation of technologies that industries are trying to deploy? You've got satellite people who are looking at lower orbit satellites that will provide cellular services that are now only land based. I think we have 10 applications for experimental licenses from cable companies to use radio links to take the telephone customer, by essentially an extended cordless phone, out into the cable network. And then of course you have the telephone companies looking at fiber optic cable, and the cable companies looking at fiber optic cable as well.

But as a nation I think we have to ask: "Can we afford to put limits on the way that multi-use technologies can be used?" Generally, I come out on the side of the fewer the limits, the better. Because if you limit the use of multi-use technologies, you almost surely limit their deployment. In other words, should we have a national policy that chills the investment and deployment of advanced technologies? And my answer is no, we should not. We are not thinking of this in terms of should the telephone companies be able to get into cable any more than I'm thinking of this in terms of should the cable companies be able to get into telephony or whether satellite companies, which have generally not been engaged in land-based communications, should be able to get into cellular.

Is there a policy element involving protectionism in here, in which the FCC might protect an existing medium from competition? Is your obligation to keep going forward or is it an obligation to hold on to media that have been developed in the past?

I think our obligation is to keep going forward. And yes, I think there is an element of protectionism. But having said that, our obligation is to keep going forward, we can't misunderstand the potential difficulties and the fact that we're going to be expected by the Congress and the courts to oversee those difficulties. For example, the telephone companies can shift the cost of getting into cable onto their rate base and have the telephone customers bear that burden, or a significant part of that burden. We've got the obligation of making sure that we've got rules in effect that keep that from happening.

Do you see that whole spectrum thing turning into a real battle, with radio broadcasters looking for spectrum to do DAB, television broadcasters wanting spectrum for HDTV and the mobile satellite people coming in wanting to compete with cellular? Is that going to heat up as a major problem?

I think it's going to be one of the really important issues of this decade. We now have—and this is an approximate number—applications for some 150 megahertz of spectrum that generally range from the so-called personal communications network services—an advanced generation of cellular—to digital audio broadcasting, to satellite based services, to service that Apple recently embraced in a filing that would be a communications network to tie lap-top computers together. So I think that we have created in this country a remarkably innovative view for people who are using frequency-based communications methods, and the end result is, we're at a juncture now where there's far more demand—and attractive demand—than we have available spectrum. That's one of the reasons I believe we've got to move toward a new spectrum reserve here, and one of the reasons I have supported Chairman Dingell and Markey's efforts on the Hill, and one of the reasons I think one of the real silver linings to this HDTV thing would be bringing up a spectrum when NTSC channels are no longer used. ■

PROGRAMING

THE 'WONDER' CLEARS

Turner has lined up 19 markets for 1992 syndication debut

Turner Program Services has cleared *The Wonder Years*, scheduled for a fall 1992 syndication start, in 19 markets covering about 23% of the U.S. In seven of those markets, the company has sold the show on a blind bid basis, while the other 12 sales were straight negotiations with the stations involved. Decisions on which way to proceed in the future will be made on a case-by-case basis.

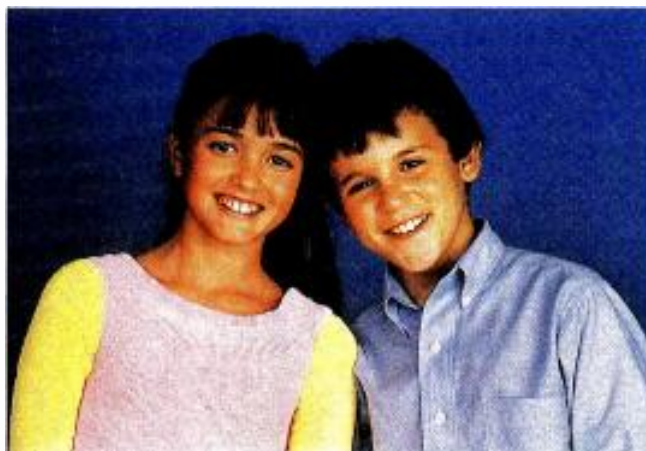
Turner is selling the show for New World Television and has guaranteed the producer a reported \$100 million in fees. TPS will receive a percentage of the sales it generates, probably around 35%, sources said.

TPS has been in the market with the ABC sitcom since last September, and has been pretty quiet about its progress in selling the show since doing deals with WPIX-TV New York, and the Fox-owned stations WFLD-TV Chicago and KTTV(TV) Los Angeles last year.

Most recently, TPS sold the program to independent KPLR-TV St. Louis, which acquired *Roseanne* shortly before making its *Wonder Years* purchase. About half of the stations sold so far fall out of the top 100 markets. They include: KMST-TV Salinas (109), KADY-TV Santa Barbara (112), KIMA-TV Yakima, Wash. (126), KRCR-TV Chico-Redding, Ca. (144), KRTV(TV) Boise (135), KJTV(TV) Lubbock, Tx. (150), KIDK(TV) Idaho Falls (160). Two of the stations picking up the program are in unranked markets: KVOS(TV) Bellingham, Wash., which is outside Seattle, and KFWU(TV), an ABC affiliate at Fort Bragg, outside San Francisco.

According to TPS President Russell Barry, the company's sales strategy is on course. "We're about where we want to be," he said. The company's general strategy, said Barry, is to go into markets where Viacom has already sold *Roseanne*, also pegged for fall 1992 debut.

In New York, WNYW-TV picked up *Roseanne* before TPS sold the show to WPIX. In Los Angeles, KCOP-TV picked



up *Roseanne* before KTTV bought *The Wonder Years*. "In general, we believe we're better off going into a market after *Roseanne*," said Barry. Viacom is in effect softening up the market for Turner, which wants to strike when sitcom buyers are ready to spend.

"There are two key shows in the sitcom market right now for 1992, ourselves and *Roseanne*," said Barry. However, Warner Bros. is also gauging interest in *Murphy Brown* for that year, and Columbia is expected to announce plans shortly for *Designing Women*.

Turner has been criticized by some reps for demanding a full minute of barter time, plus a cash license fee, for the show. "It's a good show, but not a major hit," said Dick Kurlander, vice president, programming, Petry Television. "We question whether stations should aggressively pursue this show with that much barter in it. Even *Roseanne*, a certifiable hit, only has 30 seconds of barter per episode."

Barry acknowledged that stations have complained about the barter component. "They bellyache, but they accept it," he said. The biggest problem stations have, said Barry, is not giving up the time, per se, but that the deal limits their scheduling options. The one minute of barter, he said, allows the company to be more "flexible" in negotiating the cash license fee.

And, Barry notes that stations won't incur a price hike with the show if it goes more than five years, and are committed to carry barter in the show for only three-and-a-half years. If the show goes only six years on the network, instead of seven, the barter term will then be cut back to three years, said Barry.

As part of its presentation to stations, TPS is suggesting the show has all the makings of a long-term syndication franchise—that is, strong, broad-based appeal with viewers under the age of 50, including men and women 18 to 49 and kids and teens.

-SM

Michael Brockman, most recently president of daytime, children's and late night programs for ABC until December last year, has joined Goodson Productions as vice president. His primary focus will be to oversee the company's expansion into the cable and syndication markets, working with Jonathan Goodson. Goodson Productions, who oversees West Coast operations for the company. He cited the company's collaborative operating method as one reason for joining and said Goodson's track record was another. "I've always admired the enormous amount of talent here. While at the networks I always knew they would explore every possible avenue of an idea," he said. Brockman starts with Goodson on March 4 and said his contract with the company is a multi-year deal.



STATE LOTTERIES GAMBLE ON SYNDICATION

Group of state agencies is approaching syndicators about possibility of national game for 1992 stripping

A consortium of 33 state lottery agencies—Lottery Innovations Corp., which formed last September—is quietly approaching producers and distributors with what it feels can be a winning nationally syndicated lottery program for stripping in fall 1992.

With preliminary consideration being given to \$5 million, \$1 million or \$500,000 daily lottery prizes, syndicators have been lending an eager ear, but Lottery Innovations President Peter Lynch says respective state laws and developing a lottery game show format with strong “at-home player appeal” are major hurdles to be conquered before such a program becomes reality.

Lynch, who is also director of the New York State Lottery, said he modeled the umbrella Lottery Innovations organization—New York, California, Illinois, Michigan, Ohio and Florida are among the leading states in the group—on the 17-state administered Multistate Lottery Organization some four years earlier.

“[Multistate Lottery] came up with the notion for those states to join in one lottery on a nearly national scale,” Lynch said. “Then they came to all the big lottery states about the idea of a national lottery, but we weren’t interested.”

Instead, Lynch sensed that major state lotteries wanted to create a televised game with national appeal and has, according to sources, sent out feelers to such syndicators as LBS Communications, Buena Vista Television, Twentieth Television and Warner Bros. Domestic Television Distribution about distributing the lottery strip for prime access. Officials from those syndicators were either unavailable or declined comment, except for Steve Leblang, vice president of programming at LBS Communications, who acknowledged that LBS has had “some contact” with Lynch. “There is no question that this is imminently saleable, but my question is whether the format can meet the promise of huge cash prizes and be entertaining enough to promote at-home participation,” Leblang said. “It’s going to have to be more than just spinning a wheel or pulling numbered ping pong balls to sail in syndication.”

Not surprisingly, Lynch concurred with Leblang’s assessment, saying his

CALIFORNIA PAYOFF

Twentieth (Fox) Television last week completed an agreement with the California Lottery to handle station sales of its half-hour weekly *Big Spin* lottery show, in a package that includes a pair of two-minute inserts (*Lotto* and *Decco*) for the 1991-92 season. The state lottery is also considering a proposed *Little Lotto* insert. According to a Twentieth Television spokeswoman, the deal marks the first time that the nation’s second most populous state has signed with a private distributor to handle station sales. Twentieth will offer the lottery package to California stations on an unspecified straight cash basis.

organization’s top priority is to “define a product that marries well with a lottery.”

Lynch said that 150,000 computerized lottery machines are in operation for existing state contests and can easily be programmed for national ticket sales. “The infrastructure is already in place,” he said.

“We clearly have to design a game that can’t be drawn in New York and have people in Los Angeles still buying lottery tickets,” said Lynch, who declined to comment on reports that established game show producers Mark Goodson Productions and Merv Griffin

Productions have been contacted about developing the proposed national lottery’s format. “Eventually, with the right kind of partners, we can create an entertaining product and offer prize money through a variety of different games, but it will probably take over 18 months to get such a series launched.”

John von Soosten, vice president and director of programming at New York-based rep firm, Katz Communications, questioned whether the format could have strong viewer appeal, especially in a national lottery that could increase what he says would become even greater “astronomical odds” than state lotteries already post for their individual lotteries. “Since the number of game participants could increase by 35 million-70 million people, they [Lottery Innovations] would have to find a way to offer reasonable odds for a chance to win,” von Soosten said.

One other major stumbling block is whether a national prime access lottery can take on top-rated syndicated game show powers *Wheel of Fortune* and *Jeopardy!* Lynch says many of the 33 lottery states are already producing shows in their respective states with “great success, ratings-wise,” adding that his consortium of states accounts for 86% coverage of the U.S. In two of those states, von Soosten noted that WTTV(TV) Indianapolis has been averaging 45-50 shares on Saturdays in access with its *Hoosier Millionaires* program, while WDIV-TV is averaging in the range of 30-40 share points. —MF

CLUSTER READIES FOR BUSY 1992

Company to put \$32 million behind slate of five programs

Hasbro-owned Claster Television has a slate of five programs (four new and one returning) given a firm go for the 1991-92 season. The shows will cost more than \$32 million to produce and distribute this year.

In addition to two new first-run animation projects—the weekly *Bucky O'Hare and the Toad Wars*, and the strip *James Bond Jr.*, Claster has acquired distribution rights to the library of

Paramount-produced theatrical cartoons from the 1950's and 1960's, which are being packaged under the *Casper and Friends* title. The cartoons have been fully restored (acid washed) and digitized, with new theme music and bumpers.

Claster is also relaunching the 38-year old *Romper Room*, the live-action educational show for kids 2-6. The relaunched package will consist of up to

85 episodes produced about five years ago. According to company president John Claster, the company may also enhance the *Romper Room* package with animation segments, new music or location shootings.

In addition, *G.I. Joe*, which the company relaunched last year (after a one-year hiatus), has been renewed in 70% of the country for next season, when 20 new episodes will be introduced.

New toy lines are being rolled out by Hasbro for three of the programs, including *Bond Jr.*, (winter 1992), *O'Hare* and *G.I. Joe* (both spring 1991). In all three cases, the toy lines include action figures and accessories. Joining the *G.I. Joe* stable of characters will be a new squad of "Eco-warriors," who take on the world's environmental problems.

In the two months since it launched *Bucky O'Hare*, Claster has cleared the show in 80 markets covering 81% of the country. The show will be previewed as a three-part mini-series in June, repeated in late August or September, before the show's weekly premiere.

Claster is asking for two-year station commitments for *Bond Jr.*, *Casper* and *Romper Room*. The company announced *Bond Jr.* at NATPE 1990, and the show's development has had its ups and downs. Initially, DIC Enterprises was signed to produce the show. But conceptual problems arose between DIC and the company controlled by Cubby Broccoli, producer of the James Bond theatrical films, and DIC was replaced by Murakami Wolfe Swenson, which also produces the animated *Teenage Mutant Ninja Turtles*.

According to Claster, production for the *Bond* show is "completely on track" for debut this fall. So far, the show has been cleared by 100 markets covering 85% of the country. Camelot will handle barter sales for the show.

Claster is offering *Casper* and *Romper Room* on both a weekly and a strip basis. The *Casper* collection consists of 65 half hours, which includes other characters such as Baby Huey and Hector the Crow. The show is being offered for 2 minutes per day (time bank) in quarters one through three, and one minute per day in the fourth quarter. "Stations can play it anywhere they want to," said Claster. So far the show, launched at the INTV show in January, has cleared about 40% of the country including 15 of the top 20 markets.

Romper Room, also launched at INTV, is being offered for cash plus a time bank commitment. So far the show has been cleared in over 50% of the country.

-SM

PBS FACES POSSIBLE ROUGH ROAD FOR PLEDGE DRIVES

Public TV could be facing some difficulties next month as it enters its most important on-air fund-raising period of the year. The one-two punch of the recession and the war could have a negative impact on donations, although stations are hopeful that viewers will respond favorably to public TV's coverage of the Persian Gulf and, in many markets, a rebroadcast of PBS's popular *The Civil War* series.

PBS issued an optimistic press release last week estimating some 45,000 volunteers nationally would be answering more than a half-million viewer calls of support in March. But PBS senior vice president of development Michael Soper was quick to point out that the recession and the distractions of war could pose problems.

"We have never faced a situation where we had both of these things facing us at once," said Soper. Looking at the situation optimistically, he said, "people tend to go out less or reflect on the relative importance of having public television coming into their home" during such times of crisis.

Viewer support through pledge drives in 1989 represented 22%, or \$262 million, of all income for public television. Next month's fund-raising drive, March 2-17, represents public TV's biggest effort of the year (lesser drives occur in August and December of each year).

Another factor possibly working against PBS this year is a trend toward fewer contributions. Last year's March membership drive resulted in 583,000 public TV viewers contributing \$35.6 million, said Soper, representing a decline in viewer contributions from the previous year. There were 11.5% fewer pledges representing 6.8% fewer dollars in March 1990 versus the previous year.

"It is a critical time for us," said Paul Steen, general manager of KPBS-TV San Diego, who said viewer support represents 45% of his station's budget, with most of that contributed during March. "If this does not go well, it is really a problem for our budget."

KPBS-TV is among the many PBS member stations that hope to draw heavy viewer interest during the March drive by re-airing the popular documentary series, *The Civil War*, which during its first run last September attracted as many as 15.4 million viewers.

"I don't think we have a real fix on how our March drive is going to play

out," said Jon Cooper, general manager, KNME-TV Albuquerque, New Mexico. He said the station has seen a slowing response from donors and has sensed a certain reluctance by viewers to contribute to the station.

"It's not a critical problem at the moment," said Cooper, "but we're holding our breath."

Cooper said KNME-TV in the next few weeks will be renewing its efforts to look at how the station conducts its fund-raising efforts. He said the station is likely to point out to viewers what he described as the "extremely important" journalistic role PBS has played during the War, particularly through *Frontline* and *The MacNeill/Lehrer Newshour*. "We're trying to be conscious of the fact that there is a lot on people's minds," said Cooper.

Since the War began, PBS has funded a weekend edition and prime time updates of *MacNeill/Lehrer NewsHour*,

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which the service said has increased the size of the program's audience by 40% since January. PBS has also funded at least two children's specials on the War and a host of other shows specially tailored for the war.

Also planning to emphasize public TV's commitment to journalism during the Persian Gulf crisis will be KBDI-TV Denver, according to general manager Ted Krichels. He said the station does not have high expectations for its March drive on the basis of disappointing response to pledge "moments" inserted into KBDI-TV programing in recent

weeks.

"There seems to be an atmosphere of distraction in the community," said Krichels. "We're worried, for sure; there's no way in our situation that we cannot pledge, but I don't expect it to be one of our banner years."

Elsie Garner, station manager and acting president of WEDU(TV) Tampa-St. Petersburg as well as chairman of Florida Public Broadcasting Inc., said she was "concerned" over the anticipated response to its March pledge drive.

"It's a very tight time with the recession and discretionary dollars are being

watched carefully," said Garner. However, she added, viewers are likely also to recognize the "vital service" provided by public TV, as demonstrated earlier this month through a forum on the Persian Gulf. *War Hits Home*, aired on all Florida public TV stations.

"It's a time when people's focus is on the more critical situation in the Middle East," said Tom Howe, senior vice president and station manager, KCTS-TV Seattle. "However, it's a time when public television can and is putting its best foot forward in producing news and public affairs programing." **-RB**

RATINGS ROUNDUP

Week 22

NTI Network Prime Time Report for week of Feb. 11 - Feb. 17

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 ▲ 22.1/37 C 60 Minutes
2 21.3/33 C Best Of Ed Sullivan
3 ▼ 20.8/33 N Cheers
4 ▲ 18.7/31 A Full House
5 ▼ 18.4/28 A Roseanne
6 ▲ 17.9/27 C Murder, She Wrote
7 ▼ 17.6/26 C Murphy Brown
8 ▲ 17.4/27 N A Different World
8 17.4/29 A Family Matters
10 ▲ 17.3/30 N Empty Nest
11 ▼ 17.2/26 C Designing Women
12 ▲ 16.8/29 N L.A. Law
13 ▼ 16.7/25 A Amer. Funniest People
14 ▼ 16.5/25 A Amer. Funniest Videos
15 ▲ 16.3/25 C Major Dad
16 ▼ 16.1/26 N Unsolved Mysteries
17 ▼ 15.9/25 N The Cosby Show
17 15.9/25 A Coach
19 ▲ 15.8/24 N Heat Of The Night
19 15.8/24 N Matlock
19 ▲ 15.8/26 N Wings
22 ▼ 15.6/26 A Perfect Strangers
23 ▲ 15.5/24 N Love, Lies/Murder. Pt. I
24 ▲ 15.3/24 A Who's The Boss?
25 ▲ 15.2/24 A Doogie Howser, M.D.
26 ▲ 14.8/23 A Growing Pains
27 14.7/25 C All In The Family
27 14.7/23 C Rescue: 911
29 ▼ 14.5/25 N Golden Girls
30 ▲ 14.4/27 A 20/20
31 ▲ 14.3/23 A Wonder Years

32 ▲ 14.1/22 C Evening Shade
32 ▼ 14.1/22 F The Simpsons
34 ▼ 14.0/22 N Movie: Perry Mason
35 ▲ 13.7/25 N Carol & Company
35 ▲ 13.7/23 A Going Places
37 ▼ 13.6/22 A Anything But Love
38 ▲ 13.4/20 A Davis Rules
39 ▲ 13.2/23 A thirtysomething
40 ▼ 13.1/20 N Fresh Prince Of Bel Air
41 ▲ 12.8/20 A Movie: Deadly Intentions
41 ▲ 12.8/20 C Jake And The Fatman
43 ▲ 12.6/19 A MacGyver
43 ▼ 12.6/20 N Night Court
45 ▼ 12.1/21 C Knots Landing
46 12.0/22 N Hunter
47 ▲ 11.9/20 N Law And Order
48 ▲ 11.7/23 N Dear John
48 11.7/20 C Face To Face/C. Chung
50 11.6/20 N Golden Girls Spec.
51 ▲ 11.3/17 F In Living Color
52 ▼ 11.0/17 N Blossom
52 ▼ 11.0/19 C Dallas
52 ▼ 11.0/16 F Married...With Children
55 10.9/17 A Father Dowling
56 ▼ 10.5/17 C Movie: Not Of This World
57 ▼ 9.9/15 A Movie: Baby Jane
57 9.9/17 N Fanelli Boys
59 ▼ 9.7/15 N Seinfeld
60 ▲ 9.6/16 C Guns Of Paradise
61 9.5/17 A Equal Justice
62 9.4/17 C Top Cops Spec.

63 ▲ 9.2/15 C 48 Hours
63 ▼ 9.6/16 A Primetime Live
65 8.5/14 A Gabriel's Fire
66 8.3/16 C Candid Camera Spec.
66 ▲ 8.3/13 C Flash
68 8.1/14 A World Of Discovery
68 8.1/13 N Super Bloopers & Jokes
70 ▼ 8.0/13 N Dark Shadows
70 ▲ 8.0/13 C Top Cops
72 ▼ 7.8/12 F Babes
72 ▲ 7.8/14 N Midnight Caller
74 7.5/11 N Amer. At War-Sun.
75 ▼ 7.4/11 F Get A Life
76 ▼ 7.3/13 A Young Riders
77 7.1/11 F Movie: Young Guns
77 ▲ 7.1/12 F Parker Lewis
79 ▼ 7.0/11 C Good Sports
80 ▼ 6.9/13 C Sons & Daughters
81 ▼ 6.6/11 F Beverly Hills. 90210
81 ▲ 6.6/12 F Cops 2
81 6.6/10 F Tot. Hidden Video Spec.
84 ▼ 6.5/11 F True Colors
85 ▲ 6.2/11 C Lenny
86 ▼ 5.9/10 F America's Most Wanted
87 ▼ 5.8/10 F Cops
88 ▼ 5.1/10 A Twin Peaks
89 ▲ 5.0/8 F Comic Strip Live
90 ▼ 4.9/8 A Under Cover
91 4.5/8 F True Colors Spec.
92 ▼ 4.4/7 N Sunday Best
93 ▼ 4.3/8 F Totally Hidden Video
94 3.6/6 F Against The Law

RADIO

RADAR 42: FEWER NETWORKS, BETTER NUMBERS

Just-released RADAR 42 results represent the first report reflecting all of the changes in network radio over the last 18 months. The new configurations give the industry 16 measured networks, down from 19 in RADAR 41 (BROADCASTING, Aug. 20, 1990). Paul Harvey continued to dominate the list of top 10 network radio shows, with ABC recording a clean sweep with all 10, and 19 out of the top 20.

A look at the changes in network radio since the last RADAR report shows that both ABC and Westwood have changed the configuration of their networks (CBS and Unistar did so prior to RADAR 41).

In the spring of 1990, ABC repackaged its seven networks into five: Prime, Platinum, Genesis, Excel and Galaxy. ABC's three young adult networks—Contemporary, FM and Rock—were redefined into two new networks: Genesis and Excel. The latter is essentially the old Rock network, while Genesis represents a combination of Contemporary and FM.

ABC's four adult networks were consolidated to form three new networks: Prime, Platinum, and Galaxy. Prime is a combination of the Information, Entertainment and Direction networks. Platinum is composed of some of Satellite Music Network and inventory from the Information network. The remaining Satellite Music inventory was used to form Galaxy.

Westwood One revealed its realigned network package in the late summer (BROADCASTING, Aug. 20, 1990). The company had begun the reconfiguration earlier in the year, with the creation of W.O.N.E., with broadcast hours of Monday-Sunday, 7 p.m. to midnight. Later, the former Mutual Broadcasting System was renamed Westwood/Mutual, and featured combined inventory from the former NBC as well. Mutual also changed its "all broadcasts daypart," from Monday-Saturday, 6 a.m. to 7 p.m. to Monday-Sunday, 6 a.m. to 7 p.m.

The new NBC network, in addition to having reduced inventory, also changed its all-broadcast daypart to match the

RADAR 42—FALL 1990

Volume 2, network audiences to all commercials
Average quarter-hour summary by network, Mon.-Sun. 6 a.m.-7 p.m.

Total persons, 12 +			Adults, 25-54		
Network	12 +	Rank	Network	25-54	Rank
ABC Prime	5,074,000	1	ABC Prime	2,850,000	1
Westwood/Mutual	3,102,000	2	Westwood/Mutual	1,612,000	2
ABC Platinum	2,627,000	3	ABC Platinum	1,456,000	3
ABC Genesis	2,397,000	4	Unistar Super	1,297,000	4
CBS Spectrum	2,344,000	5	CBS Spectrum	1,290,000	5
Unistar Super	2,307,000	6	ABC Genesis	1,264,000	6
Unistar Ultimate	2,113,000	7	Unistar Ultimate	1,167,000	7
W.O.N.E.	1,727,000	8	W.O.N.E.	891,000	8
CBS Radio Network	1,721,000	9	CBS Radio Network	811,000	9
Westwood/NBC	1,495,000	10	Unistar Power	810,000	10
Unistar Power	1,266,000	11	Westwood/NBC	754,000	11
ABC Excel	1,253,000	12	Westwood/Source	742,000	12
Westwood/Source	1,230,000	13	ABC Excel	731,000	13
ABC Galaxy	952,000	14	ABC Galaxy	560,000	14
Sheridan	368,000	15	Sheridan	203,000	15
National Black	309,000	16	National Black	191,000	16

new Mutual's. The new W.O.N.E. added daytime programming, now broadcasting Monday-Sunday, 6 a.m. to midnight.

With the new makeup in place, the report shows the new strength in numbers that the networks were hoping to achieve (see chart). ABC's Prime net-

work ranks first in the report in average quarter-hour share, Monday-Sunday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, 18-plus and adults 25-54. Ranked second overall in the same three categories is Westwood/Mutual, and third place in all three categories belongs to ABC's Platinum.

ABC's Genesis ranked fourth, persons aged 12 and older, while Unistar's Super ranked fourth in adults 18-plus and adults 25-54. Super, which was reported in RADAR 41, showed increases over that report of 6.2% and 6.7%, respectively. CBS Spectrum, also in RADAR 41, ranked fifth in all three categories, but showed a decline (8.6%, 8.6%, and 6.8%) from the previous report.

The breakout for average quarter hour numbers by network, Monday-Sunday, 6 a.m. to 7 p.m., adults aged 18 and older were: ABC Prime, 4,992,000 listeners; Westwood/Mutual, 3,031,000 listeners; ABC Platinum, 2,540,000; Unistar Super, 2,242,000; CBS Spectrum, 2,223,000; Unistar Ultimate, 2,065,000; ABC Genesis, 1,932,000; CBS Radio Network, 1,693,000; W.O.N.E., 1,678,000; Westwood/

NEW NETWORK CONFIGURATIONS

ABC Excel, composed of ABC Rock

ABC Galaxy, composed of Satellite Music Network and Satellite Music Network 2

ABC Genesis, composed of ABC Contemporary and ABC FM

ABC Platinum, composed of ABC Information, Satellite Music Network and elements of ABC Direction and ABC Entertainment

ABC Prime, composed of ABC Direction, ABC Entertainment and ABC Information

Westwood/Mutual, composed of Mutual and NBC

Westwood/NBC, composed of NBC

Westwood/Source, composed of Source

W.O.N.E., composed of Mutual-Daytime and W.O.N.E.-Nighttime

Source: CBS Radio research

NBC, 1,470,000; Unistar Power, 1,134,000; ABC Excel, 1,111,000; Westwood/Source, 1,094,000; ABC Galaxy, 896,000; Sheridan, 336,000, and National Black Network, 294,000 listeners.

There were few surprises in the top 20 network radio programs, network audiences to commercials within programs, persons aged 12-plus. The top 10 breakdown was as follows: *Paul Harvey News and Comment*, M-F, 8:30 a.m., 5,577,000 listeners; *ABC Prime News*, M-F, 6 a.m., 4,973,000; *Paul Harvey*, M-F, 12:30 p.m., 4,321,000; *Paul Harvey's The Rest of the Story*, Sat., 8:30, 3,565,000; *ABC Prime News*, M-F, 7 a.m., 3,444,000; *ABC Prime News*, M-F, 8 a.m., 3,276,000; *Paul Harvey*, Sat., 11:10 a.m., 3,145,000; *Paul Harvey's The Rest of the Story*, M-F, 3:06 p.m., 2,926,000; *ABC's Prime News*, M-F, 9 a.m., 2,573,000, and *ABC's Prime News*, Sat., 8 a.m., 2,495,000 listeners.

Programs ranked 11-20 were broken out as follows: *ABC Prime News*, Sat., 9 a.m., 2,483,000; *ABC Platinum News/music*, Monday through Friday, 8 a.m., 2,423,000; *ABC Prime News*, Monday-Friday, 10 a.m., 2,398,000; *ABC Platinum News/music*, Monday-Friday, 10 a.m., 2,376,000; *ABC Platinum News/music*, Monday-Friday, 9 a.m., 2,298,000; *ABC Prime News*, M-F, 11 a.m., 2,285,000; *ABC Platinum News/music*, M-F, 10:30 a.m., 2,273,000; *CBS The Osgood File*, M-F, 6:25 a.m., 2,256,000; *ABC Prime News*, Sat., 7 a.m., 2,249,000, and *CBS The Osgood File*, M-F, 7:25 a.m., 2,233,000.

The top five positions for news personalities in network radio, total persons aged 12 and older, average audience, went to Paul Harvey: news, M-F, 8:30 a.m., 5,577,000 listeners; news, M-F, 12:30 p.m., 4,321,000; *The Rest of the Story*, Sat., 8:30 a.m., 3,565,000; news, Sat., 11:10 a.m., 3,145,000, and *The Rest of the Story*, M-F, 3:06 p.m., 2,926,000.

CBS's Osgood File ranked in the top 20; all other slots belonged to ABC. Osgood came in 18th, M-F, 6:25 a.m., 2,256,000 listeners, and at rank number 20, M-F, 7:25 a.m., with 2,233,000 listeners.

The above information was provided by ABC Radio Networks, CBS Radio Networks and Westwood One. Also measured by RADAR are Unistar, National Black Network and Sheridan. RADAR results are delivered twice annually by New Jersey-based Statistical Research Inc. -4C

HUMOR AND GULF WAR: KEEPING DELICATE BALANCE

Morning jocks, comedy prep services that rely on topical jokes juggle 'sensitivities' to avoid poor taste

War is not funny. Body bags are not funny. There are many aspects of this crisis that are tragic, and in dealing with it we have to juggle our sensitivities and sensibilities." This observation from Frank Raphael, director of network programming at ABC Radio Networks, sums up the dilemma facing many radio stations as the Persian Gulf war escalates. Morning show disk jockeys who typically derive much of their humor from topical issues have found that the one issue people discuss most often lacks any inherent humor. Further, public opinion polls that show widespread support of U.S. troops in the Persian Gulf suggest that radio listeners might find any comical reference to the war to be in extremely bad taste. These same listeners, however, faithfully tune in to their favorite radio personalities, who know the show must go on.

According to Maggie Dugan, president of the American Comedy Network in Bridgeport, Conn., "Our business is to be humorous and topical and the only thing that's topical right now is not funny at all." Dugan said that "once that immediate shock that we were at war sank in, we all asked ourselves how we were going to respond to it. At first we hung back, but after the first two weeks we gradually got back into it." She explained that "unfortunately people have grown accustomed to the war and they've become desensitized to the horror of it. As the war takes on another shape and gains some historical perspective we can use humor to cope with it."

Keeping in mind the sensitivity of the subject, ACN established specific criteria for treating the war with humor. "We will bash Saddam Hussein mercilessly, but we will not make fun of the troops, we will not make fun of the Iraqi people and we will not make fun of the horrors or issues of war. Whether people support the U.S. objectives or not, they all agree that [Hussein] is crazy." The media also provide a good target for war humor, "especially the TV journalists," Dugan said. To this end, ACN has created interactive bits congratulating Ted Turner for CNN, and has produced bits featuring a character named Tom Brokejaw.

Poking fun at war reporting is acceptable, while cracking jokes about "towel heads" definitely is not, said Don Imus, veteran New York personality and morning jock at WFAN(AM). "We make fun of the Arthur Kents and the Charles Jacos and the Peter Arnetts, and even the hysteria of Dan Rather," he said. "We keep our humor sophisticated in terms of scripts and characters, and the humor tends to come more from the *New York Times* and the *New York Review of Books* than it does *Spy Magazine* or *National Lampoon*." Imus said that substituting jokes about Iraqis was "hideously lame and stupid and simply not funny."

Imus criticized morning zoo jocks who relied on "camel jockey jokes" and who say "outrageously inappropriate things." He said the lack of sensitivity of these personalities not only hurts their own professional reputations, but also damages their station's market standings. "We're very early into this war and we're on the eve of what's anticipated to be a fairly bloody ground war. Nobody thinks the prospect of young people dying is funny, and if it turns into a bloody ground war, this country could be split right down the middle as it was in Vietnam." Stations that carved out a niche with its insensitive war humor might be seriously damaged in such a scenario, Imus said.

Jeff Mustard, who writes and produces morning show comedy through his Hysterical Comedy Services in Ft. Lauderdale, Fla., said that for this reason many stations are taking a conservative approach to the war. "Many are shying away from it, with the exception of strong major market jocks who focus on this sort of humor and can get away with it."

The content and scope of war humor has been cyclical since Hussein's invasion of Kuwait, according to Mustard. "Before we got into war it was okay to talk about the troops and some of the stuff going on there, some of the mis-haps, discussion of the food, some typical CIA bumbblings," he said. As the U.N. Jan. 15 deadline approached, however, the humorous aspects eroded. "Even Johnny Carson stayed away from it. The war was too top of the mind, and to make jokes about it would have been



WALL TO WALL RADIO

Bonneville International Corporation and its KSL-AM-TV Salt Lake City have donated some 1,000 antique broadcasting pieces to Brigham Young University. The collection, named after Salt Lake City resident and collector P.R. McIntire, was acquired by KSL about eight years ago.

Radios, phonographs and broadcast equipment make up an exhibit that spans 50 years and features such historical items as the original microphone President Franklin D. Roosevelt used for his fireside chats and the first model of the first radio, manufactured in 1925.

BYU music professor Mike Ohman (above) will serve as curator. Future plans for the McIntire collection include an art museum on the BYU campus and a traveling exhibit.

tasteless," Mustard said.

He added that material he wrote regarding chemical warfare was funny last October, but it is inappropriate now. Mustard concurred that war reporting is fair game, and he suggested that certain televised military briefings also make good targets. "Humor that isn't attacking the troops or the Allied effort is acceptable, but you have to be very oblique, with no direct affronts on anybody," he said. Mustard predicted that a ground assault again will halt virtually

all war jokes, because "a lot of lives are going to be lost and no one is going to find any humor in it."

In such a cyclical case, ABC's Frank Raphael said that a shift to more serious material is in order. "When the war broke we shifted from comedy to poignant montages, using news actualities to provide a point-counterpoint to the songs that are popular on the various formats." ABC's *Morning Show Prep* began producing bits not pertinent to the war "for those radio stations that did not want to be solely talking about the war and wanted some sort of lightened diversion to use occasionally," said Raphael, who oversees the service.

Raphael said that if a station wants to find humor in the war, it's up to them. "We don't have to be the ultimate decision-makers. We also have a corporate policy of not being racist, so we're not doing any Iraqi jokes. Today it's Iraqi jokes, tomorrow it's jokes about all the people named Raphael. That sort of thing is just not appropriate."

Deciding what is suitable or not creates a delicate line, said Tim Kelly, executive vice president at Premiere Radio Networks in Los Angeles, which produces comedy programs and material for radio stations. "Americans become accepting of the hard, horrible realities of life we have to face from time to time, and in the case of war it's that black gallows humor that starts to take over," Kelly said. "Humor definitely is a coping mechanism, and we're helping [the audience] try to cope by providing the humor they need to cope with the enemy."

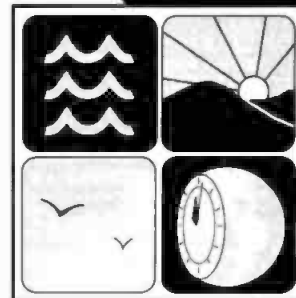
Such material can range from "song parodies to very patriotic stuff, but it has to be positive," Kelly said. "We take shots at Saddam and the Iraqi army, but not the Iraqi people." Premiere also has produced what Kelly said were "yellow-ribbon-on-the-chest, proud-to-be-American material," but he said humor is what helps Americans "best deal with the ugly reminders of war."

The ultimate decision, of course, comes from the individual station, Kelly said. "They have to decide what's too touchy for their community," he concluded. "Different communities deal with the war in different ways. In San Francisco a much larger segment of the population is anti-war, with a greater memory of Vietnam. In Kansas City or Orange County or Los Angeles, we see much more support-the-president-and-troops mentality. This is all a part of the American landscape, and we have to read the mood of the people very carefully."

-REB

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RIDING GAIN

PROGRAMING, SALES SHARING QUESTIONED

Hard times for broadcasters may bring an increase in network and consulting agreements, such as those Capstar Communications has made with Spur Jackson, Shore Broadcasting Co. (SBC) and American General Media (AGM). But some Fifth Estaters believe such agreements violate FCC policies concerning duopoly, control of station, cross-interest, reversion of interests and sharing of "key personnel."

CSB Communications Inc., which has interest in WMJW(FM) Magee, Miss. (Jackson), and WSM Inc., licensee of WSM-AM-FM Nashville, has filed a petition at the FCC seeking declaratory relief. Capstar is simulcasting its WJDS(AM) Jackson, Miss., programing over Spur Jackson's WJDX(FM) Jackson, Miss. (both stations changed their call letters to resemble each other), from 5 a.m. to 7 p.m., and all sales for Spur's WJDX(FM) are handled by Capstar's WJDS staff, according to petitioners. Meanwhile, Capstar has entered into consulting agreements with Shore Broadcasting Co., licensee of WMRX-FM Murfreesboro, Tenn., and American General Media, licensee of WWTN-

FM Manchester, Tenn. Capstar's WSIX(AM) program is now broadcast over AGM's WWTN-FM, and all sales and programing are handled by the staff at WSIX.

Furthermore, David Manning, president and general manager of Capstar's WSIX-AM-FM, has a management consultant agreement and day-to-day control of SBC's WRMX-FM, the petition alleges.

The petitioners claim AGM has entered into the agreement because it has been unable to sell the station after two attempts (a transfer to Tennessee Broadcasters for no consideration was dismissed by the FCC last March, and a sale to Dickerson Associates for \$2.5 million was granted in June, but did not close).

They said the agreement is "tantamount to a lease of the station's facilities and FCC license without prior FCC consent." The agreement between Capstar's Manning and SBC's WRMX, the petition alleges, violates FCC policy preventing the sharing of "key personnel" in the same market. They also allege that Spur has "totally abdicated control of programing...ceased producing any independent public service programing" and relinquished control of "administrative personnel [and] program personnel

matters." The petition also says the agreements are "contrary to well established policies designed to promote diversification of media voices and to insure that licensees retain ultimate control of their stations."

GROWING COVERAGE

The Voice of America says that the week after Operation Desert Storm began, more stations worldwide rebroadcast the service than at any other time in its 49-year history. The VOA said that more than 1,500 radio stations have added VOA newsfeeds since the war broke out. Meanwhile, the USIA's video branch, WorldNet, has increased its Arabic transmissions to 15½ hours per day (it had been only 7½ before), and its English-language program has begun 24-hour Gulf reports.

GOOD MORNING, CHINA

Phillip Morris has renewed full sponsorship of Satellite Music Networks' *American Music Hour*, which broadcasts in Shanghai. The company also has picked up sponsorship this year for a broadcast to Guang Zhou (Canton).

COUNTRY CARNIVAL

ABC Radio Networks will host an American Country Carnival at the upcoming Country Radio Seminar in Nashville. The carnival will be held Friday, March 8, and Robert Callahan, ABC Radio Networks president, and *American Country Countdown* host Bob Kingsley, will be on hand to greet guests. The event will have an "All American" theme, and will include a "make your own video" facility where guests can star in their favorite country videos.

'FRESH' IDEAS

Maxagrid software development and applications company has formed an advisory council on Yield Management, whose focus will be to ascertain and formalize yield management principles for broadcast. The council will be made up of executives from outside the broadcast industry, "so as to insure fresh and new ideas with regard to pricing and forecasting."



WRITING ABOUT RIGHTS

Co-authors and attorneys Ellen Alderman and Caroline Kennedy, daughter of the late President, were interviewed by ABC Radio News correspondent Bill Diehl about their new book: *In Our Defense, The Bill of Rights in Action*. ABC said the authors told Diehl that their book is especially timely in the midst of the Persian Gulf war, as decisions are made weighing national security against the First Amendment's freedom of the press.

The book's publication coincides with the 200th anniversary of the adoption of the first 10 amendments of the U.S. Constitution. Publishers of *In Our Defense* are William Morrow & Co.

CABLE

ENCORE IS SIE'S TCI ENCORE

MSO executive will leave company to launch mini-pay service designed to help pay category; service will be owned by TCI's Liberty and gain major affiliation lift from TCI systems

John Sie, senior vice president of Tele-Communications Inc., is leaving the MSO to launch a new, low-cost, pay movie service, Encore, majority owned by TCI's Liberty Media, that will gain a major boost by being carried on TCI systems nationwide.

Encore will consist of major movies from the 60's, 70's and 80's, shown commercial-free, and is designed to bolster the beleaguered pay category. TCI will test the service in four addressable systems beginning April 1, and plans to roll it out nationwide to its 6.5 million subscribers beginning June 1.

"Encore was created to enhance and increase the value of the existing pay category," said Sie, who will be chairman and chief executive officer of Encore. "This is achieved by offering cable operators a low-cost, quality product, which they can use to supplement a customer's current single or multipay subscription. We believe it will work like glue," Sie said, and "help arrest the weakness in pay."

Sie said the break-even figure for Encore is two million subscribers, and he hopes to reach that in 12 months. He said research shows Encore could gain penetration of 42% in basic homes. If that figure is reached in TCI systems alone, it would give the network more than 2.5 million subscribers. Although he declined to give start-up costs, Sie said, "we have enough funding to get to breakeven." (If Encore is paying an industry average of \$30,000 per movie for its 500 titles, it would amount \$15 million in annual programming costs.) Encore will be a joint venture of Liberty Media, TCI's spinoff company of programming and cable systems assets, and Sie's own JJS Communications.

Sie said Encore will be tested at \$1 in homes with two or more pay services, \$2 to \$2.50 in single pay homes and at \$3, \$5 and \$7 on a stand-alone basis. If Encore's average effective retail is \$2, its two million break-even figure would mean annual retail sales of \$48 million. Sie said Encore's license fee would be

"substantially lower" than the other pay services.

TCI Chief Executive Officer John Malone said: "we started this crusade with AMC" of a low cost, quality movie service, and said "Why can't we develop the next generation up." Malone said "we tried to do it with Showtime," with part of the prescription for buying Showtime being the creation of a mini-pay like Encore that would enhance Showtime. Lack of government approval effectively killed the deal. Malone said he told Sie if he could get the programming, "we'll go. He did, and we have."

Malone said Encore "will greatly increase the diversity in prime time" of pay cable titles. Other pays are tilting toward the youth market, while Encore will be focused to the homeowner.

Malone said the other pay networks are "somewhat enthusiastic" about Encore, and view it as positive for their businesses. But he acknowledged that "they didn't think it was economically viable and sustainable" for them to do, while TCI did. He also predicted Encore would gain a high degree of success in gaining affiliation deals with TCI's six million-plus affiliated cable systems.

Malone said Encore won't have a lot of overhead, with most of the money it spends being put on the screen. He said Encore's "wholesale" levels don't provide a high profit potential unless high penetrations are reached.

Encore is designed to help pay and nonpay homes alike, said Sie. It will provide a low-cost upgrade for single pay homes and could improve overall satisfaction in multipay homes. He also thinks it provides those who never have

taken a pay service, or are former pay subscribers, a chance to subscribe to a low-cost movie service.

Encore has signed deals with Columbia, Fox, Goldwyn, MGM/UA, Orion, Tri Star and Warner covering 500 titles, enough programming for four years. Titles include "All That Jazz," "Butch Cassidy," "A Chorus Line," "Cleopatra," "Dr. Strangelove," "French Connection II," "Garp," "Gremlins," "Nine to Five," "Patton," "Pink Panther," "Rebel Without a Cause," "Rocky," "Superman" and "The Way We Were."

There will be 30 movies a month, with a different movie in prime time each night. Movies will be scheduled every two hours with an introduction by a host.

The films Encore carries will be in an 18-month pay window, said Sie, meaning they won't be seen on broadcast but they may be on other pay services. But Sie said there would be very little duplication in prime time.

Sie, who has worked at TCI for the past seven years, following a stint at Showtime, will be joined at Encore by George Stein, senior vice president, programming and operations, who was former president of Starion Entertainment Network, and Que Spaulding, senior vice president, marketing and sales, who co-founded the yet-to-be launched Howto Channel.

Encore will be headquartered in Denver. It will employ GI Videocipher II Plus scrambling technology, with TCI's Netlink handling TVRO distribution. The service will be uplinked on Satcom III-R, transponder 16.

-MS



SCI-FI CHANNEL GATHERS SUBSCRIBERS FOR LAUNCH

Channel to premiere in fall; hopes for 10 million subscribers by end of 1991

Aiming to blast off with a stellar launch, the Sci-Fi Channel announced it has commitments from 35% of the top 100 MSO's for its planned fall launch, when it hopes to have seven million subscribers, according to Mitchell Rubenstein, president.

Of the top 20 MSO's, Sci-Fi has commitments from Cox Cable, Storer Cable, Cablevision Industries, Viacom Cable, Century Communications and Falcon Cable. Rubenstein said the network hopes to have at least a few top 10 MSO's signed up by launch (in addition to Cox), and expects to have 10 million subscribers by the end of 1991. The average commitment is for 25% of an MSO's subscriber base, according to Rubenstein, and the minimum carriage agreement is five years.

To qualify for Sci-Fi's stock option and rebate plans, MSO's must have 25% of their subscriber base on line when the channel launches.

But cable sources say Sci-Fi is "flexible" and is accepting less than 25% of an MSO's subscriber base in return for the benefits of charter-affiliate status. The stock option plan offers 1% of stock for every 500,000 cable subscribers carrying Sci-Fi (and caps at 15%). The ad rebate plan takes 20% of Sci-Fi's net advertising revenue less \$5 million, and then places the money in a pool for cable affiliates that is distributed to MSO's at the beginning of the third year of the agreement with Sci-Fi.

The launch was postponed from the first quarter of this year to the fall for creative reasons, as well as inducement to gain more cable carriage. The network was encouraged by both MSO's and advertisers to launch next fall, given the state of the ad market, according to Rubenstein. An advantage for MSO's specifically is that the launch will coincide with many cable operators' announcements of year-end rate increases, he said. Another reason for postponing the launch was the agreement Sci-Fi signed with Disney/MGM Studios last November to house its production facilities at the Florida theme park. That agreement means the creative process has gotten more elaborate, and therefore, more time-consuming, said Rubenstein.

Cox Cable, the largest MSO to sign an agreement with Sci-Fi, hopes to have

enough channel capacity available when the network launches to meet the requirements to become a charter affiliate, said Dave Andersen, vice president, public affairs/cable. So far, Cox has no specific rollout plans and essentially signed the agreement as "an endorsement of the product to our general managers encouraging them to consider it when channel capacity becomes available," Andersen said.

Cablevision Industries expects to be a charter affiliate and to have 150,000 to 200,000 subscribers carrying Sci-Fi by year's end, according to Mike Egan, vice president, programming. Sci-Fi "will have the most significant number of new subscribers for us of any new service this year," said Egan.

Storer Cable (managed by TCI and Comcast) plans to launch Sci-Fi on its 48,000-subscriber Montgomery, Ala., system. The rest of the rollout is "still

up in the air," said Arliss Barber, manager of satellite services. Although the Montgomery system is managed by TCI, which has led to speculation that TCI has given tacit approval of the channel, Barber said "it was not necessary for TCI and Comcast to approve this deal."

Sci-Fi continues to try to line up investors. Among the possibilities are MSO's as well as Pacific Rim media companies that have expressed interest in creating a version of the Sci-Fi Channel for that region. Rubenstein stressed the channel is looking for strategic partners that will bring something to the channel in addition to investment. Rubenstein said the channel will not launch without the investment it needs. He said if the network is unable to find suitable partners by time of the launch, he will make Sci-Fi stock available through a private offering. -SDM

TURNER BASKS IN WAR RATINGS

Although CNN ratings have leveled off since the beginning of the war, all four Turner Broadcasting System cable networks combined have grabbed a larger national audience than any broadcast network since the start of the war, TBS announced last week.

For the start of the war (Jan. 14-Feb. 3), on a 24-hour basis the four networks—CNN, Headline News, superstation WTBS(TV) Atlanta and TNT—had a 4.9 rating/14.6 national share, compared with 3.8/11.3 for ABC, 3.6/10.7 for CBS and 3.3/9.8 for NBC. Robert Sieber, Turner vice president, research, said he is confident TBS's lead will extend at least for the next several weeks.

"This is the first time in history that a single programmer other than a broadcast network is consistently attracting the largest audience," said Sieber during a telephone press conference. This is also the first time Turner has released ratings information based on the total television universe, not its own cable universe. While Sieber acknowledged that the numbers wouldn't specifically sell ads, he thought they "would tell advertisers a few things they don't know." But Turner, "has been combining its num-

bers for years," said Betsy Frank, senior vice president, Saatchi & Saatchi. "All it says is that the [Turner] networks take advantage of reaching a variety of audiences. [These numbers] are not terribly meaningful from an advertising standpoint," she said.

CNN daily ratings, which skyrocketed when the war broke out and have been dropping off each week, have now leveled off to a 2.5 or 3 national rating (still four times pre-war ratings), according to Sieber, a level he expects the network to maintain for the duration of the war. Headline News's audience share has been up by 75% in February, but audience share for WTBS is down 9%, and TNT's is down 2%. The decline is prompting Turner to "take a hard look" at how all cable entertainment networks are currently performing, said Sieber.

Aside from the fact that TBS is comparing four networks to one, the full-day comparison is not a level playing field because networks don't program 24 hours as do the Turner networks, said Frank. Sieber acknowledged that the broadcast networks only program on average 56% of a day, but he said the Turner networks are also at an unfair advantage in the comparison of national

audience share since they are not seen in at least 38% of homes.

CNN, which has raised prime time ad rates from \$5,000 per 30-second spot to \$20,000, is likely to have trouble getting those prices as its ratings continue to

drop.

But the network may try to attract advertisers with the more attractive demographics it claims it is achieving. Sieber said CNN is reaching a younger demographic than it did before the war

started on a viewer-per-viewing household basis (VPVH). Since the war began, CNN has had a 30%-45% increase in viewers 18-49 per viewing household, and has lost 20%-25% of its 55-plus audience on a VPVH basis. —SDM

CABLE TOLD TO POLISH ITS IMAGE

Cable public affairs officials gathering in Atlanta two weeks ago heard that they will be at the forefront of improving cable's image. However, there were warnings those efforts won't be effective unless the industry improves customer service and closes the perceived price/value gap for cable service.

It may have been expressed best by FCC Commissioner Ervin Duggan, who told a luncheon at the Cable Television Public Affairs Association that their efforts to improve cable's image won't matter if there isn't commitment from MSO's on certain cable issues.

"Effective images are grounded in reality," said Duggan. As long as there is a perception that rates are unreasonable and service is lacking, Duggan said, "your industry is going to have a problem. It can't be solved by mere public relations. CEO's need to understand that."

Duggan cited GAO statistics that found basic cable rates rose 1.4% in December, and 13.6% annually from late 1989 to late 1990, double the CPI. "Those numbers spell a challenge for you," he said. Housing costs outpaced inflation in the first 30 years after World War II, he said, but it was accepted because homeowners perceived that the improvements in how homes were constructed and what each offered were worth it.

Duggan said improving customer service is "crucial to the future of the industry. You need to put heart, soul, muscle and teeth into these standards." He suggested possibly imposing sanctions on violators and publicly honoring systems with excellent service records. Duggan also suggested the industry could improve its image through local programming and community service projects in their franchises.

Decker Anstrom, executive vice president of the NCTA, backed Duggan's points and added three others. "Let's really follow through on Cable in the Classroom," said Anstrom, "and get the job done." He also said the industry should "continue to strengthen relationships with elected officials." And he



FCC Commissioner Ervin Duggan

said cable should use its technology "to develop long-term relationships with local broadcasters," which will help minimize political controversy at the local level.

How cable can reap the rewards of its classroom efforts was illustrated by Jim Robbins, president of Cox Cable, who related a conference Cox's San Diego system sponsored. The system brought in 450 area teachers and five cable networks—CNN, C-SPAN, The Weather Channel, The Discovery Channel and Arts & Entertainment—and had teachers explain to other teachers how they used those networks in their classrooms. "We spent \$30,000 on this," said Rob-

bins, and it was well worth it. "The telcos talk about wanting to do this in the future," said Robbins, in linking their technology with education, but "we're doing it today. The horror is we haven't gotten that story out."

Warner Cable President Jim Gray agreed, saying that "despite the good works...there is a fundamental underdeveloped capability to communicate to our community and to our customers about the things that we do." Warner has public relations professionals in systems with 50,000 or more subscribers and has added PR as a line item to budgets. "You have to institutionalize all of this," said Gray, giving reasons and providing rewards for excellent public affairs work.

Jerry Lindauer, chairman of the National Cable Television Association and senior vice president of Prime Cable, acknowledged that in years past "we neglected an important part of our industry's structure." We were so busy growing and constructing that we didn't pay enough attention to how well we treated our customers." But with NCTA's adoption of customer service guidelines, Lindauer said, "I truly believe that's all in the past now.... It's my hope that your companies...will build on this important milestone in our industry and thereby insure that you have good news to tell your customers." —MS

FOX, AFFILIATE SUED FOR CONSPIRACY

Fox Broadcasting, former Fox station and current Fox affiliate WFXT(TV) Boston and the Boston Celtics conspired to deny Fox affiliation to WGOT(TV) Merrimack, N.H., and used Fox network programming and broadcast rights to the Celtics to create an unfair advantage over WGOT in gaining cable carriage in New England, alleges a \$2 million antitrust suit filed in U.S. District Court, New Hampshire, by WGOT owner Paugus Television Inc.

The suit charges that, "in order to maintain a monopoly on Fox network programming," and despite WGOT's claim to more nonduplicated households in its coverage area "than many other current Fox affiliates," the defendants restrained trade by agreeing to refuse to deal with WGOT in its quest for Fox affiliation.

Calling the suit "baseless," Fox affiliate relations director Preston Padden said that, "in seeking an affiliation, WGOT threatened" Fox with litigation. The Celtics and WFXT declined to comment. —PDL

CABLECASTINGS

MEU ADDS BACHELOR'S DEGREE

Mind Extension University has added its first bachelor degree program to its educational service, which will be available in the fall of 1991. The degree in management will be available through University of Maryland University College. Maryland is one of eight schools in the National Universities Degree Consortium who are participating in the project.

EDUCATIONAL EXPERIENCE

ABC, CBS, Fox, NBC, Disney Channel, HBO and MTV have agreed to promote the value of education during programming on each of their channels April 15-21 as part of Education 1st! Week. Education 1st! is a nonprofit organization made up of individuals in the film, television and music industries.

P&G FOR KIDS

Procter & Gamble has become the third partner in Buena Vista Television's year-round promotional campaign for its highly

rated two-hour animated children's block, *The Disney Afternoon*. McDonald's and Kellogg Co. have been promotional partners since January 1990, and a Buena Vista spokeswoman says the signing of P&G is the final major link in the \$100 million marketing campaign in support of four half-hour programs (*Tale Spin*, *Chip 'n Dale's Rescue Rangers*, *DuckTales* and *Gummi Bears*).

LAUGHING MATTERS

Comedy TV has dipped into the programming pools of both The Comedy Channel and HA! The Time Warner/Viacom venture launching in April has picked up *Mystery Science Theater 3000* and *Short Attention Span Theater* from Comedy Channel, and *Comics Only*, *Talent Pool* and *The Unnaturals* from HA!

Production of 24 episodes of *Mystery Science Theater*, which features clips of bad movies plus commentary, begins on March 4. *Short Attention Span Theater*, which offers entertainment news and comedy clips, begins pre-production in March, and has a commitment for 26 weeks of the twice-daily, one-hour show.

Comics Only, a talk show for comedians hosted by comic Paul

Provenza, begins production on 25 half-hour episodes beginning Feb. 20. Four episodes of *The Unnaturals*, a skit comedy show, and an episode of *The Talent Pool*, featuring New York comedians, have finished production. Additionally, some of the classic comedies Viacom had acquired for HA! (*The Mary Tyler Moore Show*, *The Dick Van Dyke Show*, and *Mork and Mindy*), won't make their way to Comedy TV. The off-network series will make their home instead on Viacom's Nick at Nite.

SHOWTIME NEWS SERVICE

Showtime said it will continue carrying the 90-second interstitial news segments it launched Jan. 2 throughout 1991. The segment is produced by Viacom's All News Channel, a 24-hour satellite-delivered news service, and contains Gulf war updates as well as financial, weather and entertainment news. The segments appear each night between 9 p.m. and 11 p.m.

DEAL SIGNINGS

C-SPAN has added 285,000 subscribers from 134 systems since the congressional debate on the Gulf War Jan. 10, with the largest being Buckeye Cablevision in Toledo, Ohio (118,000 subscribers). The network said it added 339,000 subscribers for C-SPAN II and 647,000 subscribers for its audio service.

NuStar, the cross-promotion service, has signed affiliations deals with Viacom Cable, Newhouse Broadcasting and Chambers Communications totaling 1.75 million subscribers. The new additions give the network 16 million subscribers.

Prime Sports Network in Minnesota has signed Nortel Cable (37,000 subscribers) to an affiliation deal, giving the network 130,000 subscribers in the Minneapolis area.

WSB-TV Atlanta, owned by Cox Enterprises, is the latest broadcaster to agree to provide five-minute local segments for use on Headline News. WSB-TV began supplying Prime Cable in Atlanta (188,000 subscribers) with the news inserts last Monday, Feb. 18.

CTAM PPV STUDY READY FOR NEXT STEP

The Cable Television Administration and Marketing Society has completed the focus group portion of its PPV study, and although the final results won't be tabulated until May, the early results show that cost and technology are the major impediments for those who use PPV very little or those who have never purchased PPV. (CTAM is gathering focus group information for a larger market study of PPV later this spring.)

CTAM conducted 10 focus groups comprising heavy, medium and light cable users. The heavy users could justify any amount of viewing, said Bob Westerfield, director of PPV for CTAM. The lighter viewers and those who never used PPV acknowledged PPV was convenient but questioned whether it was worth the price, he said. Those people feared runaway costs and/or were intimidated by the technology, often reporting a bad previous experience in trying to order something on PPV. The light and never viewers also cited a lack of compelling programming, relating somewhat to PPV's place in the distribution window.

Westerfield said CTAM found that PPV users in its study tended either to be movie only or event only viewers, indicating PPV was developing two separate audiences. CTAM also found that visits to a video store tended to be more pass-by experiences today, as opposed to the planned visits in years past.

CTAM's next step is to conduct a larger market study based on the results of the focus groups and to run some market tests, hopefully by spring, said Westerfield.

Although there has been much discussion about changing the name of PPV, Westerfield said the emphasis of CTAM's study is not so much a name change "as much as positioning the product in a more positive way to the consumer."

Business 43

UNWIRED BASEBALL NETWORKS CROWD DIAMOND

Three unwired networks, so far, prepare to slug it out with CBS and ESPN for advertising; some fear three is a crowd and that unwireds will battle among themselves more than with networks

Just as Major League Baseball is preparing to expand, so are the one-stop shopping operations designed specifically to combine local-regional MLB ad inventories for sale to national advertisers. Normally, these unwired networks compete with the big three networks, cable and syndication for ad dollars. However, with at least three unwireds looking to sell baseball, they may find themselves competing with each other more than with CBS and ESPN.

The latest such media broker is the Raycom Baseball Network, an operation modeled on Raycom Sports's own success selling college basketball telecasts in six conferences that, combined, reach 80% of the nation. It is also modeled on Don Stuart's New York-based National Baseball Network, which has been selling national ad inventory for local rightsholders for 18 years. Baseball Net, an unwired that is a partnership of Marathon Entertainment and Kassel Marketing, is in its second year of operations.

Ken Haines, executive vice president of Charlotte, N.C.-based syndicator Raycom Sports and Entertainment, said his company, like Stuart's, has reached agreements on ad rates with the 24 broadcasters that hold local-regional rights to MLB teams based in 20 markets. Those markets comprise 15 of the top 20, and the other five rank in the top 30 markets in the U.S. (The network does not include teams in Montreal and Toronto.)

Linking together inventory from all 24 MLB teams, Haines said, provides "a method by which national advertisers

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NATIONAL BASEBALL NETWORK™

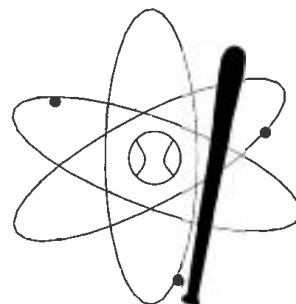
RAYCOM

can buy Major League Baseball time with local teams's identities and ratings...generally double" the ratings garnered by national telecasts. Although the great majority of Raycom sales will be strictly national, said Haines, some advertisers will likely buy only segments of the 24 teams.

According to rightsholders contacted by BROADCASTING, Raycom has agreed not to pursue any advertiser that does business with Don Stuart. Stuart, who estimates he has done close to \$300 million in deals over the last 18 years, has strong loyalty among rightsholders.

Besides loyalty to Stuart, rightsholders are also concerned that too many unwired networks selling baseball could confuse advertisers. Jim Winters, director of broadcasting, San Diego Padres, said that when Raycom first approached the team, he "expressed concern about whether there would be enough business [for Raycom and Don Stuart.]" Winters

BASEBALL NET



said Raycom's proposal stated: "Raycom will not solicit any of Don's advertisers." Winters told Raycom that if they "live by that, I have no problem. But I don't want anyone else calling up current clients. I do not want confusion...I would like everybody to have a piece of the pie, but the pie may not be large enough."

Kennen Williams, station manager and director, sales and marketing, KPIX-TV Oakland, Calif., said he has yet to do any business with Raycom and that the station, which holds the rights to the American League champion Oakland Athletics, is "not interested in a lot of unwired business and has a long-standing relationship with Stuart."

Baseball Net's Dan Spiwack, director of operations and administration, is confident there is enough business for two networks (CBS, ESPN), three unwireds and all the local rightsholders. Said Spiwack: "We are confident that there is a significant resource of advertisers who don't know about this opportunity who can be added to existing clients. This is not a price war but an expansion of the market; we are not looking to undercut anybody." Last year, however, business for Baseball Net was negatively impacted by the owner lockout and the threat of a strike.

Besides the possibility of flooding a limited market with unwireds, some media buyers are also concerned the unwireds may not all "speak the same language" when it comes to clearances and regional networks.

The unwireds, as well as local rights-

Congratulations on Closing...

...to George Buck and Jake Bogan of GHB Broadcasting on their acquisition of KZOU-AM/FM, Little Rock, Arkansas from Encore Communications. The closing on this property took place on February 8, 1991. Exclusive brokers in this transaction were

A. B. La Rue, Media Brokers
NEW YORK • BEVERLY HILLS

Continues on page 47.

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$845,000 □ 5

FM's □ \$4,251,000 □ 4

AM-FM's □ \$1,236,239 □ 1

TV's □ \$1,400,000 □ 1

Total □ \$7,732,239 □ 11

Year to Date:

AM's □ \$8,696,539 □ 32

FM's □ \$38,369,103 □ 40

AM-FM's □ \$32,642,617 □ 27

TV's □ \$81,868,000 □ 13

Total □ \$161,576,250 □ 112

For 1990 total see Jan. 7, 1991 BROADCASTING.

WKXX(FM) Jerseyville, Ill. (St. Louis) □ Sold by Don Cavaleri, receiver for Gateway Radio Partners Ltd., to The Ronin Broadcast Group Inc. for \$3.176 million cash at closing. Gateway Radio purchased WKXX and co-owned WJBM(AM) in 1985. **Buyer** is headed by Lee Michaels, California-based radio consultant, and has no other broadcast interests. WKXX has country format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Communications Equity Associates.

WKFT(TV) Fayetteville, N.C. □ Sold by Ocie F. Murray Jr., bankruptcy trustee, to Delta Broadcasting Inc. for \$1.4 million. Price includes \$1.150 million cash at closing and \$250,000 escrow deposit. **Seller** has no other broadcast interests. **Buyer** is headed by Elbert M. Boyd Jr. (71.55%), Thomas Y. Baker III (23.85%) and Jerry W. Boyd (3.97%), and has no other broadcast interests. WKFT is independent on ch. 40 with 5,000 kw vis., 500 kw aur. and antenna 1,842 feet above average terrain.

WEBO(AM)-WQXT(FM) Owego, N.Y. □ Sold by Frank E. Penny to David E. Stark and Roberta E. Stark for \$1,236,239 in stock purchase. Price includes \$100,000 cash at closing, \$155,000 payable to Penny and Dean F. Aubol, \$114,989 for assumption of shareholders liabilities, \$429,000 for 10-year noncompete covenant, and \$435,250 for 10-year consulting agreement. **Transferors** are Penny, Aubol and Petrina B. Aubol, his wife. Dean Aubol is applicant for new FM at Southport, N.Y. **Transferees** are Starks (20%), Ste-

ven J. Gilinsky (55%), Raymond C. and Gail G. Cobb (20%), husband and wife, and Gary and Bonnie Schoonover (5%), husband and wife, and has no other broadcast interests. WEBO has oldies format on 1330 khz with 5 kw day and 50 w night. WQXT has top 40 format on 101.7 mhz with 1.15 kw and antenna 450 feet.

KSPN-FM Aspen, Colo. □ Sold by Aspen Broadcasting Co. to Moss Entertainment Corp. for \$900,000. Price includes \$800,000 cash at closing, of which \$150,000 is for three-year noncompete covenant and \$100,000 escrow deposit. **Seller** is headed by Robert J. Scott, David L. Wood, C. William Herzog and David L. Osborn, and have interests in Vail Broadcasting Co., licensee of KSPN(AM) Vail, Colo. **Buyer** is headed by Charles B. Moss Jr. (50%) and Robin H. Moss (49%), husband and wife, and has no other broadcast interests. KSPN has adult album rock format on 97.7 mhz with 3 kw and antenna 54 feet above average terrain.

WCVM(FM) Middlebury, Vt. □ Sold by Straus Communications in the Champlain Valley to Dynamite Radio Inc. for \$575,000. Price includes \$100,000 cash at closing and \$475,000 10-year promissory note at 9.25%. **Seller** is headed by R. Peter Straus and has interests in WELV(AM)-wwwk(FM) Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va. **Buyer** is headed by Anthony J. Neri and Anthony A. and Paul D. Neri, his sons, and has no other broadcast interests. WCVM has adult contemporary format on 100.9 mhz with 3 kw and antenna 300 feet.

KCMN(AM) Colorado Springs □ Sold by KCMN Inc. to Lowrey Communications Inc. for \$450,000. Price includes \$300,000 cash at closing and \$150,000 seven-year promissory note at 10%. **Seller** is headed by Kent E. Bagdasar and Chip and Julie Lusko, husband and wife, and has no other broadcast interests. **Buyer** is headed by Paul E. Lowry, who owns majority interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, Wis. KCMN is fulltimer with big band format on 1530 khz with 1 kw.

KFKA(AM) Greeley, Colo. □ Sold by Radio Ingstad Colorado Inc. to Weld Broadcasting Co. for \$405,000. Price includes \$370,000 cash at closing and \$35,000 escrow deposit. **Seller** is headed by brothers Tom, James and Robert Ingstad and Randy Holland, and own, separately and collectively, radio stations throughout the West. **Buyer** is headed by Joseph J. Tennessen and has no other broadcast interests. KFKA has MOR format on 1310 khz with 5 kw day and 1 kw night

CLOSED!

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

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RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
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FOCUS ON FINANCE

Media stocks had mixed results in week that saw market decline slightly. Pinelands Inc. was down 5%. Company reported fourth quarter net loss of \$7.8 million resulting in part, company said, in program write-downs and soft advertising environment. Great American Communications Co. was up 9%. Company recently completed debt repurchase. Ackerly Communications was up 8.69%; company recently reported 9% revenue increase for fourth quarter and that company president, Donald Carter, announced retirement, effective March 1. Heritage Entertainment was

down 9.09%, to $\frac{1}{8}$. Company filed interim financing agreement in Los Angeles Bankruptcy Court that would have Samuel Goldwyn Co. provide up to \$1.3 million of interim financing—part of earlier plan for Heritage merger with Goldwyn. Orion was up 7.79%. Metromedia chairman, president and CEO, John Kluge, who controls 68% of Orion stock, has retained Salomon Brothers to look into selling Metromedia's stake in studio. Video Jukebox was up 8.33%; company was subject of complimentary article in *Forbes* magazine.

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

A (BHC) BHC Comm.	53	1/4	52	1	1/4	02.40	13	1,559
N (CCB) Cap. Cities/ABC	490		495	- 5		-01.01	17	8,492
N (CBS) CBS Inc.	165	1/2	167	1/2	- 2	-01.19	13	3,918
A (CCU) Clear Channel	11	1/8	11	7/8	- 3/4	-06.31	-123	63
O (JCOR) Jacor Commun.	2	3/8	2	7/16	- 1/16	-02.56	-1	23
O (OSBN) Osborn Commun.	7	5/8	6	3/4	7/8	12.96	-11	53
O (OCOMA) Outlet Comm.	11		10	1/2	1/2	04.76	13	72
N (PL) Pinelands	16	3/8	17	1/4	- 7/8	-05.07		276
A (PR) Price Commun.		3/4		7/8	- 1/8	-14.30	133	7
O (SAGB) Sage Bcsg.		7/8		7/8		00.00		3
O (SCRIP) Scripps Howard	47		45		2	04.44	17	485
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	5
O (TLMD) Telemundo	5		5			00.00	-2	114
O (TVXGC) TVX Group	9	3/8	9	3/8		00.00		68
O (UTVI) United Television	30	5/8	30	1/2	1/8	00.40	3	332

PROGRAMING

O (IATV) ACTV Inc.	2	5/8	2	5/8		00.00		2
O (ALLT) All American TV	3	5/8	2	3/4	7/8	31.81		7
N (CRC) Caroleo Pictures	9	1/8	8	1/2	5/8	07.35	14	275
N (DCPI) Dick Clark prod.	3		3			00.00	18	24
N (DIS) Disney	117	1/4	121	5/8	- 4	3/8	-03.59	20 15,592
O (FNNIC) FNN		5/32		1/2	- 11/32	-68.75		2
A (FE) Fries Entertain.		916		5/8	- 1/16	-10.00		3
A (HHH) Heritage Ent.		5/8		11/16	- 1/16	-09.09	-1	5
N (HSN) Home Shop. Net.	4	3/4	5		- 1/4	-05.00	13	428
O (IBTVA) IBS	1	5/8	1	5/8		00.00	20	5
N (KWP) King World	29	1/2	29	1/2		00.00	13	1,121
O (KREN) Kings Road Ent.		1/8		1/8		00.00		0
N (MC) Matsushita	140	3/4	134	3/4	6	04.45	18	292,792
A (NNH) Nelson Holdings	1	1/2	1	5/8	- 1/8	-07.69	-1	6
O (NNET) Nostalgia Net.		5/8		5/8		00.00		3
N (OPC) Orion Pictures	10	3/8	9	5/8	3/4	07.79	25	233
N (PCI) Paramount Comm.	42	7/8	43	1/4	- 3/8	-00.90	29	5,084
N (PLA) Playboy Ent.	5	1/2	5	3/4	- 1/4	-04.34	28	103
O (QNTXQ) Quintex Ent.		1/8		1/8		00.00		26
O (QYCN) QVC Network	8		7	1/2	1/2	06.66	-21	138
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85
O (RPICA) Republic Pic. 'A'	7	3/4	7	3/4		00.00	43	33
A (SP) Spelling Ent.	4	1/2	4	1/4	1/4	05.88	30	148
O (JUKE) Video Jukebox	4	7/8	4	1/2	3/8	08.33	-37	46
O (WONE) Westwood One	2	1/8	1	15/16	3/16	09.67	-1	31

	Closing Wed Feb 20	Closing Wed Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	31	1/2	31	1/4		1/4	00.80	24	588
A	(AK) Ackerly Comm.	3	1/8	2	7/8		1/4	08.69	-4	48
N	(AFL) American Family	24	1/2	24	1/2			00.00	18	1,994
O	(ACCMA) Assoc. Comm.	28	1/2	29		-	1/2	-01.72	73	531
N	(CCN) Chris-Craft	29		29	5/8	-	5/8	-02.10	2	738
O	(DUCO) Durham Corp.	26	1/2	26	1/2			00.00	13	224
N	(GCI) Gannett Co.	40	5/8	41	5/8	-	1	-02.40	16	6,419
N	(GE) General Electric	68	3/8	67	3/4		5/8	00.92	14	60,759
O	(GACC) Great American	3		2	3/4		1/4	09.09	-1	105
A	(HTG) Heritage Media	3	5/8	3	7/8	-	1/4	-06.45	-5	163
N	(JP) Jefferson-Pilot	40	1/2	41	1/2	-	1	-02.40	10	1,447
N	(LEE) Lee Enterprises	29	1/2	28	1/2		1	03.50	17	688
N	(LC) Liberty	46	1/2	47	3/8	-	7/8	-01.84	10	363
O	(LINB) LIN	62	3/4	66	1/4	-	3 1/2	-05.28	-17	3,224
N	(MHP) McGraw-Hill	57	3/4	57	3/4			00.00	122	2,811
A	(MEGA) Media General	21	1/2	20	7/8		5/8	02.99	26	544
N	(MDP) Meredith Corp.	27	1/4	27	3/8	-	1/8	-00.45	-21	491
O	(MMEDC) Multimedia	71	3/4	71			3/4	01.05	18	812
A	(NYTA) New York Times	23		24	1/2	-	1 1/2	-06.12	51	1,751
N	(NWS) News Corp. Ltd.	12	3/8	11	5/8		3/4	06.45	7	3,322
O	(PARC) Park Commun.	15		15				00.00	16	310
O	(PLTZ) Pulitzer Pub.	23	1/2	22		1	1/2	06.81	9	246
O	(STAUF) Stauffer Comm.	118		118				00.00	48	144
N	(TMC) Times Mirror	31		31	1/4	-	1/4	-00.80	19	3,984
N	(TRB) Tribune Co.	43	5/8	44	3/4	-	1 1/8	-02.51	16	2,873
A	(TBSA) Turner Bestg. 'A'	14	3/4	14	3/4			00.00	-98	2,200
N	(WPO) Washington Post	242		242			00.00		-98	2,200
N	(WX) Westinghouse	29	3/4	29	3/4			00.00	8	8,659

CABLE

A	(ATN) Acton Corp.	5	3/4	5	3/8		3/8	06.97	-4	8
O	(ATCMA) ATC	41		41				00.00	39	4,471
A	(CVC) Cablevision Sys.'A'	20	1/4	20	3/8	-	1/8	-00.61	-1	449
A	(CTV) Century Comm.	8	1/2	8	3/8		1/8	01.49	8	555
O	(CMCSA) Comcast	14	3/4	15	3/4	-	1	-06.34	-10	1,665
A	(FAL) Falcon Cable	8	1/2	8	3/4	-	1/4	-02.85	-6	54
O	(JOIN) Jones Intercable	9		8	3/4		1/4	02.85	-5	112
N	(KRI) Knight-Rldder	49	3/8	51	1/2	-	2 1/8	-04.12	15	2,477
T	(RCL) Rogers'A'	10	1/4	9	3/4		1/2	05.10	-17	349
O	(TCAT) TCA Cable TV	16		15	3/4		1/4	01.58	69	387
O	(TCOMA) TCI	15		15	1/2	-	1/2	-03.22	-21	5,339
N	(TWX) Time Warner	110		110				00.00	-21	5,339
O	(UAECA) United Art.'A'	13		13	3/8	-	3/8	-02.80	-18	1,825
A	(VIA) Viacom	24	7/8	25	1/4	-	3/8	-01.48	-82	2,654

STOCK INDEX (CONT.)

	Closing Wed Feb 20	Closing Wed Feb 13	Net Change	Percent Change	P/E Ratio (000,000)	Market Capital- ization (000,000)
EQUIPMENT & MANUFACTURING						
N (MMM) 3M	88 1/4	93 1/4	- 5	- 05.36	15	19,588
N (ARV) Arvin Industries	21 1/4	20 3/4	1/2	02.40	19	399
O (CCBL) C-Cor Electronics	5 1/8	5	1/8	02.50	5	22
O (CTEX) C-Tec Corp.	16 3/4	16 7/8	- 1/8	- 00.74	-32	275
N (CHY) Chyron	1	7/8	1/8	14.28	-2	11
A (COH) Cohu	11 1/2	11 1/2	00.00	00.00	8	22
N (EIK) Eastman Kodak	45 3/4	46 5/8	- 7/8	- 01.87	47	14,843
N (HRS) Harris Corp.	24 1/2	25 1/2	- 1	- 03.92	7	982
N (IV) Mark IV Indus.	11 3/8	10 3/8	1	09.63	2	154
O (MAT) Matthews Equip.	1 7/8	2 1/8	- 1/4	- 11.76	93	11
O (MCDY) Microdyne	5 1/8	4 3/4	3/8	07.89	73	21
O (MCOM) Midwest Comm.	7/8	31/32	- 3/32	- 09.67	2	2
N (MOT) Motorola	62 3/4	60 3/4	2	03.29	15	8,253
A (PPI) Pico Products	3/8	3/8	00.00	00.00	2	2
N (SFA) Sci-Atlanta	15 1/4	16 3/8	- 1 1/8	- 06.87	8	342
N (SNE) Sony Corp.	53 3/4	52 1/8	1 5/8	03.11	28	17,841
N (TEK) Tektronix	21 1/2	22 1/8	- 5/8	- 02.82	-7	625
N (VAR) Varian Assoc.	41 1/4	40 3/8	7/8	02.16	-196	789
O (WGNR) Wegener	5/8	7/8	- 1/4	- 28.57	-3	4
N (ZEN) Zenith	7 1/4	7 3/8	- 1/8	- 01.69	-2	193

	Closing Wed Feb 20	Closing Wed Feb 13	Net Change	Percent Change	P/E Ratio (000,000)	Market Capital- ization (000,000)
SERVICE						
O (AFTI) Am. Film Tech.	4 5/8	4 1/8	1/2	12.12	15	45
O (BSIM) Burnup & Sims	9 3/4	9 7/8	- 1/8	- 01.26	108	122
A (CLR) Color Systems	4	3 3/4	1/4	06.66	-4	37
N (CQ) Comsat	26 3/4	27	- 1/4	- 00.92	8	590
N (CDA) Control Data	12 3/8	12 7/8	- 1/2	- 03.88	-3	526
N (DNB) Dun & Bradstreet	46 1/2	47 7/8	- 1 3/8	- 02.87	16	8,485
N (FCB) Foote Cone & B.	23 3/4	22 3/4	1	04.39	12	256
O (GREY) Grey Adv.	135	127	8	06.29	12	152
O (IDBX) IDB Commun.	8 7/8	8 3/4	1/8	01.42	98	56
N (IPG) Interpublic Group	38 7/8	39 1/2	- 5/8	- 01.58	17	1,329
N (OMC) Omnicom	26 7/8	26	7/8	03.30	12	655
O (RTRSY) Reuters	45 1/8	45 1/8	00.00	00.00	21	19,452
N (SAA) Saatchi & Saatchi	1 5/8	1 1/2	1/8	08.33	-1	257
O (TLMT) Telemation	1/8	1/4	- 1/8	- 50.00	1	1
O (TMCI) TM Commun.	9/32	9/32	00.00	00.00	-2	6
A (UNV) Unitel Video	7 5/8	7 3/4	- 1/8	- 01.61	-13	11
O (WPPGY) WPP Group	2 7/8	2 7/8	00.00	00.00	1	118
Standard & Poor's 400						
	432.01	434.97	-2.96	-0.7%		

'1992'

Continued from page 43.

table spots.

The war, in addition to affecting the economy, is also delaying the start of at least some political campaigns. If further delays occur, or if a resounding U.S. victory takes place, that too could affect the political contest, at least at the presidential level, keeping some candidates from throwing their hats into the ring until 1996.

Also, Chris Dixon, securities analyst, Kidder, Peabody & Co., said that a number of politicians, including President Bush, have spoken out against excessive use of PAC money, which has helped boost TV ad sales.

As for the Olympics, 1992 will be the first year they will also be carried on cable, and the roughly 100 hours of winter games scheduled for TNT will add to the inventory already expected to drain not only incremental Olympic spending, but regular budgets as well. Should the market continue to be soft, Grey Advertising's Jon Mandel feels that the network Olympics may end up "competing against itself."

That effect could be further amplified since the next winter Olympics will follow in just two years and, it has been reported, are already being sold.

With the Olympics taking a greater amount out of national advertising, and perhaps even local advertising dollars, and at least some signs of pressure on political budgets, it appears that stations will be in a worse position than the television networks. The latter have benefited less from, or put another way, have become less reliant on, political spending in recent elections.

Station group revenue projections for 1992 so far ventured by securities analysts fall mostly in the 7%-8% range.

The war, in addition to affecting the economy, is also delaying the start of at least some political campaigns.

"Real" revenue increases—after subtracting the roughly 4% inflation consensus forecast reported by Blue Chip Economic Indicators—would thus be 3%-4%, in line with the disappointing 1988 quadrennial year and well below the roughly 12% real gain stations recorded in 1984. Analysts are projecting the real three-network gain at roughly 8%, or double the station gain. —GF, JF

'Unwired Baseball'

Continued from page 44.

holders, argue that local MLB telecasts regularly earn average ratings two to three times higher than a Saturday afternoon CBS telecast.

According to Mitch Nye, general sales manager for Milwaukee Brewers flagship, WCGV-TV Milwaukee, despite the benefits to advertisers of higher ratings, advertising agencies are daunted by the difficult process of trafficking spots to 24 different schedules. "It is a lot easier to make one big rubber stamp deal...send your spot to CBS and be done with it," he said. Agency "laziness," he said, is the main reason Stuart and Raycom have not sold more than a fraction of the 50% of WCGV-TV's Brewers inventory to national accounts.

However, he said, there were indications last season that rate hikes at CBS drove interest in the Stuart operation early in the season. Nye said his station's agreement with Raycom involves only verbal commitments on rates.

As for Stuart, during the course of 18 years, his company has withstood several attempts by competitors to cut into his business. And while he "likes a little challenge," he also wonders "how many sources of revenue can be found." —JF, PDL

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: Transmitters.

NEW TUBES RAISING UHF PERFORMANCE

EEV to show production versions of second-generation MSDC and klystrode UHF tubes; Harris Corp. to introduce new line of solid-state FM transmitters

UHF-TV broadcasters in recent years have been witness to several new transmission tube technologies designed to increase transmitter reliability, lower maintenance and increase energy efficiency. During the mid-1980's, Comark Communications introduced the klystrode tube and Varian Associates introduced the multi-state depressed collector (MSDC) version of the traditional klystrode—tubes credited with improving UHF transmitter performance while cutting electricity bills nearly in half.

The most prominent transmission news at the 1991 National Association of Broadcasters equipment exhibition in Las Vegas, April 15-18, will be the next generation beyond the klystrode and MSDC klystron. Both tubes have been put into production by a British-based manufacturer, English Electric Valve Co. (EEV). All of the leading UHF transmitter manufacturers plan to have one or both of the new EEV tubes in new models on the NAB exhibit floor.

Among other transmission-related issues likely to be prominent at NAB will be the change in the marketplace following Varian's plans to divest of its TVT and Continental Electronics subsidiaries. Manufacturers of transmitters, antennas and power lines have been asked by the

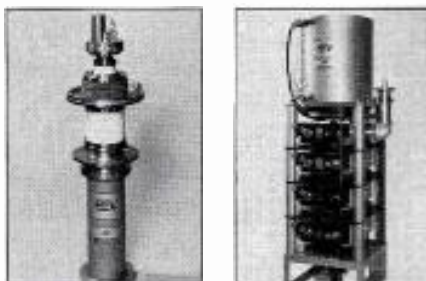
FCC's advisory committee on advanced television service to take a hard look at the problem of developing an all-digital video transmission system, a topic likely to be raised at the Las Vegas Convention Center's exhibit floor and at NAB's HDTV World conference at the nearby Las Vegas Hilton. In radio transmission, Harris Corp. is introducing its Platinum series of solid-state FM transmitters, featuring many of the advantages of its earlier Platinum VHF-TV series.

EEV will be showing production versions of its inductive-output tube (IOT) second-generation klystrode tube and its five-stage energy saving collector (ESC) second-generation MSDC tube at the convention. In addition, Thomson-CSF's Comark Communications, Colmar, Pa., and Television Technology Corp. (TTC), Broomfield, Colo., will

be showing new klystrode models with the IOT. Comark and Harris Corp., Quincy, Ill., will show ESC transmitters. Midwest Communications Corp., Edgewood, Ky., is believed to be planning integration of ESC into its MSDC transmitter as well. "By coming out with both the IOT and the ESC, [EEV] is trying to regain some lost market for new tubes," said Robert Weirather, Harris Corp.'s director, advanced marketing and development. "People are looking for them to make a big comeback. I think that certainly is in the cards."

Although at least one IOT transmitter is expected to be on the air before NAB, EEV is still perfecting details on both tubes just weeks before the start of the exhibition. "Obviously, we are working pretty hard for substantial achievement prior to NAB. We're looking at a moving target," said Mike Kirk, marketing manager, broadcast products, at EEV's Elmsford, N.Y., office.

In spite of their advantages, klystrodes have drawn some complaints. The IOT is designed to be easier to tune and easier to set up. EEV's klystron tubes have traditionally had numerical indicators on the tuning cavity to simplify tuning. "We've tried to incorporate that [into the IOT klystrode] and indica-



EEV's IOT (l) and ESC tubes

tions are we've done reasonably well," Kirk said. Also, unlike the first-generation klystron, IOT requires one rather than two tubes to cover the UHF band.

"It has addressed the problems of the first-generation product and it's much more user-friendly. I think that's the bottom line," said Comark President Nat Ostroff. The IOT unit planned for Comark's NAB display will be identical to a transmitter scheduled to be in full operation for noncommercial WGBY-TV Springfield, Mass., about a month before the convention. It will be "the world's first IOT-equipped transmitter in service," Ostroff claimed.

EEV's introduction of the IOT's may also enhance the marketability of klystron technology in general. "It increases the legitimacy [of the klystron] significantly by the fact that one of the foremost manufacturers of klystrons is coming to the market," said TTC President Dirk Freeman. "These devices are very important to us, because they give us a second source [of tubes] from what we deem to be a very reliable source." TTC will display an air-cooled IOT transmitter.

Some broadcasters find it more practical to stay with the more established klystron tube technology. "The IOC requires special cabinetry and special circuitry. The MSDC is a variation on a klystron and, therefore, is easier to implement into a product," Freeman said. Many broadcasters may choose to buy new ESC transmitters or retrofit their old transmitters with the new tube. Neither Harris nor Comark could announce sales of ESC transmitters last week, but Comark is "very optimistic that there will be a transmitter sold prior to the show," Ostroff said. (TTC will not have an ESC model on the floor, but will introduce a 30 kw model of its earlier introduced line of MSDC transmitters).

"There were aspects [of the early MSDC] products that we weren't exactly happy about," EEV's Kirk said. "One was the fact that the MSDC's use what we call 'coated collectors.' The inside surface of the collector is coated to reduce the reflective electrons going back down the tube." The ESC technique eliminates coating with satisfactory results so far, Kirk said.

Some believe the IOT may be an ideal tube for transmitting high-definition television signals. "It depends on which high-definition scheme you have. If you have adjacent channels, it will be true," with the use of a broadband amplifier, Kirk said. But other transmission tubes and techniques may be even better suited for HDTV, depending on the type of



Harris Platinum solid-state FM transmitter

system ultimately chosen by the FCC, he said.

HDTV transmission discussion is likely to center on the feasibility of building an all-digital transmission system and how it may be installed to coexist with NTSC facilities now operating. A first meeting of transmitter manufacturers and HDTV system proponents was held last month to discuss the possibility of building either a common digital transmission system on which each all-digital proponent can test its input system or a generic system to test the propagation characteristics of digital video transmission (BROADCASTING, Feb. 4).

Most of the manufacturers contacted by BROADCASTING last week were not sure whether a joint effort by manufacturers and HDTV proponents can be organized to build a common all-digital system by the summer of 1992, when field testing of one or more of the HDTV systems is expected to begin.

The "biggest question," according to Kerry Cozad, of Andrew Corp., Orland Park, Ill., a specialist in coaxial cable lines for transmission systems, is: "Where do we really need to be in terms of helping the proponents with what needs to be done to get these signals into the homes and perform the way everybody's hoping they will?" The level of performance necessary to build a digital transmission system is believed to be feasible, but whether the system can be easily integrated next to current NTSC

plants is not yet clear.

More should be known by the time NAB starts. The advisory committee has asked proponents to decide by March 15 whether they will build a joint digital transmitter or make arrangements with manufacturers individually.

The most significant radio transmission product introduction planned so far is Harris Corp.'s Platinum series solid-state FM transmitters. "NAB is our real introduction [of the line]. We've talked to lots of customers who are interested, but we wanted to save everything for the NAB show," Weirather said. Harris will show 5 kw and 10 kw Platinum models at the show. (The introduction of solid-state transmitters does not signal the end of Harris's line of FM tube transmitters, which is still profitable, Weirather said.)

The system is designed to surpass the reliability, maintenance and performance of earlier FM tube units. In focus group meetings with customers, reliability has been the key attribute requested by FM broadcasters, Weirather said. "They said to us: 'Keep it on the air.' [By] paralleling RF modules, fans, power supplies and paralleling much of the [Platinum] apparatus, failure of one item does not constitute going off the air. That's quite a contrast to vacuum tube circuits," he said.

User-friendliness was a high priority in the Platinum design because many stations cannot afford to have employees spending large amounts of time adjusting the transmitter. "Walk up to this transmitter and it will be understandable at first glance. There's not much that you can do wrong with it," Weirather said. The wideband design of the transmitter will improve performance, he said. "Wide bandwidth is important [to eliminate] AM synchronous noise, which has become a concern for lots of broadcasters as a way of degrading the FM signal."

An earlier solid-state, 4 kw FM transmitter will be one of the more highly featured items at the TTC booth, Freeman said. Broadcast Electronics Inc., Quincy, Ill., will also show earlier-introduced FM transmitters. Continental Electronics, Dallas, traditionally among the most prominent radio transmitter manufacturers on the NAB floor, has not yet announced its plans for this year's show. NAB 1991 will be Continental's first since Varian Associates sold the company to Tech-Sym Corp., Houston, for \$20 million (BROADCASTING, Oct. 8, 1990).

-RMS

NEXT WEEK: CAMERAS

SATELLITE

EUROPE MOVES UP DBS TIMETABLE, PREPARES FOR EXPANDED NEWSGATHERING

'Pre-Europesat' bird to launch by 1993; EBU to triple capacity by 1995

A group of European nations has speeded plans for regional high-power direct broadcast satellite delivery, authorizing the European Telecommunications Satellite Organization (Eutelsat) to provide a bird for launch in mid-1993, three years ahead of Eutelsat's planned four-satellite Europesat DBS service.

And in a separate agreement also foreshadowing the coming of a borderless Europe, the European Broadcasting Union purchased enough future Eutelsat capacity to triple its Ku-band satellite TV services by 1995. The EBU agreed to acquire four transponders—and options on a fifth and sixth transponder—aboard Eutelsat II-F4, scheduled to become operational in 1993.

(In a related European DBS story, after discovering an anomaly in a third stage Ariane rocket engine, Arianespace delayed for one to two weeks the launch of Astra 1B, originally scheduled to fly Feb. 21. Astra 1B is designed to add 16 more 60-watt DBS channels to the 16 aboard Astra 1A.)

Eutelsat's DBS plans already had the agency preparing a request for proposals to launch at least 39 high-power Europesat DBS transponders for nine European nations—Austria, France, Germany, Italy, the Netherlands, Portugal, Sweden, Switzerland and Yugoslavia. The so-called Europesat system would go forward later this year if interest from participating nations translates into firm commitments for transponders.

But after France suggested late last year it was looking for a speedier solution to its troubled national five-channel DBS birds, TDF-1 and TDF-2 (four of 12 transponders on the birds have failed, two more are troubled and the French government has faced a host of problems luring programmers), Eutelsat began exploration of a "pre-Europesat" system. Earlier this month, France, Germany, Italy and Sweden backed the interim plan, and Eutelsat hopes to sign up for a bird by April.

The pre-Europesat system would be located at 19 degrees West, the same orbital slot held by France's TDF system, the twin German DBS bird TVSAT and, later this decade, Europesat. The system, with 12 transponders at 100 to 125 watts, would have a signal powerful enough to reach 50 cm dishes across Europe, or 80 cm dishes with a high-definition television signal.

Both France and Germany have pledged to take five transponders apiece on the pre-Europesat system, and Sweden and Italy are looking for one transponder each. But, according to Eutelsat, Germany has indicated it could take more than five channels, leading to an exploration of the possibility of a second bird.

Because of the speed with which the bird must be in place, Eutelsat is looking for an existing satellite that could be modified. Among the expected bidders are France's Aerospatiale, which has proposed modifying a Eutelsat II satellite; British Aerospace with the European Space Agency and Italian

space Agency Alenia, which has proposed the already-built Olympus 2 satellite, and French satellite firm Matra.

Pre-Europesat would become part of the longer range Europesat system, which is proposed to contain three satellites, plus an in-orbit spare.

Also, earlier this month the EBU—which now uses two Eutelsat I transponders to deliver six daily Eurovision news exchange feeds, ad hoc newsgathering and news, sports and entertainment distribution feeds—agreed to acquire four fully protected 72 mhz transponders aboard Eutelsat II-F4, beginning in early 1993.

And, by 1995, it expects to use six transponders of the same bandwidth, each capable of carrying "two studio-quality digital video channels with associated sound, and separate radio channels," said Eutelsat. Each of the Eutelsat II birds (Arianespace launched Eutelsat II-F2 without a hitch Jan. 1, beginning a series of launches every six months) is designed to carry 16, 50-watt Ku transponders. —PDL, AAG

FOOTPRINTS

Something of an international satellite occasional-time pricing war has developed since the Jan. 17 opening of hostilities in the Middle East started what Hughes Communications called "an unprecedented surge in satellite access requests" at home and abroad. Comsat is now offering a subscription option priced as low as \$3 per minute for video. And IDB is offering Inmarsat voice transmission for as low as \$6.84 per minute.

Request Television will fly its Request and Request 2 pay-per-view services via GE Americom's Satcom C-4 satellite scheduled for launch in late 1992. The Travel Channel reached a five-year lease agreement with GE Americom to shift from GE's Satcom FIR to Satcom C-4 after the latter is launched in the first quarter of 1993. Terms of the deals were not disclosed.

Sid Topol, the former Scientific-Atlanta chairman, has become the latest Society of Satellite Professionals International Hall of Fame inductee. Credited by many with fostering the delivery of cable programming via satellite, Topol joined S-A in 1971 and remained for a 19-year period through which the company's annual sales increased from \$16 million to more than \$600 million. He has remained on S-A's board of directors since retiring from his chairmanship last November.



Hughes Communications proudly introduces the two latest additions to our family: Galaxy VI and SBS 6.

The October, 1990 launch of these satellites sends an important signal to our customers: Hughes Communications will continue to provide unparalleled C-band and Ku-band services — well into the 21st century.

With 24 C-band transponders, Galaxy VI delivers much-needed capacity for occasional video and audio broadcasting services. The new satellite also serves as in-orbit back-up for our Galaxy/Westar fleet, providing unsurpassed protection of our customers' critical transmissions.

SBS 6 joins our SBS 4 and 5 Ku-band satellites. With nineteen 41-watt transponders, this newcomer increases capacity for broadcast television and private business networks. But that's not all. SBS 6 is also meeting the increasing demand for medium-power direct-to-home broadcasting.

The launch of our two new birds is just the first stage of Hughes Communications' ambitious fleet expansion plans to meet ongoing customer needs. Call us at 213-607-4511. Find out how we can improve your communications and hatch your business ideas.

ANNOUNCING THE BIRTH OF OUR TWO NEW BIRDS



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WASHINGTON

PRESS, POLITICIANS WEIGH COVERAGE RESTRICTIONS

In Hill hearing, witnesses, including Pete Williams and Walter Cronkite, give their sides of how story is or isn't being told

Journalists here and abroad, struggling to loosen Pentagon restrictions on their ability to cover events in the Persian Gulf War, had their day on the Hill last Wednesday (Feb. 20), as the Senate Committee on Government Affairs met to discuss problems with the press rules.

The chairman of the Committee, Senator John Glenn (D-Ohio), spoke of the "delicate balance between protecting military secrets and the public's right to know." That point was generally agreed to by all the witnesses, which included former CBS anchorman Walter Cronkite, Pentagon spokesman Pete Williams and *New York Times* correspondent Malcolm Browne.

Browne said problems between the press and the military have always existed, but the "delicate balance" has nevertheless been maintained. However, he said the problems covering the Gulf War both responsibly and thoroughly have "been severely exacerbated by the rules imposed by American military authorities."

Williams countered that the press restrictions are designed "to get as much information as possible to the American people about their military without jeopardizing...a military operation or endanger[ing] the lives of the troops who must carry it out."

Senator Joseph Lieberman (D-Conn.) agreed. He said "restrictions on news coverage are absolutely necessary in order to protect the lives of our troops, and in order to increase the odds of military success."

Journalists seem to agree with the need for some restrictions, especially those relating to the release of military intelligence. Cronkite said there were legitimate military reasons for delaying the airing or printing of stories, but there was no need to delay or slow down the coverage and reporting itself. He said "the press has every right, to the point of insolence, to demand" complete information from the military and access to all areas. Cronkite called the military



Pentagon's Pete Williams



CBS's Walter Cronkite

briefings from the Gulf "ridiculously inadequate."

There was, however, great debate on whether, indeed, "as much information as possible" is reaching the American public. The belief among the journalists testifying was that the military rules have, as Browne said, "resulted in significant impairment of coverage of our armed forces and the war they are fighting."

But the journalists also believed that the new press rules (there were virtually none during the Vietnam War) have "little to do with military security and much to do with political insecurity," as Paul McMasters, *USA Today* deputy director and chairman of the Freedom of Information Committee of the Society of Professional Journalists, put it.

Sydney H. Schanberg, *Newsday* associate editor, said he believes the restrictions are rooted in the "fear that a free flow of information about the war could change public opinion... The government's controls on the press seem predicated on a belief that Americans are too ignorant or too squeamish to be able to understand and cope with stories that contain the realities [of war]," he said.

But if the necessity of restricting the press is, as many have suggested, the lesson from Vietnam, Cronkite spoke for the rest when he said "the military is

acting on a generally discredited myth that the Vietnam War was lost because of the uncensored press coverage." He said the restrictions have the potential of "controlling the press for political reasons."

Lieberman acknowledged as much. He said: "Control of access to sources of news in the Gulf certainly gives the military a powerful tool with which to affect the images the public receives of this war. And the images the public receives may shape its opinion of the war and its conduct...Is it legitimate for our government to control...negative images such as the bloody horror of battle...the return of coffins to the U.S...in order to keep American morale and support for our cause strong?"

Williams said the current system is not censoring that kind of information. He said, "It would not be legitimate for us to object to something because it's embarrassing to us or is critical of us."

Senator Herbert Kohl (D-Wisc.) said that given the complexities of the region and the nature of the "delicate balance," the Pentagon "is doing an honest, honorable and effective job of making sure the American people have the information they need to make an informed judgement on the conduct and the status of the war."

But he, and the other senators, be-

lieved the system could be improved. Senator Carl Levin (D-Mich.) suggested that it might prove beneficial if the guidelines for military personnel who escort journalists were written and issued as are the press regulations. Williams said the policy is for escorts to stay out of "eyeshot" of the reporter and the person being interviewed. But others testifying said that the policy was not well adhered to.

Williams also said the current system is in place for mainly logistical reasons.

There are, he said, "more [reporters] than we can possibly accommodate...if a ground war begins...the battlefield will be chaotic and the action will be violent...our front line units simply will not have the capacity to accommodate large numbers of reporters."

But some, like Cronkite, believe any logistics problems could have been avoided if the Pentagon had planned better. "The greatest mistake of our military so far is its attempt to control coverage by assigning a few pool reporters and

photographers to be taken to locations determined by the military with supervising officers monitoring all their conversations with the troops in the field," he said. Instead, Cronkite suggested the military return to a system similar to that used in World War II, when there was "censorship of all dispatches, film and tape leaving the battlefield." He said that with such a system "the press would be free to go where it wants, to see, hear and photograph what it believes is in the public interest." **-PJS**

NCTA, MSO'S OPPOSE FCC ADOPTION OF CUSTOMER SERVICE STANDARDS

Continental Cablevision, the nation's third largest cable operator, found itself alone in support of its idea of making adherence to customer service standards a criterion for meeting the FCC's "good actor" test and avoiding municipal rate regulation.

The National Cable Television Association and other cable operators that commented two weeks ago on the FCC's proposed new "effective competition" standard argued against the inclusion of customer service guidelines, even though the commission has proposed using the voluntary guidelines developed by the NCTA.

"There is no rational basis for using the standards as a behavioral indication of effective competition," the NCTA said. "Even if there is a valid concern that systems might choose to meet the rate constraints of the behavioral test by reducing their customer service, the fact that a system does not increase its level of customer service...is hardly an indication of a lack of effective competition."

A customer service test could give municipalities an opportunity to achieve "back door rate regulation by challenging a cable operator's compliance with minor details of the [test]," said Time Warner, the country's second largest operator.

Newhouse Broadcasting Corp., whose president, Robert Miron, promoted the NCTA customer service standards when he served as NCTA president, said oversight of customer service should be left to the municipalities. "There is no reason to link local governance of customer service standards with rate regulation decisions."

"To link rate deregulation with such compliance is illogical, invites disputes and interferes with prompt and proper consideration of market-driven economic factors that should be the focus of rate regulation," said a group of operators led by United Artists, Jones Intercable and Viacom Cable.

Continental, which urged the FCC to include customer service in its proposed standard, was undaunted by the negative reaction. "People have to argue what they think is right," said Robert Sachs, senior vice president, Continental corporate and legal affairs. "I think we've made a strong argument. It remains to be seen what the commission chooses to do."

In its comments, Continental made its case for the customer service test. "Including a customer service factor will ensure that the behavioral test does not create an incentive for systems to sacrifice service in an effort to satisfy a certain rate level."

To mitigate the possibility of municipalities using the test for "back door" rate regulation, Continental suggested requiring cable systems to certify compliance with customer service standards to the FCC rather than the municipalities as proposed. The commission is the "appropriate recipient" of these certifications, Continental said.

The cable operators opposing the test found unlikely allies on the question among municipalities, which see it as a threat to their authority to oversee customer service. The FCC's attempt to "legislate" customer service standards "impinges upon the current statutory authority" of municipalities, said a group of cities and representative organiza-

tions, including New York and the National League of Cities.

The Cable Act of 1984 exempts from municipal rate regulation cable systems subject to "effective competition" as defined by the FCC. Effective competition is currently defined as three broadcast signals. But last December the FCC proposed a tough new three-pronged approach that, by all accounts, would expose many more systems to rate regulation.

Under it, systems would continue to elude local regulation if they meet any one of three tests: its market is served by six or more broadcast signals and its penetration is less than 50%; its market is served by another cable system or other multichannel video provider that is available to 50% of the homes and has at least 10% penetration, or it passes muster as a "good actor" by keeping rates and service at competitive levels and adheres to the NCTA's customer service guidelines.

Although cable operators could not agree on the customer service test, they agreed on most other aspects of the proposed standard. Most felt the penetration tests for the six-signal and multichannel service elements of the standard had to go. The 50% penetration test of the six-signal element is "wholly unjustifiable" and "flies in the face of economic theory," said NCTA.

According to the NCTA, a six-signal test alone would subject 61% of all U.S. cable television systems and 34% of all subscribers to rate regulation. "Coupling this test with a 50% penetration test would extend the net of regulation over 86% of systems and 87% of subscribers," it said. **-HAJ**

INTERNATIONAL

'TWIN PEAKS': ON RACK IN U.S., ON ROLL ABROAD

ABC has put 'Twin Peaks' on hiatus, but it remains big ticket draw in Europe

Twin Peaks may be headed downhill in the U.S., following its ouster from the ABC-TV network schedule, but in its overseas airings, the cryptic TV mystery from film director David Lynch has been a hit of towering proportions. Whether that international success will help keep the program alive in the long-term, particularly as it begins to show similar declines as in the U.S., remains to be seen.

ABC put the show on indefinite hiatus last week, with Saturday, Feb. 16, its last airing. Bob Iger, ABC Entertainment president, said the series would return to ABC's prime time schedule in a different time period later this season, adding "Saturday has not served *Twin Peaks* as well as we had hoped."

The network, which had premiered the show on a Sunday and then moved temporarily to Thursday nights, placed the show in its Saturday, 10 p.m., slot last fall, hoping to draw viewers by pairing it with hour-drama *China Beach*. While demographically attractive, however, the shows remained narrow in appeal. *Beach* got the ax earlier in the season and *Peaks* dwindled gradually to a 5.1/10 in its last airing.

Overseas, however, in the handful of markets where it has aired so far, including Spain, Italy and the UK, *Peaks* has performed unusually well. The show has sold in 55 countries, many of which have not yet aired it, according to Bert Cohen of the show's international distributor Worldvision.

An early gamble on the program paid off in a big way for European broadcaster Silvio Berlusconi, where *Peaks* helped his channels in Italy and Spain clobber the competition.

When *Twin Peaks* premiered in Spain last November on Berlusconi's part-owned Tele Cinco, its first airing, Thursday, November 15, drew an average share of 50.3, representing 2.424 million viewers; at one point during the two-hour pilot, the show peaked at a 62.2 share. A subsequent airing the following Friday, Nov. 16, drew a 47.7 share, while showings over the next two weeks drew shares of 52, 46.9 and 54.2.

Only slightly less success was achieved in Italy, where the show helped Berlusconi's Canale 5 network pass chief rival RAI-1. At its premiere Wednesday, Jan. 9, for instance, the show drew 11.11 million viewers for a 39.38 share, while the nearest competitor, RAI-1, drew just 16.72% of the viewing audience. The second episode, similarly, drew 36.94% of the audience, against RAI-1's 19.53 share.

The show has suffered a gradual decline in Italy, however, with its share dropping through January and early February to around 30. The show placed second for the first time, with its Feb. 13 airing garnering a 26 share, although the ratings victor, RAI-2, which drew a 35-plus share, was airing a championship soccer match between Italy and Belgium. The last two-hour episode from the shows, first season beat out competition by a narrower 31.42 to 29.24 share.

Berlusconi will get a chance to see if *Twin Peaks*' success can be extended to his part-owned channel in France, La Cinq, where the show will begin airing during the first part of April, followed by weekly prime time airings. Germany's RTL Plus has purchased rights from Berlusconi, but no air date has yet been set.

In the UK, the program has been a success on the BBC's minority channel, BBC-2. According to Ian Mashiah, BBC program acquisition executive, the show surpassed viewership of *Moonlighting*, the last U.S. hit to score for BBC-2, although, as in the U.S., it has leveled off from its initial high ratings.

BBC-2 scheduled the show with what UK television refers to as a "narrative repeat," with the first airing on Tuesday nights at 9 p.m., then a repeat Saturday after 10 p.m. The technique, frequently used for British soaps, is unusual for a U.S. show.

Its October premiere gained *Twin Peaks* what Mashiah called "pretty phenomenal figures," drawing 6.5 million viewers on its first Tuesday airing and another 2 million viewers with the repeat the following Saturday.

Mashiah added that there was no illusion at the time those numbers would be

maintained after the first few episodes. Viewership has gradually dropped, with the latest airing drawing under 4 million viewers (aggregated over the two weekly airings). Those figures, however, still leave the show at 13th or 14th among BBC-2's top 30 shows.

On the domestic side, Worldvision executives aren't giving up on its prospects for next season. "We don't believe the handwriting is on the wall," said John Ryan, president, domestic sales, Worldvision. "We're taking the ABC announcement at face value," he said, dismissing the idea Worldvision is formulating a plan to sell the show's 29 episodes. "We haven't formed any marketing plan yet."

At Lynch-Frost Productions, executives were planning to hold a press conference last Friday to "marshall support and to let people know we're here and we're coming back," said Harley Peyton, one of the show's writers, who expects the show will get a weeknight, 9 p.m. or 10 p.m. time slot away from its Saturday night placement.

Peyton said the producers have two more episodes left to produce, and the 22nd episode, the last of this season's order, will not be used to close up the series. He added that the last episode will leave off with a cliff-hanger. Also he said that Lynch, co-creator of the series, will also direct what may be the final episode.

Lynch-Frost has already gotten support in its effort to keep the series alive. A grass roots movement in Washington, D.C., through WHFS-FM Annapolis, Md., calling itself Citizens Opposing the Offing of Peaks (COOP) has begun assailing ABC for the show's removal from the schedule.

As to frequent comments that the show is more European than American in nature, Worldvision's Cohen argued its U.S. Saturday night time slot had hurt viewership, adding: "We believe the show would be just as successful here as internationally. People think it's a better show for Europe than here. That's not so. Europe is playing it in different time periods, better than that in U.S."

-AAG, SC

FOR THE RECORD

As compiled by BROADCASTING from Feb. 14 through Feb. 20 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

■ **KWRF(AM) Warren, AR** (BTC910207EC: 860 khz; 250 w-D, 55 w-N)—Seeks assignment of license from Pines Broadcasting Inc. to Jimmy L. Sledge and Gwen Sledge for \$125,000. Seller is headed by Weldon L. and Violet Sledge, husband and wife, and has no other broadcast interests. Buyer is equally owned by Jimmy and Gwen Sledge and has no other broadcast interests. Filed Feb. 7.

■ **KSPN(FM) Aspen, CO** (BALH910201HC: 97.7 mhz; 3 kw; ant. 54 ft.)—Seeks assignment of license from Aspen Broadcasting Co. to Moss Entertainment Corp. for \$900,000. Seller is headed by Robert J. Scott, David L. Wood, C. William Herzog and David L. Osborn, and has interests in Vail Broadcasting Co., licensee of KSPN(AM) Vail, CO. Buyer is headed by Charles B. Moss Jr. (50%) and Robin H. Moss (49%), husband and wife, and has no other broadcast interests. Filed Feb. 1.

■ **KCMN(AM) Colorado Springs** (BAL910208EI: 1530 khz; 1 kw-D)—Seeks assignment of license from KCMN Inc. to Lowrey Communications Inc. for \$450,000. Seller is headed by Kent E. Bagdasar and Chip and Julie Lusko, husband and wife, and has no other broadcast interests. Buyer is headed by Paul E. Lowry, who owns majority interest (70%) in Windsor Communications, licensee of WHSM-AM-FM Hayward, WI. Windsor Communications also has application pending to acquire KUUY(AM)-KKAZ(FM) Cheyenne, WY. Filed Feb. 8.

■ **KLHI-FM Lahaina, HI** (BALH910131GZ: 101.1 mhz; 100 kw; ant. 745 ft.)—Seeks assignment of license from Pacific Isle Broadcast Inc. to Dale J. Parsons Jr.; price to be filed as amendment. Seller is headed by Kenneth S. and Marie A. Hayashi, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 31.

■ **WINU(AM) Highland, IL** (BAPL910207EB: 1510 khz; 1 kw-D)—Seeks assignment of license from Progressive Broadcasting Corp. to WIN-YOU Ltd. for \$170,000. Seller is headed by Glenn F. and Marian M. Bircher, husband and wife, and Francis B. Roggio, and has no other broadcast interests. Buyer is headed by Jack E. Chor and has no other broadcast interests. Filed Feb. 7.

■ **WEBO(AM)-WQXT(FM) Owego, NY** (AM:

BTC910131GO: 1330 khz; 5 kw-D, 50 w-N; FM: BTCH910131GP: 101.7 mhz; 1.15 kw; ant. 450 ft.)—Seeks transfer of control from Frank E. Penny to David E. Stark and Roberta E. Stark, husband and wife, for \$1,236,239 in stock purchase. Transferors are Penny, Dean F. Aubol and Petrina B. Aubol. Dean Aubol is applicant for new FM at Southport, NY. Transferees are Starks (20%), Steven J. Gilinsky (55%), Raymond C. and Gail G. Cobb (20%), husband and wife, and Gary and Bonnie Schoonover (5%), husband and wife, and has no other broadcast interests. Filed Jan. 31.

■ **WKFT(TV) Fayetteville, NC** (BALCT910207KE: ch. 40; 5,000 kw-V; ant. 1,842 ft.)—Seeks assignment of license from Ocie F. Murray Jr., bankruptcy trustee for SJJ Associates Ltd., to Delta Broadcasting Inc. for \$1.4 million. Seller has no other broadcast interests. Buyer is headed by Elbert M. Boyd Jr. (71.55%), Thomas Y. Baker III (23.85%) and Jerry W. Boyd (3.97%), and has no other broadcast interests. Filed Feb. 7.

■ **WJPJ(AM) Huntingdon, TN** (BAL910204EA: 1530 khz; 0.25 kw-D)—Seeks assignment of license from WJPJ Inc. to Radio Station WJPJ for \$25,000. Seller is headed by Randall S. McGowan and has no other broadcast interests. Buyer is headed by Howard E. Dickinson (40%), Lynn M. Dickinson (40%) and Alfred Chandler (20%), and has no other broadcast interests. Filed Feb. 4.

■ **KLDY(AM) Lacey, WA** (BAL910207EA: 680 khz; 250 w-D)—Seeks assignment of license from Capital Development Co. to Help Ministries Inc. for \$75,000. Seller is headed by Robert L. and Dorothy L. Blume, husband and wife, and has no other broadcast interests. Buyer is headed by Richard Ellison, (16.67%), James Overrein (16.67%) and George Hamilton (16.67%), and is general partner of Femdale Radio Partnership, licensee of KNTR(AM) Ferndale, WA. Help Ministries also has interest in renewal license application of KNTR. Filed Feb. 7.

■ **WHTL-FM Whitehall, WI** (BTCH910206HF: 102.3 mhz; 3 kw; ant. 450 ft.)—Seeks transfer of control from Amercom Corp. to Country Sound Inc. for \$175,000 in asset purchase agreement. Seller is headed by Richard L. Hencley, Willis K. Drake, Ronald D. Olson and Tom Cossack and has no other broadcast interests. Buyer is headed by Robert J. Kraemer (50%) and Dianne L. Kraemer (50%), husband and wife, and has no other broadcast interests. Filed Feb. 6.

Actions

■ **KELD(AM)-KAYZ(FM) El Dorado, AR** (AM: BTC910224EA: 1400 khz; 1 kw-U; FM: BTCH910224ED: 103.1 mhz; 3 kw; ant. 450 ft.)—Granted app. of transfer of control from within Noalmark Broadcasting Corp. for \$1,007 million, which includes \$260,000 cash for stock. Sixty-six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35%, respectively; includes KKIX(FM) Fayetteville, AR; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKTU-AM-FM Kilgore, TX (see below). Transferors are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. Transferees are William C. Nolan Jr. and Edwin B. Alderson Jr. Action Feb. 7.

■ **KKIX(FM) Fayetteville, AR** (BTCH910224EF: 103.9 mhz; 3 kw; ant. 510 ft.)—Granted app. of transfer of control from within Noalmark Broadcasting Corp. for \$1,007 million (see KELD(AM)-KAYZ(FM) El Dorado, AR, above). Action Feb. 7.

■ **KSSB(FM) Calipatria, CA** (BAPH91009HZ: 100.9 mhz; 3 kw; ant. 148 ft.)—Granted app. of assignment of CP from Salton Sea Communications Co. to Calipatria FM Inc. for \$7,000. Seller is headed by

Marcus D. Jones. Buyer is headed by Debbie Hogan (70%), Michael Hogan and Alan J. Singer (30%), and has no other broadcast interests. Action Jan. 31.

■ **KOZN(FM) Imperial, CA** (BALH91030GR: 99.3 mhz; 3 kw; ant. 200 ft.)—Granted app. of assignment of license from KOZN FM 99 Ltd. to Acacia Amusement Corp. for \$250,000. Seller is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Alfonso C. Pena (50%) and Aaron Berger (50%), who have interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, TX. Action Feb. 4.

■ **KRCQ(FM) Indio, CA** (BAPH91011GT: 102.3 mhz; .66 kw; ant. 570 ft.)—Granted app. of assignment of license from Ty Stevens Broadcasting Ltd. to Mirage Broadcasting Corp. for no cash consideration; purpose is to convert CP holder into corporation. Seller and buyer, which is same entity, is headed by Ty Stevens, Andrew Reimer and Barry Gorfine. Reimer has interests in Canaline Broadcasting Co., licensee of KTYD(FM) Sanata Barbara. Action Feb. 4.

■ **KTIP(AM)-KIOO(FM) Porterville, CA** (AM: BAL910228EE: 1450 khz; 1 kw-U; FM: BALH910228GL: 99.7 mhz; 24 kw; ant. 690 ft.)—Granted app. of assignment of license from Porterville Broadcasting to Double M Broadcasting Inc. for \$91,453. Seller is headed by Euphonic Broadcasting Inc., Peninsula Radio Investor, Kagan Venture Fund, Kagan Capital Management, Norman Glaser and Paul F. Kagan. Kagan Venture Fund owns 99% interest in Premier Cable Ltd. II, which operates cable TV systems in California, Montana and Idaho. Buyer is headed by Monte Moore (54%), Frank Haas (44%) and Larry Cotta (2%), and has no other broadcast interests. Action Feb. 11.

■ **KTAP(AM) Santa Maria, CA** (BAL910231EA: 1600 khz; 500 w-D, 26 w-N)—Granted app. of assignment of license from Buenos Diaz Broadcasting Inc. to Leo Kesselman for \$300,000. Seller is headed by Eduardo and Rodolfo Diaz, brothers, and has no other broadcast interests. Buyer, Kesselman, has 41.5% interest in KPIG(FM) Freedom, CA; 21.2% interest in KIDI(FM) Albuquerque, NM; 49% owner of LPTV KO4NT Indio, CA, and owner of LPTV's K58DJ Bakersfield, CA; K21DB Santa Fe, NM, and K06MB Indio, CA. Action Feb. 11.

■ **KZYR(FM) Avon, CO** (BTCH910114HY: 103.1 mhz; 1.5 kw; ant. 459.2 ft.)—Granted app. of transfer of control from Rocky Mountain Wireless Inc. to Jerrell K. Davis for no cash consideration in stock acquisition agreement. Seller is headed by Ronald J. Mellon and Duane H. Capouch and has interests in Roaring Fork Radio, which has application for new FM at Basalt, CO. Buyer, Jerrell K. Davis, is currently president of licensee. Action Feb. 7.

■ **WTHZ-FM Tallahassee, FL** (BALH900614GY: 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Dolcom Broadcasting Inc. to Dolcom Inc. for \$761,450. Seller is headed by Lois Dolgoff and her son Howard Dolgoff. Buyer is headed by Howard and Michelle Dolgoff, husband and wife, and has no other broadcast interests. Action Feb. 5.

■ **KNHN(AM) Kansas City, KS** (BTC910211EA: 1340 khz; 1 kw-U)—Granted app. of transfer of control from Greystone Broadcasting Inc. to Carol Russell for \$24,000. Seller is headed by William R. and Susan Porter Johnson, husband and wife. Buyer has no other broadcast interests. Action Feb. 11.

■ **WGMR(FM) Grand Rapids, MI** (BALED910124GU: 88.9 mhz; 3 kw; ant. 170 ft.)—Granted app. of assignment of license from Echo Broadcasting Inc. to The Moody Bible Institute of Chicago Inc. for no cash consideration; Echo is fee-exempt commission licensee, and is also licensee of WXYB(FM)

Zeeland, MI, which also seeks assignment to buyer. Buyer is headed by Joseph M. Stowell, George Sweeting, William F. Mitchell Sr., Paul H. Johnson, John Elsen and Stuart M. Bundy, and is licensee of noncommercial, educational stations WDLN-AM-FM East Moline and WMBI-AM-FM Chicago, both Illinois; KMBI-AM-FM Spokane, WA; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon Mills, AL; WGNB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida. Action Feb. 7.

■ **WCLS(FM) Oscoda, MI (BAPH901206HV)**; 100.1 mhz; 3 kw; ant. 328 ft.—Granted app. of assignment of license from David C. Schaberg to Todd A. Mohr for \$150; station is currently under construction. Seller is also permittee of WTHM(FM) Glen Arbor, MI. Buyer has no other broadcast interests. Action Jan. 31.

■ **WXYB(FM) Zeeland, MI (BALED901214GO)**; 89.3 mhz; 30 kw; ant. 500 ft.—Granted app. of assignment of license from Echo Broadcasting Inc. to The Moody Bible Institute of Chicago Inc. for no cash consideration; Echo is fee-exempt commission licensee, and is also licensee of WGNR(FM) Grand Rapids, MI. Buyer is headed by Joseph M. Stowell, George Sweeting, William F. Mitchell Sr., Paul H. Johnson, John Elsen and Stuart M. Bundy, and is licensee of noncommercial, educational stations WDLN-AM-FM East Moline and WMBI-AM-FM Chicago, both Illinois; KMBI-AM-FM Spokane, WA; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon Mills, AL; WGNB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida. Action Feb. 5.

■ **KLLT(FM) Grants, NM (BALH900719HO)**; 95.3 mhz; 3 kw; ant. 215 ft.—Dismissed app. of assignment of license from David French Boyd Jr., trustee, to Philip D. Vanderhoof for no financial considerations. Seller has no other broadcast interests. Buyer is licensee of FM translator station K296CO Albuquerque, NM. Action Jan. 29.

■ **KYKK(AM)-KZOR(FM) Hobbs, NM (AM: BTC901224EC)**; 1110 khz; 5 kw-D; FM: BTCH901224EG; 94.1 mhz; 100 kw; ant. 400 ft.—Granted app. of transfer of control within Noalmark Broadcasting Corp. for \$1.007 million (see KELD-[AM]-KAYZ[F] El Dorado, AR, above). Action Feb. 7.

■ **WRQR(FM) Farmville, NC (BTCH901221GE)**; 94.3 mhz; 1.95 kw; ant. 407 ft.—Dismissed app. of transfer of control from WRQR Inc. to William Matlach for \$10. Seller is headed by Sam E. Floyd, Greg W. Floyd, Ronald E. Stone, Don Kimbell, E. Roy Ruston and J. Guy Ratcliff. Sam Floyd has interests in Beasley Broadcasting Co., ultimate licensee of WFAI(AM) Fayetteville and WKML(FM) Lumberton.

NEW STATIONS

Applications

■ **Selma, AL (BPED910116MS)**—University of Alabama Board of Trustees seeks 88.3 mhz; 3.69 kw; ant. 1,401 ft. Address: Box 870370, 7 Bryce Lawn, Tuscaloosa, AL 35487. Principal is headed by John T. Oliver, and is licensee of noncommercial educational WUAL-FM and WVUA-FM both Tuscaloosa, WQPR(FM) Muscle Shoals, and WBHM(FM) Birmingham, all Alabama. Filed Jan. 16.

■ **Fayetteville, AR (BPED910123MF)**—Mission Blvd. Baptist Church seeks 90.1 mhz; 3 kw; ant. 128 ft. Address: 2006 Mission Blvd., Fayetteville, AR 72703. Principal is headed by Rev. Brian Disney, Reggie Sylvester, John C. McClardy, Rick Boone and Julian Abram. Disney is licensee of KOFC(AM) Fayetteville, AR. Filed Jan. 23.

■ **Lake Village, AR (BPH910102ME)**—Lula May Stone seeks 103.5 mhz; 6 kw; ant. 328 ft. Address: 233 Rose St., Greenville, MS 38701. Principal has no other broadcast interests. Filed Jan. 2.

■ **Merced, CA (BPH910116MT)**—Mali Broadcasting seeks 94.1 mhz; 3 kw; ant. 328 ft. Address: 2201

Barrington St., #9, Bakersfield, CA 93309. Principal is headed by Elizabeth K. Jackson and is producer at KDOB-TV Bakersfield, CA. Filed Jan. 16.

■ **Meeker, CO (BPED910116MU)**—White River Electric Association Inc. seeks 89.1 mhz; 100 kw; ant. 521 ft. Address: P.O. Box 958, Meeker, CO 81641. Principal is headed by Lynn K. Whiteman, Dean D. Parr, Larry G. Cowling and Gary H. Dunham, and has no other broadcast interests. Filed Jan. 16.

■ **Brunswick, GA (BPED910116MX)**—Georgia Public Telecommunications Commission seeks 89.1 mhz; 7 kw; ant. 134 ft. Address: 1540 Stewart Ave. SW, Atlanta 30310. Principal is headed by Frank C. Jones and Robert E. James, and is licensee of nine TV's and nine FM's throughout GA. Filed Jan. 16.

■ **Fl. Gaines, GA (BPED910116MV)**—Georgia Public Telecomm Commission seeks 90.9 mhz; 100 kw; ant. 298 ft. Address: 1540 Stewart Ave. SW, Atlanta 30310. Principal is headed by Richard E. Ottinger, Frank C. Jones and Robert E. James, and is licensee of nine TV's and nine FM's throughout Georgia. Filed Jan. 16.

■ **Boise, ID (BPED910129MA)**—Idaho State Board of Education seeks 91.5 mhz; 4 kw; ant. 2,581 ft. Address: Boise State University, 1910 University Dr., Boise, ID. Principal is headed by Gary G. Fay, Colleen Mahoney and Keith S. Hinckley and has no other broadcast interests. Filed Jan. 29.

■ **Garden City, IN (BPH910118MD)**—Bestcom Broadcasting seeks 102.9 mhz; 1.43 kw; ant. 469 ft. Address: 2328 Cypress Court, Edmond, OK 73013. Principal is headed by Scott Curtis Thompson and Bernard Wayne Thompson and has no other broadcast interests. Filed Jan. 18.

■ **Great Bend, KS (BPED910111MA)**—Hutchinson Community College seeks 90.9 mhz; 50 kw; ant. 781 ft. Address: 815 N. Walnut, #300, Hutchinson, KS 67501. Principal is headed by Wesley Nunemaker, Douglas Ball and James H. Stringer and has no other broadcast interests. Filed Jan. 11.

■ **Hagerstown, MD (BPH910116MR)**—Greater Washington Educational Telecommunications Assn. Inc. seeks 89.1 mhz; 9 kw; ant. 1,322 ft. Address: Box 2626, Washington 20013. Principal is headed by David O. Maxwell, Ward B. Chamberlin Jr., Malcolm S. McDonald, Robert P. Pincus, Eddie N. Williams, Francine Z. Trachterberg, Sharon Percy Rockefeller, John Degenhard and Mary Beth La Belle, and is licensee of WETA-FM-TV Washington, DC. Filed Jan. 16.

■ **Chillicothe, MO (BPED910102MD)**—Board of Regents, Northwest Missouri State University, seeks 88.9 mhz; 38 kw; ant. 525 ft. Address: NW Administration Building, Maryville, MO 64468. Principal is headed by Robert Gill, Edward Douglas, Robert Stanton, Sherry Meaders, Frank Strong Jr., Audra Kincheloe and Dean Hubbard. Board of regents for Northwest Missouri State is licensee of KXCV(FM) Maryville, MO. Filed Jan. 2.

■ **Pemberton, NJ (BPED910114MA)**—Burlington County College seeks 88.9 mhz; 12 kw-H, 2.5 kw-V; ant. 171 ft. Address: County Rte. 530, Pemberton, NJ 08068. Principal is headed by Michael J. Traino, Stephen V. Lee III, Lucille Gerber and Robert C. Messina Jr., and has no other broadcast interests. Filed Jan. 14.

■ **Chateaugay, NY (BPED910122ML)**—St. Lawrence University seeks 89.7 mhz; 4 kw; ant. 663 ft. Address: Romoda Dr., Canton, NY 13617. Principal is headed by Ellen Rocco, and is licensee of noncommercial WSLU(FM) Canton, WSLF(FM) Saranac Lake and WSLX(FM) Malone, all New York. Filed Jan. 22.

■ **Piketon, OH (BPH910117ME)**—Pike Communications Inc. seeks 100.1 mhz; 6 kw; ant. 328 ft. Address: 233 Pine St., Piketon, OH 45661. Principal is headed by Howard R. Thompson and Thomas E. Reeder and has no other broadcast interests. Filed Jan. 17.

■ **Piketon, OH (BPH910118MC)**—Piketon Communications seeks 100.1 mhz; 6 kw; ant. 328 ft. Address: P.O. Box 70, Piketon, OH 45661. Principal is headed by Gerald E. Davis and Ronald A. Angell and has no other broadcast interests. Filed Jan. 18.

■ **Newport, OR (BPH910117MF)**—Noula Pappas

seeks 92.7 mhz; 3 kw; ant. 905 ft. Address: 627 E. Shepherd Ave., Fresno, CA 93710. Principal is executor of estate of Emmanuel J. Pappas (deceased), and is licensee of KZEL(FM) Eugene, OR. Filed Jan. 17.

■ **Newport, OR (BPH910118MB)**—Charlotte McNaughton seeks 92.7 mhz; 12 kw; ant. 472 ft. Address: 407 Third St. NE, Washington 20002. Principal has no other broadcast interests. Filed Jan. 18.

■ **Ephrata, PA (BPED910115MD)**—Temple University of the Commonwealth System of Higher Education seeks 90.7 mhz; 19 kw; ant. 856 ft. Address: Broad and Montgomery Sts., Philadelphia 19122. Principal is headed by Richard J. Fox, Anthony J. Scirica and Peter J. Liacouras and has interests in WRTI(FM) Philadelphia, WUCP(FM) Summerdale, WRTQ-FM Harrisburg and WRTY-FM Jackson Township, all Pennsylvania; and FM translators W249AT Allentown and W214AC East York, PA. Filed Jan. 15.

■ **La Crosse, WI (BPH910122MA)**—TCOM Inc. seeks 106.3 mhz; 25 kw; ant. 328 ft. Address: 403 6th Ave. N., Onalaska, WI 54601. Principal is headed by Patricia A. Truner and Kenneth L. Ramsey and has no other broadcast interests. Filed Jan. 22.

■ **La Crosse, WI (BPH910118MA)**—Mississippi Valley Broadcasters Inc. seeks 106.3 mhz; 12 kw; ant. 476 ft. Address: 625 19th St. NW, #507, Rochester, MN 55901. Principal is headed by Howard G. Bill, 100% owner of Olmstead County Broadcasting Co., licensee of KOLM(AM)-KWWK(FM) Rochester, MN, and is permittee of new FM on 93.1 at Decatur, IL. Filed Jan. 18.

■ **La Crosse, WI (BPH910122MB)**—John H. White seeks 106.3 mhz; 16.18 kw; ant. 407 ft. Address: 1920 S. First St., #1404, Minneapolis 55454. Principal has no other broadcast interests. Filed Jan. 22.

■ **La Crosse, WI (BPH910122MJ)**—Broadcast Properties of Lacrosse Inc. seeks 106.3 mhz; 18 kw; ant. 390 ft. Address: 5490 Saratoga Rd., P.O. Box 1280, Dubuque, IA 52001. Principal is headed by Charles J. Burns, Philip T. Kelly and John Morrison. Burns is 50% owner of Topeka Broadcomm, licensee of KTPK(FM) Topeka, KA. Burns and Kelly have interests in Broadcast Properties Inc., licensee of WMVY(FM) Tisbury, MA, and Broadcast Properties of La Crosse Inc., licensee of WLFN(AM)-WLXR-FM La Crosse. Kelly is president and 79% shareholder of Communications Properties Inc., licensee of WDBQ(AM)-KLYV(FM) Dubuque, IA, and KATE(AM)-KRGR-FM Albert Lea, MN. Morrison is limited partner (12.5%) in Michigan Center Broadcasting, licensee of WGTU(TV) Traverse City, MI, and Broadcast Properties of La Crosse Inc., licensee of WLFN-WLXR-FM. Filed Jan. 22.

■ **La Crosse, WI (BPH910122MK)**—Robert V. Barnes seeks 106.3 mhz; 8 kw; ant. 590 ft. Address: 1412 89th St. NW, Bradenton, FL 34209. Principal has no other broadcast interests. Filed Jan. 22.

Actions

■ **Oro Valley, AZ (BPH861002TA)**—Granted app. of Pueblo Radio Broadcasting Service for 97.5 mhz 3 kw-H&V; ant. 984 ft. Address: 839 Timber Cove, Seabrook, TX 77586. Principal has no other broadcast interests. Action Feb. 12.

■ **Hartford, CT (BPCT890301KL)**—Dismissed app. of Edmund Spencer Cromartie for ch. 18. Address: 7745 Devonshire Court, Rancho Cucamonga, CA 91730. Principal has no other broadcast interests. Action Feb. 5.

■ **Destin, FL (BPCT870610KQ)**—Cancelled app. of Emerald Coast Broadcasting for ch. 64; 2750 kw-V; ant. 426 ft. Address: 884 Hwy 98 E. Ste. 102, Destin, FL 32541. Principal is headed by James H. Tipler and Bruce Kuerten, and has no other broadcast interests. Action Dec. 31, 1990.

■ **Jupiter, FL (BPH890914OC)**—Dismissed app. of Sea Breeze Broadcasting Corp. for 105.5 mhz; 3 kw; ant. 328 ft. Address: 14248 Shearwater Court, Clearwater, FL 34622. Principal is headed by Larry J. Herbst and has no other broadcast interests. Action Feb. 4.

■ **Panama City, FL (BPED870507MA)**—Granted app. of Panama City Christian Schools for 89.9 mhz;

100 kw H&V; ant. 105 ft. Address: 1104 Balboa Ave., Panama City, FL 32401. Principal is headed by Bradley D. Price, Billy Adams, and A.C. Smith and has no other broadcast interests. Action Feb. 5.

■ **Norton, KS** (BPH890217MK)—Granted app. of Pioneer Country Broadcasting Inc. 106.7 mhz 50.5 kw; ant. 92 ft. Address: 109 N. Brown. Norton, KS 67654. Principal is headed by Larry E. Black and Terri A. Black, Steven A. Herrs and Eunice M. Herrs, and Jon Boxler. Joe S. Jindra, Emil H. Mauser and Joseph E. and Susan Jindra, and has 100% interest in KQNK(AM) Norton, KS. Joe S. and Susan Jindra have interests in KRVZ(FM) Springville-Eager, AZ. Action Feb. 8.

■ **South Yarmouth, MA** (BPH880107MD)—Granted app. of Susan Elizabeth Davenport for 103.9 mhz; 3 kw H&V; ant. 328 ft. Address: 76 Country Club Dr., South Yarmouth, MA 02664. Principal has no other broadcast interests. Action Feb. 12.

■ **Whitehall, MI** (BPH880915MY)—Granted app. of Pyramid Broadcasting Inc. for 102.5 mhz; 1.7 kw H&V; ant. 426 ft. Address: 1802 S. Fernandez Ave., Arlington Heights, IL 60005. Principal is headed by R. Lavance Carson and Ronn Prohaska, and is licensee of WPBK(AM) Whitehall, MI. Carson is 20% stockholder of Unicom Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Action Feb. 11.

■ **Spring Valley, MN** (BPH891101MG)—Granted app. of Radio Ingstad Minnesota, Inc. for 104.3 mhz; 2.8 kw; ant. 472 ft. Address: 232 Third St., Valley City, ND 58072. Principal is headed by Thomas E. Ingstad, and Robert E. Ingstad, and has interests, through various licensees, in seven FM's and six AM's throughout West. Action Feb. 12.

■ **Monroe, NY** (BPED891120ME)—Granted app. of Sound of Life Inc. for 89.3 mhz; 200 kw; ant. 1,023 ft. Address: 73 Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell, licensee of WFGH(FM) Kingston, NY. Action Feb. 4.

■ **Ada, OH** (BPED880616ML)—Granted app. of Ohio Northern University for 94.9 mhz; 3 kw; ant. 328 ft. Address: 525 South Main, Ada, OH 45810. Principal is headed by F. Michael Herrel, Susan J. Insley, George E. Havesell and Bewow Freed, and has no other broadcast interests. Action Feb. 11.

■ **Harrison, OH** (BPH870331PD)—Granted app. of Tri-State Communications for 104.3 mhz; 3 kw H&V; ant. 328 ft. Address: 213 Park Ave., Harrison, OH 45030. Principal is headed by Vernon R. Baldwin and Billy W. Lanham. Baldwin is 100% shareholder of Vernon R. Baldwin Inc., licensee of WCNW(AM) Fairfield, OH, and 50% shareholder of Wilderness Hills Inc., licensee of WWXL(AM)-WWXL-FM Manchester, KY. Action Feb. 11.

■ **Banks, OR** (BPH880128MU)—Granted app. of Common Ground Broadcasting for 107.5 mhz; 2 kw H&V; ant. 397 ft. Address: Rt. 3, Box 185, Cornelius, OR 97113. Principal is headed by Robert Anthony Fogal and has no other broadcast interests. Action Feb. 4.

■ **Lajas, PR** (BPH821208AA)—Granted app. of Ramon Rodriguez & Associates for 103.7 mhz; 50 kw H&V; ant. 394 ft. Address: Marina D-21 Levittown Lakes, Catano, PR 00632. Principal has no other broadcast interests. Action Feb. 12.

■ **Murrell's Inlet, SC** (BPH870724MA)—Granted app. of Inlet Broadcasting Co. for 94.5 mhz; 3 kw H&V; ant. 328 ft. Address: 317 S. Hollywood Dr., Surfside Beach, SC 29577. Principal is headed by Robert E. Johnson and Billy J. Womack and has no other broadcast interests. Action Feb. 5.

■ **Corpus Christi, TX** (BPH880310NV)—Granted app. of Reina Broadcasting Inc. for 94.7 mhz; 3 kw (H&V); ant. 298 ft. Address: 107 Lost Creek, Portland, TX 78374. Principal is headed by Manuel Davila, Rebecca Davila and Raquel Davila and has no other broadcast interests. Action Feb. 12.

■ **Barrackville, WV** (BPH881208ML)—Granted app. of Rosemary C. Fantacia for 93.1 mhz; 3 kw; ant. 246 ft. Address: P.O. Box 64 Kingmont, WV 26578. Principal has no other broadcast interests. Action Feb. 11.

FACILITIES CHANGES

Applications

AM's

■ **Ozark, AL** WFSF(AM) 1200 khz—Feb. 1 application for CP to change TL: to intersection of County Dirt Rd. and County Hwy. 61 in SW quarter of NW quarter of section 24, Township 5 N, range 25 E, Dialect. 3.5 km SE of Brown's Crossroads Dale County, AL 31 23 46N 85 30 01W; and make changes in antenna system.

■ **Lompoc, CA** KNEZ(AM) 960 khz—Feb. 4 application for mod. of CP (BP880527AE) to change TL: to N End of Blosser Rd., Santa Maria, CA and make changes in antenna system 34 58 57N 120 27 12.6W

■ **Miami** (no call letters) 990 khz—Feb. 6 application for mod. of CP (BP780906AH) to change TL: NW corner of 137th Ave., NW and 74th St. (SE corner of section 10, T53S., R39E., Dade County, FL near Sweetwater, FL and make changes in antenna system 25 50 34N 80 25 12W.

■ **Marshall, TX** KMHT(AM) 1450 khz—Feb. 5 application for CP to make changes in antenna system.

FM's

■ **York, AL** WSLY(FM) 99.3 mhz—Jan. 23 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change TL: 1.2 mi S E of Halsell, AL; change from class A to class C2 and to change freq: 104.9 mhz (per docket #89-318).

■ **Forrest City, AR** KBFC(FM) 93.5 mhz—Jan. 31 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; TL: 12 mi SW of Forrest City, AR. .5 mi W of Hiway #261; class: C3.

■ **Alma, GA** WKXH-FM 95.9 mhz—Feb. 1 application for mod. of license (BLH870528KD) to change freq: 104.3 (per docket #88-76).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—Jan. 31 application for mod. of CP (BPH900806ID) to change ERP: 6.0 kw H&V.

■ **Honolulu** KHFX(FM) 105.1 mhz—Jan. 29 application for mod. of license (BLH881027KA) to correct tower height.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

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

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

■ Ellettsville, IN (no call letters) 105.1 mhz—Jan. 23 application for mod. of CP (BPH880725MH) to change ERP: 6 kw H&V.

■ Hutchinson, KS KIUS(FM) 97.1 mhz—Jan. 10 application for mod. of CP (BPH881116MF) to change ERP: 12.9 kw H&V; change ant.: 462 ft.; TL: site located in SW Reno County, KS; 3.2 km E and 2.6 km N of Yoder, KS; change to class C3 (per docket #89-577).

■ Smiths Grove, KY WBLG(FM) 107.1 mhz—Jan. 25 application for CP to change ERP: 50 kw H&V; ant.: 394 ft.; change TL: .5 km SE of Bailey School and 2.8 km SE of Allen-Warren County lines in Alley County, KY; class: C2 (per docket #88-215).

■ Monroe, LA KNLU(FM) 88.7 mhz—Jan. 30 application for CP to change ERP: 8.5 kw H&V; ant.: 715 ft.; change freq: 91.1 mhz; change class to 216C2.

■ Cambridge, MD (no call letters) 94.3 mhz—Jan. 18 application for mod. of CP (BPH851028MJ) to change ERP: 6 kw H&V; change ant.: 328 ft.

■ Grasonville, MD WBEY(FM) 103.1 mhz—Jan. 9 application for CP to change ERP: 6 kw H&V.

■ Ann Arbor, MI WAMX(FM) 107.1 mhz—Jan. 24 application for mod. of CP (BPH891221IJ) to change ERP: 3 kw H&V; change ant.: 289 ft.

■ Warrenton, MO (no call letters) 99.9 mhz—Jan. 23 application for mod. of CP (BPH880107MO) to change ERP: 2.50 kw H&V; change ant.: 512 ft.; and to increase to full-power class A with 6 kw.

■ Briarcliff Manor, NY WZFM(FM) 107.1 mhz—Jan. 25 application for mod. of CP (BPH890511IH) to change ERP: 1.80 kw H&V; change ant.: 417 ft.; TL: Grasslands Rd., 1.3 km WSW of Valhalla Westchester County, NY.

■ Little Falls, NY WOWB(FM) 105.5 mhz—Jan. 23 application for CP to change ERP: 2.897 kw H&V; ant.: 142 m H&V; change TL: on Quinn Rd., 7.5 km from the City of Little Falls (per docket #88-375).

■ Patchogue, NY WALK-FM 97.5 mhz—Jan. 29 application for CP to change ERP: 39 kw H&V; ant.: 554

ft.; change TL: W End of Tower Hill Ave., Farmingville Community, Brookhaven Town, NY; make changes in DA.

■ Spencer, NY WCII(FM) 88.5 mhz—Feb. 4 application for mod. of CP (BPH870608MB) to change ant.: 485 ft.; change TL: Ridge Rd., .8 km SSW N Barton, NY.

■ Concord, NC WPEG(FM) 97.9 mhz—Jan. 23 application for CP to change ERP: 78.8 kw H&V; ant.: 1,610 ft.; Other: submission of measured pattern of FM antenna and reduction in ERP to provide required protection to other FM stations.

■ Elkin, NC WIFM-FM 100.9 mhz—Jan. 22 application for CP to change ERP: .6 kw H&V; ant.: 708 ft.; change TL: 5.3 km Due S of Elkin City Limits, on Brushy Mountain.

■ New Bern, NC WZYH(FM) 94.1 mhz—Jan. 25 application for mod. of CP (BPH871008ME) to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: .8 km N of intersection of State Rds. 1110 & 1112, New Bern, NC.

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■ **Cleveland** WRUW-FM 91.1 mhz—Jan. 16 application for CP to change ERP: 14.5 kw H&V; change ant.: 84 m H&V; change to class 216B1, install directional antenna.

■ **Yellow Springs, OH** WYSO(FM) 91.3 mhz—Jan. 16 application for CP to change ERP: 50 D.A. max (H&V); ant.: 485 ft.; TL: 3.5 km at 144.6 degrees to Moraine, approximately .8 km due W of W Carrollton Rd., OH; change to class B.

■ **Durant, OK** KLBC(FM) 107.1 mhz—Jan. 29 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; TL: approximately 3 mi S of Coleman, OK, on Hwy. 48, change from class 296A to 296C2 (per docket #88-48).

■ **Indiana, PA** WQMU(FM) 103.1 mhz—Jan. 25 application for CP to change ERP: 6 kw H&V.

■ **Orangeburg, SC** WKSO(FM) 103.9 mhz—Jan. 31 application for CP to change ERP: 9.2 kw H&V; ant.: 531 ft.; change TL: 2.25 km E SE of intersection of Hwy. 6 and interstate 26, SC; class: C3 (per docket #89-386).

■ **Summerville, SC** WWWW(FM) 93.5 mhz—Jan. 22 application for CP to change freq: 93.3 mhz; change ERP: 50 kw H&V; change ant.: 492 ft.; TL: SW of Huger SC, .9 km from intersection of Clements Ferry Rd. & Zion Church Rd.; class: C2 (per docket #88-145).

■ **Coalville, UT** (no call letters) 92.5 mhz—Jan. 22 application for mod. of CP (BPH871005MH as mod.) to change ERP: 11 kw H&V; ant.: -1.059 ft.; and TL: 9 Main St., Coalville, UT.

■ **Cruz Bay, VI** WDCM(FM) 92.3 mhz—Jan. 31 petition to deny modification of CP filed.

■ **Norfolk, VA** WNSB(FM) 91.1 mhz—Jan. 15 application for CP to change ERP: 18 kw H&V; ant.: 91 m H&V; TL: 4.8 km SW of Portsmouth, VA; change to class 216B1.

■ **Buckhannon, WV** WBUC-FM 101.3 mhz—Feb. 4 application for CP to change antenna supporting-structure height.

■ **Merrill, WI** WMZK(FM) 104.1 mhz—Jan. 22 application for CP to change ERP: 13 kw H&V; ant.: 446 ft.; change class: C3 (per docket #89-401).

TV's

■ **Boston** WSBK-TV ch. 38 Jan. 30 application for CP to change ERP: 2,370 kw (vis); ant.: 1,161 ft.; TL: Needham, MA, .33 mi E of Highland Ave. and Rte. 128; ANT: RCA TFU-25G(BT) 42 18 12N 71 13 08W.

■ **Minneapolis** KITN(TV) ch. 29 Feb. 6 application for mod. of CP (BPC7900719KE) to change ERP: 5,000 kw (vis); ant.: 1,223 ft.; TL: 560 Gramsie Rd., Shoreview, MN; 45 03 30N 93 07 27W.

Actions

AM

■ **McMinnville, OR** KCYX(AM) 1260 khz—Feb. 8 application (BPH91101AH) dismissed for CP to change TL: to 2520 NE Horton Lane, McMinnville, OR 45 14 08N 123 10 15W.

FM's

■ **Cordova, AL** WFFN(FM) 92.9 mhz—Feb. 5 application (BMPH910102IB) granted for mod. of CP (BPH890510IB) to modify directional radiation pattern envelope.

■ **Vernon, AL** WJEC(FM) 106.5 mhz—Feb. 5 application (BMPH9009101A) granted for mod. of CP (BPH880712MK) to change ERP: 6 kw H&V; TL: just off Taylor Springs Rd., NE of Vernon, AL.

■ **Winfield, AL** WXZX(FM) 105.9 mhz—Feb. 5 application (BMPH9008271A) granted for mod. of CP (BPH870903MC) to change ant.: 410 ft.; TL: .5 mi N of Mount Pleasant Church, 2 1/4 mi W of Brilliant, AL.

■ **England, AR** KLRA-FM 96.5 mhz—Feb. 6 application (BMLH900227KC) granted for mod. of license to increase ERP: 5 kw H&V (pursuant to docket #88-375).

■ **Destin, FL** WTNK(FM) ch. 64—Dec. 31, 1990 cancelled construction permit and call sign deleted.

■ **Galesburg, IL** WVKC(FM) 90.5 mhz—Feb. 8 application (BPED900328IU) granted for CP to change freq: 90.7 mhz.

■ **Archbold, OH** WMTR-FM 95.9 mhz—Feb. 8 application (BPH900706IE) granted for CP to change ERP: 3.80 kw H&V.

■ **Mansfield, OH** WVNO-FM 106.1 mhz—Feb. 4 application (BPH901102IF) granted for CP to change ERP: 40 kw H&V; change ant.: 544 ft.; TL: W of Mansfield, OH, approximately .4 km N of U.S. Rte. 30 and .5 mi E of Lewis Rd. in Richland County, OH.

■ **Cidra, PR** WBRQ(FM) 97.7 mhz—Feb. 5 application (BPH890216MC) dismissed for CP to change ERP: 1.475 kw H&V; ant.: 1,496 ft.; TL: Cerro Pinas.

■ **Williamsport, PA** WRLC(FM) 91.7 mhz—Feb. 5 application (BPED890705IB) granted for mod. of CP to move studio & transmitter .3 km S E of Mass Communications Building, Franklin St., Lycoming College Campus.

■ **Winchester, VA** WTRM(FM) 91.3 mhz—Feb. 8 application (BPED890329IB) granted for CP to change ERP: 6.1 kw H&V; Other: install directional antenna.

■ **Prosser, WA** KACA(FM) 101.7 mhz—Feb. 4 application (BMLH891221KD) granted for mod. of license to increase ERP: 5 kw H&V (pursuant to docket #88-375).

TV's

■ **Greenville, NC** WGTJ(TV) ch. 38—Dec. 28, 1990 application dismissed for mod. of CP (BPCT850426KM) to change ERP: 1,062 kw (vis); ant.: 718 ft.; antenna: BognerB24UA; TL: State Rd. 118.2 mi E of Grifton, NC 35 22 18N 77 24 04W.

■ **Winston-Salem, NC** WUNL-TV ch. 26—Feb. 5 application (BPET901211KE) granted for CP to change ERP: 5,000 kw (vis); 1,075 kw V; ant.: 1,653 ft.; TL: Summit of Sauratown Mountain, Gap, NC; change antenna: Andrew ATW25HS5-ETC-26H(DA)(BT), 36 22 34N 80 22 14W.

ACTIONS

■ **Settlement Agreements** Deferred effective date of Reports and Orders on amendment of rules regarding settlement agreements among applicants for CPs and proposal to reform the comparative hearing process to expedite resolution of cases, until all petitions for reconsideration have been disposed of. (MM Docket 90-263, GEN. Docket 90-264, by Order [FCC 91-48] adopted February 12 by the Commission)

■ **Tucson, AZ** Denied Josie FM Limited Partnership's appeal of a Memorandum Opinion and Order, released November 16, 1990, dismissing its application in this proceeding for a new FM station on Channel 281A at Tucson. (MM Docket 89-470 by MO&O [FCC 91R-9] adopted January 29 by the Review Board)

■ **Big Bear Lake, CA** Denied applications of PZ Entertainment Partnership Ltd., for modification of facilities of KBBL(TV) at Big Bear Lake, CA, and for CP for new TV booster station. Commission did, however, grant PZ's request for an extension of time to build KBBL. Action by Commission February 11, 1991, by MO&O (FCC 91-47).

■ **Jacksonville** Dismissed complaint and terminated proceeding of Continental Cablevision of Jacksonville v. Norast Florida Telephone Co. Inc. on joint request. (By Order [DA 91-165] adopted February 7 by Chief, Accounting and Audits Division, Common Carrier Bureau.)

■ **Panama City Beach, FL** Upheld grant of CP for new FM station on Channel 286C at Panama City Beach to Ladies III Broadcasting, Inc. (MM Docket 88-559, by Decision [FCC 91R-13] adopted February 1 by Review Board)

■ **Salina, KS** Granted application for assignment of license of KFRM(AM), Salina, from HRH Broadcasting Corp. to Great American Broadcasting of Kansas, Inc.; granted GAB 12-month waiver of multiple ownership rules. (By Letter [FCC 91-39] adopted February 5 by Commission).

ALLOCATIONS

■ **The Acting Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau**, by R&Os adopted January 31 (unless otherwise noted), amended the FM Table for following communities, effective April 1; filing window, where appropriate, is April 2 to May 2:

■ **Zolfo Springs, FL** Allotted channel 295A (MM docket 90-457, DA 91-156).

■ **Americus, Fort Valley and Smithville, GA** Substituted channel 250C3 for channel 250A at Fort Valley; modified CP for WKXX(FM) accordingly; substituted channel 254A for channel 249A at Americus; modified license for WPUR(FM) accordingly; allotted channel 295A to Smithville. (MM docket 90-325, February 1, DA 91-159).

■ **Searsport, ME** Allotted channel 269A. (MM docket 90-483, February 1, DA 91-162); HOWLAND, ME. Substituted channel 280C for channel 280A; modified CP of WPVM(FM) accordingly (MM docket 90-539, February 1, DA 91-163).

■ **Baldwyn, MS** Substituted channel 223A for channel 240A; modified license of WESE accordingly (MM docket 90-492, DA 91-151).

■ **Saugerties, NY** Allotted channel 225A (MM docket 90-495, DA 91-153).

■ **Centerville, UT** Substituted channel 289C for channel 289C1; modified license of KBCK(FM) accordingly (MM docket 90-548, DA 91-154).

■ **Lynchburg, VA** Substituted channel 250C3 for channel 252A; modified license of WGOL(FM) accordingly (MM docket 90-553, January 31, DA 91-161).

■ **Wisconsin Dells, WI** Substituted channel 295A for channel 295A; modified license of WNNQ-FM accordingly (MM docket 90-491, DA 91-155).

CALL LETTERS

Applications

Existing AM's

KJOJ(AM) KIKR US Radio Ltd.; Conroe, TX
WBXR(AM) WIXC Low Country Corporation Inc.; Fayetteville, TN

Existing FM's

WAXF(FM) WOJY-FM Mercury Broadcasting Inc.; Sharpsville, PA
WRQQ(AM) WOJY Mercury Broadcasting Inc.; Farrell, PA

Existing TV

WVOZ-TV WSJU International Broadcasting Corp.; San Juan, PR

Grants

New AM

KZPM(AM) Jerry J. Collins; Bakersfield, CA

New FM's

KDUV(FH) Community Educational Broadcasting Inc.; Visalia, CA
KLUE(FM) Soledad Radio Ltd.; Soledad, CA
KWRK(FM) The Navajo Nation; Window Rock, AZ
KZPF(FM) Dorothy S. Lemmon; Ozark, MO
KZPG(FM) Platte Broadcasting Co. Inc.; Plattsmouth, NE
KZPH(FM) Upper Valley Broadcasting Corp.; Cashmere, WA
KZPI(FM) Tres Hermans EdMedFndTx Inc.; Deming, NM
KZPJ(FM) South Plains College; Levelland, TX
KZPK(FM) Patrick M. McCabe; Paynesville, MN

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

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.

Wanted: Sales reps who know how to close - have a desire to earn excellent income - have radio station management or national rep experience to sell sales promotions to radio station managers. Phone International Broadcast Services at 615-646-8461 or fax your resume: 615-646-3628. EOE.

General manager, strong on sales, wanted for New Hampshire AM/FM combo. Must have experience with advertising agencies and ability to motivate sales department. Send resume with references stating salary. Excellent living area for single or family executive. Equity may be provided by owner, in addition. EOE. Box B-47.

Small market class A FM with giant signal in central Indiana seeks community minded general manager. We are looking for a strong leader focused on sales. You will carry a list. Salary, monthly percentage of profit and equity in station over time. Great opportunity for someone that wants to work. Send resume in confidence to: President, PO Box 502, Roanoke, IN 46783-0502. Equal opportunity employer.

Outstanding sales manager wanted. KARN Newsradio 920 seeks proven leader, teacher, motivator and manager. Our strong station has room for growth, and we want the person who can make that happen. Strong on air product. Great community reputation. We offer a positive environment and above average compensation in a very livable city. Reply in confidence to Neal Gladner, KARN, PO Box 4189, Little Rock, AR 72214. EOE/MF.

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.

HELP WANTED SALES

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.

SITUATIONS WANTED MANAGEMENT

General manager, retired. Forty year broadcast veteran. Could be of value to you. Total "hands-on" or baby sit station. All areas considered. No benefits required. Reply Box B-7.

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.

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.

Successful well experienced general manager looking for a new rewarding challenge. Strong on sales training and revenue production. Reply Box B-48.

You can use my experience in news, programming plus a lot of cash!! Looking for GM and equity position in Southern, CA, AZ or NV. Lots of energy to make your station win! Let's talk: Brad 619-328-7728.

After 10 years sold station. Seeking GM position with growth potential. Need challenge. Understand bottom line and budget. Over all management background, 22 years broadcasting, 17 management. Call 906-226-8748 or write GM, Box 211, Marquette, MI 49855.

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.

Radio announcers: Everything you've ever wanted in a talk show host but were afraid you couldn't get!! Experience in all size markets. 216-677-9113.

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

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 PROGRAMING PRODUCTION & OTHERS

Four years experience Hot A/C PD. With winning team now. Seeking medium market. Jim Ayers. 912-729-7644 evenings Eastern.

Jack Doodle for mid-days or afternoons at an AOR, light rock, or top 40 station 8 years experience at top Dayton, Ohio stations. Call 614-792-6705.

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

General manager: A challenging position at a mid sized, Midwest Fox affiliate. Requires hands-on results orientation. Sales management background required. Call in confidence 1-800-733-2065. EOE.

General manager wanted for major market Southwest teleproduction operation. Facility is largest in Phoenix with production, post, audio, computer graphics and animation. Seeking individual to provide business and personnel management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits. M/F. EOE. Send salary requirements and resume to Box B-50.

Top-level executive sought by KPBS for the position of television broadcast center manager. This individual will be responsible for approximately \$2 million in expenses related to program acquisition, scheduling and production, with special emphasis on cultural, ethnic and public affairs. Supervises and assists in program acquisition and scheduling, program production and oversees the facilities and production personnel. Develops and reviews programming strategies, planning and managing existing program productions, and develops new program productions. This individual will supervise a staff of 23 full-time and part-time employees. **QUALIFICATIONS:** Seven years experience at a major public broadcasting entity (or ten years experience in a commercial environment with similar duties). A progressive career as a manager, with three years experience as a senior manager. Demonstrated success and extensive experience in all areas of television programming and production. Bachelor's degree in Telecommunications and Film or a closely related discipline is required. Thorough knowledge of advanced television programming, with demonstrated PBS experience is required (including direct experience in designing program schedules, program production, staff supervision and proven administrative experience at a level of an executive producer on major, national projects). **SALARY RANGE:** Commensurate with experience. Full benefit package offered. **APPLY:** Applicants must complete the SDSU employment application and supplemental application for Television Broadcast Center Manager, KPBS (Announcement #9601). Applications are available at San Diego State University, Personnel Services, 3rd Floor, Administration Building, San Diego, CA 92182. Completed application materials must be received no later than Wednesday, March 20, 1991. KPBS is an EEO/AA/Title IX Employer and we welcome all applications.

HELP WANTED SALES

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.

Local sales executive position open. One or more years TV sales experience desired. Must have good selling and developmental business skills. Established list with great potential for person with high energy and creativity. Send resume and samples of successful presentations to: Sales Mgr., WSAV-TV, 1430 E. Victory Dr., Savannah, GA 31404. EOE.

Research director: Responsible for sales research and data pertaining to rating services. Complete knowledge of rating books and rating methodology, with working knowledge of sampling and questionnaire design. Must have excellent communication skills and ability to work with all levels of management. Minimum of 3 years broadcast research experience. Send resume to Mr. John A. Howell, III, Vice President and General Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Director of marketing to organize and lead sales and marketing effort of major teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility/company. Excellent benefits. EOE, M/F. Send resume and salary requirements to Box B-49.

Group owned South Central independent TV station is looking for an account executive with minimum two years of broadcast experience. Good attitude and strong selling skills will be enhanced thru strong sales support. Send resume to Times Picayune, 3800 Howard Avenue, PO Box N-155, New Orleans, LA 70140. Equal opportunity employer.

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 McInturf, 1-615-256-3030. Fax 1-615-244-7442. EOE.

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.

KXTL Fox-40 Sacramento has an immediate opening for a full-time TV maintenance engineer. Must be FCC licensed and experienced troubleshooter to component level of broadcast video and audio equipment, including studio cameras, film chains, and tape machines. SNG uplink with Conus training and UHF transmitter experience preferred. Please apply to Personnel Dept., KXTL-TV, 4655 Fruitridge Rd., Sacto., CA 95820. Absolutely no phone calls. Station does test for alcohol and substance abuse before hiring. Please indicate source from which you are applying. EOE.

WAGT-TV, the NBC affiliate in Augusta, Georgia, is now accepting applications for a transmitter maintenance technician. 2-3 years experience on UHF transmitting equipment preferred. Studio maintenance experience helpful. Send resume and work history to: WAGT-TV, Attn: Ron Davis, PO Box 1526, Augusta, GA 30903-1526. No phone calls will be accepted. An equal opportunity employer.

HELP WANTED NEWS

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.

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.

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.

Weekend coanchor/call for action reporter: 62nd market NBC affiliate needs person with at least three years TV news experience as anchor, coanchor and reporter. Send resume, tape and salary requirements to Patrick Dennis, News Director, WTVG-TV13, 4247 Dorr St., Toledo, OH 43607. Please, no phone calls. EOE.

Chief photographer: We're looking for a team captain to help train and lead our photography staff to a higher plane of excellence. Technical skills are important, but leadership and management potential are too. Send resume, tape, references and cover letter to: Personnel Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EEO/MF.

NBC affiliate has an immediate opening for a news producer. Applicant should have 3-5 years experience in a large market as a main line producer. Excellent writing skills along with strong interpersonal and organizational skills essential. Familiarity in ENG and SNG productions a must. Send resume to: Box B-51. EOE.

10 P.M. news producer: 3+ years experience producing newscasts. Must have excellent writing and production skills. Must be aggressive with solid news judgement. College degree mandatory. Prefer strong humanities background. Send resume to: KUTV Personnel, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

Major news opportunities. Looking for primary anchor, reporter, meteorologist, videographer/editor, and versatile sportscaster with play-by-play capabilities. Rush nonreturnable tape. PO Box 22607, Tampa, FL 33622-2607. EOE.

News reporter/photographer: KLST-TV, a CBS affiliate in San Angelo, Texas, has an opening for a News reporter/photographer. Applicants should have a degree in Journalism, be familiar with ENG shooting and video tape editing, and have a good solid background in news writing. Experience preferred. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

KXTL Fox-40 in Sacramento believes in being prepared. Therefore the news dept. is building its resume files for future reporter and anchor openings. If you have at least two years experience as either a TV news reporter or anchor, and would someday like to be a part of our news team, send your resume and non-returnable tape to Personnel Dept., KXTL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. There are currently no openings so no phone calls, please. The station does test for alcohol and substance abuse before hiring. Please indicate source from which you are applying. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director needed for medium market affiliate with dominant news production. Strong background in on-air news promotion essential. Send resume to Box A-45. EOE.

Production videographer: Work in beautiful Charleston, SC by the ocean. Experience in commercial and promotion RFP required. Must have proven lighting skills. Tape and resume to Charlie Thompson, WCSC-TV, 485 East Bay St., Charleston, SC 29403. EOE/M-F.

Television producer/director: Responsible for all phases of state and national video teleconference production. B.A/B.S. required, M.A/M.S. preferred. Three years experience with ENG/EFP and studio production in public or commercial broadcast television. For a complete job description and application, send resume to: Producer/Director Search, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585. Deadline for resumes March 15, 1991. Employment start date July 1, 1991. OSU is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Broadcasting CFO/Controller for last 8 years. Most recent 4 years as CFO with one of the worlds 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, programing, 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.

Graduate assistantships available September 1991. Each position requires 20 hours per week. Work will be in research and in radio, TV and news labs. Assistants may receive a partial-to-full tuition waiver plus up to \$500 per month stipend. Inquire with Graduate Committee Chair, Communication Division, Pepperdine University, Malibu, CA 90263. Deadline: March 15.

Does anyone out there want a good, honest, hardworking, experienced, cost conscious, profit minded, employe caring, community involved, motivational general manager? If you have an interest in acquiring, I know one who is currently serving as overseer of several network affiliates, as well as general manager of one. I'm ready to narrow my interests to one station and move ahead. If you'd like to discuss your area of need, please write to: Box B-52.

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.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 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.

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.

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.

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.

Attractive Black female with cable reporting/anchoring experience seeks first television news reporting job. Assignment desk experience with KTTV. Will relocate anywhere. Call 213-257-0572.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent Newhouse graduate. Degrees in Television Production and International Relations. Some news and production experience. PA, AD, editor, writer, single and multi-camera director. Speak Russian. Willing to relocate/travel. Albert Bangs, Box 222, Nanuet, NY 10977. 914-623-3443.

Award winning director/cameraman seeks full-time production position. Ronald Howard 203-633-5540/Fax 203-633-3968.

MISCELLANEOUS

Career videos. Let our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, proven success. 708-272-2917.

Job listing nationwide! Published twice weekly in THE HOT SHEET broadcasting's most comprehensive employment journal. Our full-service consultancy also provides FREE referral with no placement fees. From major-market to entry-level. Television, radio, corporate communications. Media Marketing, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo people is seeking weathercasters with solid credentials and experience! Send resume and 3/4" tape to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116 203-637-3653. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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 programing, 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.

Graduate assistantships: Produce your own TV shows in N.Y.C. 12 positions. 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,600+. September 1991. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EQ Employer M/F.

MISCELLANEOUS

Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus. Buyers Guide. 1-805-962-8000 Ext. S-7833.

Government homes from \$1 (U repair). Delinquent tax property. Repossessions. Your area 1-805-962-8000 Ext. GH-7833 for current repo list.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Application deadline April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

HELP WANTED TECHNICAL

News/Engineering: GulfLink 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.

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.

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.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

4KM100LF Klystron wanted. As spare tube for standby transmitter. Gil Aykroyd/Barry Wittchen 215-867-4677.

Used Wheatstone console A-32 Ex 12 channel or equivalent. ITC 3-D stereo cart deck with record amplifier. ITC stereo playback cart deck. Otari 50/50 reel-reel deck. Call Rod Chambers: 916-257-2121.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1000' tower. Standing in Albion, Nebraska. Heavy Klu 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 tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

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.

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.

Television transmitter, UHF, TTU60C, two exciters, filterplexer, diplexer, waveguide, etc. Low band. 702-386-2844.

RADIO

Help Wanted Sales

WANTED: SALES REPRESENTATIVES

RPM is a radio formal syndicator serving broadcasters since 1970 under the same ownership. We are adding commissioned sales reps in several areas of the country. Of special interest is the Western and Southern regions. If you are a broadcasting pro with time you want to turn into cash...let's communicate! EOE.

rpm

RADIO
PROGRAMMING AND
MANAGEMENT, INC.

REPLY BY MAIL ONLY TO:
Scott Mesch, Marketing Coord
4196 Orchard Lake Road
Orchard Lake, MI 48323

Help Wanted Announcers

We're looking for announcers who love their music. Send C&R to PO Box 2412, Orlando, FL 32802. An Equal Opportunity Employer.

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER. 7 day week service.
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Year 1988 The professional weather solution for radio.
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Over 250 Affiliates online. Call NWN Today!

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 Sales

TELEVISION SALES/SALES ENGINEER

Position located in South Florida. Candidate should be willing to travel, have at least two years experience in sales to TV stations, dealers and production facilities. A willingness to succeed and a positive attitude is a must. Send detailed resume and salary requirements in confidence to Box B-58. EOE.

Help Wanted Programing Promotion & Others



PROGRAM DIRECTOR

WHDH-TV, Boston's CBS affiliate, seeks a Program Director with 3-5 years of experience in both syndicated programming and local programming in a small or medium market.

Responsibilities include development of programming strategies, supervision and direction of department staff, selection and acquisition of syndicated programs, monitoring all network and local programming, supervision of all non-news program development and production.

Send resume to:

MIKE SMITH
DIRECTOR OF HUMAN RESOURCES
WHDH-TV, INC
7 BULFINCH PLACE
BOSTON, MA 02114

WHDH-TV IS AN EQUAL OPPORTUNITY EMPLOYER.

Situations Wanted Management

COMBO AFFILIATE
GM/GSM doing more for less
 Changing times require affiliates employ economy tactics like independents. GM/GSM with successful independent track record, ready to raise sales and lower overhead for top 50 market affiliate. Reply Box B-54.

Miscellaneous

BE ABOVE THE REST!



Giant Blimps, Hot Air Balloons, Roof Top Balloons

800-235-2201

For Sale Stations Continued

FM and AM Radio
 6kw FM in Southwest
 5kw AM in S.E. Atlantic
 Owner financing possible
 Respond:
Radio
 600 N. Cockrell Hill,
 Desoto, Texas, 75115

ALLIED FIELDS Help Wanted Sales

THOMSON BROADCAST, Inc.

DIGITAL VIDEO PRODUCT SALES ENGINEERS

The opportunity is now. Come grow with us. Apply your experience in sales or post-production to marketing Thomson broadcast digital video equipment... a broad and rapidly expanding line of the most advanced products and systems. Compensation is based on experience, advancement is based on performance. Please send your resume (no phone calls, please) to:

THOMSON BROADCAST, Inc.
 Personnel Department
 P.O. Box 5266
 Englewood, N.J. 07631

An EEO Employer

FOR SALE BY OWNER

**SUCCESSFUL FLORIDA
 INDY MID-SIZE MARKET.**

Reply Box B-57.

OPPORTUNITY KNOCKS

Turn failing stations into satellites programmed from your station making them profitable. Call Dan at Marti for details of PLAN A.

817-645-9163

Employment Services

SPORTS CAREERS

3rd Annual 1991 CONFERENCE
 May 22, 23 & 24 • Phoenix, AZ • Pointe Resort
 Your Resource to a Career in Sports
 Jobline 1-900-420-3005 \$2/min
1-800-776-7877

Help Wanted Programing Promotion & Others

VIDEO EDITOR

Atlantic Teleproduction is looking for an experienced on-line editor for our interformat suite, whose sense of screen design and pacing is as deep as their technical background. We are a quality oriented production/post production facility that is geared towards the enthusiasm and creative initiative of its people. Salary negotiable. Send resume & reel to:

Jim Moberley
 Atlantic Teleproduction
 201 14th Street
 Pittsburgh, PA 15222

High Power TV Station
 License WASV-TV62,
 Asheville, NC
 Liquidation Priced at
\$350,000
1-800-444-9233

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 JOBPHONE**

Press: 1 Radio jobs, updated daily
 2 Television jobs, updated daily
 3 Hear "talking resumes"
 4 To record "talking resumes" and employers to record job openings
 5 Weekly memo to improve your job search technique

1-900-726-JOBS
 \$1.99 per min. (5 6 2 7)

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During an average week over the last year MediaLine subscribers heard 69 NEW, CONFIRMED TELEVISION OPENINGS in the following job categories: Reporter/Anchor (21), Sports (3), Weather (4), Producer/Desktop (15), Photo/Edit (12) and Production/Promotion (14). No rumors — no outdated listings — fast forward, rewind and pause functions — an office staff to answer questions.

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Fulltime AM/Class B FM
 Excellent Owner Financing
 \$500,000 Down
 MANY OTHER OPPORTUNITIES

William A. Exline, Inc.

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CASH FLOW FINANCING
 We Purchase Accounts Receivable
 Western States only, \$50,000 min.
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SIGNAL PROPERTIES
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 (718) 643-5825

For Sale Stations Continued

**SECURED PARTY'S SALE AT PUBLIC AUCTION!!
CAPITAL STOCK OF TRITECK COMMUNICATIONS, INC.
OFFERING A SINGLE BLOCK OF 1,000 SHARES
SALE TO BE HELD AT THE OFFICES OF
BINGHAM, DANA & GOULD
150 FEDERAL STREET, 25th FLOOR
BOSTON, MASSACHUSETTS 02110
FRIDAY, MARCH 8TH AT 2:00 P.M., E.S.T.**

Tritek Communications, Inc. ("Tritek"), a Georgia corporation which prior to January 9, 1991, was managing general partner of Tritek-Southern Communications, Ltd. (the "Debtor"), a Georgia limited partnership which has commenced chapter 11 proceedings in the United States Bankruptcy Court for the Northern District of Georgia, and which, on that date, the limited partners purported to remove as managing general partner and accord the status of a special limited partner, will be offered for sale to the highest bidder at Public Auction by BNE Cable Corp., nominee of New Bank of New England, N.A., successor to Bank of New England, N.A. (the "Secured Party").

The Stock will be offered and sold pursuant to the Massachusetts Uniform Commercial Code and the sale shall be subject to the following terms and conditions:

1. Twenty-five (25%) of the amount of the successful bid shall be paid at the time of acceptance of the bid and the balance shall be paid before 2:00 p.m. E.S.T. on March 15, 1991. All payments shall be made in cash or by cashier's or certified check payable to the order of the Secured Party.
2. The Secured Party may adjourn the sale hereby advertised or cause the sale to be adjourned from time to time, without notice or publication, by announcement at the time and place appointed for such sale, or any adjournments, and, without further notice or publication, such sale may be made at the time and place to which the sale may be so adjourned.
3. Right is reserved to the Secured Party to bid at the sale or any adjournments thereof and to credit the purchase price against the expenses of the sale and the principal, interest, and any other amounts owed to the Secured Party. The outstanding amount of the indebtedness of the Debtor owed to the Secured Party shall not be otherwise diminished until satisfaction in full thereof or release by the Secured Party.
4. The Stock is being offered for sale as a single block and must be purchased as a block by a single purchaser.
5. The purchaser must:
 - a. Purchase the Stock for investment purposes and not with the view to resale or other distribution thereof;
 - b. Acknowledge that he has such knowledge and experience in financial and business matters that he is capable of evaluating the merits and risks of investment in the Stock;
 - c. Be able to bear the economic risk of investment in the Stock;
 - d. Be a resident of a jurisdiction where such sale may be consummated pursuant to an exemption from registration under the securities laws of such jurisdiction; and
 - e. Represent in writing that he had access to and availed himself of such financial and other information as deemed necessary to make an informed investment decision before offering to purchase the Stock, and deliver an investment letter, in form and substance acceptable to the Secured Party, with respect to the Stock prior to the opening of bidding.

Only persons who satisfy the foregoing requirements will be permitted to bid at the sale. THE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933 OR ANY STATE SECURITIES LAWS AND MAY NOT BE RESOLD, TRANSFERRED, PLEDGED, HYPOTHECATED OR OTHERWISE ASSIGNED IN THE ABSENCE OF AN EFFECTIVE REGISTRATION STATEMENT PURSUANT TO SUCH ACT AND COMPLIANCE WITH APPLICABLE STATE SECURITIES LAWS OR UNLESS THE ISSUER RECEIVES AN OPINION OF COUNSEL, SATISFACTORY TO THE ISSUER, THAT SUCH RESALE, TRANSFER, PLEDGE, HYPOTHECATION FROM SUCH ACT AND APPLICABLE STATE SECURITIES LAWS. The issuer shall have the right to insert the foregoing statement on all certificates evidencing shares sold pursuant to this notice.

6. Said sale shall be subject to compliance with all of the applicable provisions of federal or state laws and prospective purchasers should obtain any requisite governmental approvals.
7. The above terms and conditions of the sale may be subject to additional or amended terms and conditions to be announced at the time of the sale.

Further information as to the sale and such other information concerning Tritek, which the Secured Party has available may be examined by qualified sophisticated investors through Alan Finn, Joseph Finn Co., Inc., 188 Needham Street, Newton, MA 02164, (No. (617) 964-1886). All information concerning Tritek shall be treated as confidential and each party requesting such information will be required to sign an agreement of confidentiality prior to receipt thereof.

For Sale Stations Continued

1000 AM, FM pending
Only station in community
Incl. lovely 3-BR home
Beautiful NE. MN Tourist Town
\$225,000
Salerno Land Sales, Inc.
800-950-5810

NEW YORK STATE
College Town
Class "A" FM
\$290,000 - Terms
Contact: Richard Kozacko, Broker
607-733-7138

FM RADIO STATION
Midwest Area
Seller Financing Possible
Try \$100,000 Down
Nick Strandberg
CALHOUN COMPANIES
(612) 831-3300
4930 West 77th Street, Minneapolis, MN 55435

FCC ORDER
The Commission has ordered us to change frequency and increase power to 25,000 watts from our Class A FM. This upgrade will provide city grade service to a large Midwestern city within ARB's top 125. Our problem is we don't have the money to build it. We would like to entertain offers from investors or a complete buy out if desired. Serious inquiries should be sent to Box B-53. Please include phone #.

Radio Station for Sale Virginia Class A FM

Excellent equipment and staff. Fabulous growth potential. \$750,000 with creative owner financing available. Valuable Real Estate (6+ acres on interstate) also available.

Box B-55.

FOR SALE

New Hampshire AM/FM
(Super Class A-6000 watts)
Desirable living area and
Low Unemployment Rate.
Real Estate Included
Present owner wishes to retire
Asking \$1,500,000
Reply Box B-56

Radio Stations KJEL-AM/KIRK-FM,
Lebanon, Missouri. 100 KW FM &
5 KW AM with excellent equipment.
\$895K with \$250K down to
qualified buyers.
Stations cover Central Missouri.
Contact: Bill Lytle, 913-383-2260
MEDIA SERVICES GROUP

Profitable
Midwest Combo
\$1M
Spanish Language FM
Texas
\$600K
Power Houses!
Rocky Mountain Combo
\$800K
DAVE GARLAND
JERRY PROCTOR
The Proctor Group, Inc.
409-765-6086
621 Moody Avenue, Suite 307
Galveston, Texas 77550

Business Opportunities



Multiple franchise, New Orleans thru
Pensacola, operating management in
place, profitable, long range SCA
contracts, owners retiring for health
reasons only. Principals only contact:
Macy O. Teetor

BUSINESS SOUND INC.

4617 Fairfield Metairie, LA 70006
(504) 455-6229

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.

We'll give you all the credit.

IT'S EASY TO DO. Just
include your personal or
company Mastercard or
VISA credit card number and
the expiration date in your
FAX or letter (please, no
phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

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

New appointments at Foote Cone & Belding Communications Inc., Chicago: **Norman W. Brown**, chairman and CEO, retired, succeeded by **W. Bruce Mason**, chairman, Central region and North American operations group, and **John B. Balousek**, president, FCB West and general manager, FCB San Francisco, named president and chief operating officer.



Rogers

Stephen L. Rogers, senior VP and general manager, WPBT(TV) Miami, joins WEDU(TV) Tampa, Fla., as president and CEO.

Roy Bliss, president, Prevue Networks Inc., Tulsa, Okla., named president of parent

company, United Video Satellite Group, there.

Jim Saunders, general manager, KCAL(TV) Norwalk, Calif. (Los Angeles), joins KXTV(TV) Sacramento, Calif., in same capacity.

Josh McGraw, from Portland Broadcasting Inc., joins WAWS(TV) Jacksonville, Fla., as VP and general manager, succeeding **David Godbout**, resigned.

Michael J. Conly, president and general manager, KENS-TV San Antonio, Tex., adds duties as senior VP, Harte-Hanks Communications Inc.

Jedd Palmer, director of business affairs, Tele-Communications Inc., Denver, named director, business affairs.

Nadine L. Pastolove, deputy director and legislative counsel, Ohio Secretary of State, joins Warner Cable, Dublin, Ohio, as staff attorney.

Rick Johnson, director of program production, KCTS-TV Seattle, joins WFSU-TV Tallahassee, Fla., as station manager.

Kate Adams, assistant general manager, Cablevision of Ohio, named general manager of Cablevision of Michigan, Kalamazoo, Mich.

James L. Arnold, general sales manager,

er, KLBK-TV Lubbock, Tex., joins WMSN-TV Madison, Wis., as general manager.

Gary Weiss, general manager, WKIX(AM)-WYLT(FM) Raleigh, N.C., joins WDUR(AM)-WFXX(FM) Durham, N.C. (Raleigh), as VP and general manager.

Donn R. Colee Jr., director of marketing and programming, WPEC(TV) West Palm Beach, Fla. (Boca Raton-Vero Beach), named station manager.

Bettye Ferguson, business manager, KWTW(TV) Oklahoma City, named VP.

SALES AND MARKETING

Marc Bonvoloir, account executive, KRLA(AM)-KLSX(FM) Los Angeles, named national sales manager.

Bob Pettit, from WTOP(AM) Washington, joins WLIF(FM) Baltimore as national sales manager.

Derek L. Cason, sales executive, Turner Broadcasting Sales, and **Andrea K. Rainey**, account executive, WABC(AM) New York, join The Travel Channel, New York, as account executives.

Thomas Watson, from Nutri System, and **Cristine Traub**, local sales manager, KFVE(TV) Honolulu, join KHNL(TV) Honolulu as account executives.

Appointments at DDB Needham, Chicago: **Colleen O'Sullivan Boselli**, account supervisor, elected VP; **Senn Moses** and **Ronald Raskin**, VP's and account supervisors, named management representatives.

John M. Burton, former VP, Mithoff Advertising Inc., joins KDBC-TV El Paso as general sales manager. **Glenn A. Gelabert**, part owner, Kitchens by Williamson and Gelabert, joins KDBC-TV as account executive.

Appointments at National Cable Advertising, Boston: **Cindy Sartini**, operations supervisor, named operations manager, traffic and billing; **Kevin Cleary**, media director, The Earle Palmer Brown Co., Bethesda, Md., named account executive; **David MacKeen**, recent graduate, The University of Massachusetts, Boston, named accounting clerk; **Al Strada**, Southeastern regional manager, MCA-TV, Atlanta, named sales manager; **Rose Carpinelli**, VP and director of operations,

ITN, named account executive; **Jim Cronin**, national sales manager, Riklis Broadcasting, **Theresa Spalding**, from J. Walter Thompson, and **Ann Fogulhut**, director of marketing, Metro Traffic Control, named account executives.

Kristen K. Hartman, regional manager, Impact Resources Inc., joins WVAZ(FM) Oak Park, Ill., as local sales manager.

Peter Capper, assistant business manager, *The Daily Cardinal*, joins WFMR(FM) Menomonee Falls, Wis. (Milwaukee), as account executive.

Named marketing executives at KBAK-TV Bakersfield, Calif.: **John J. Capps**, account executive, WMGC-TV Binghamton, N.Y.; **Tom Moffitt**, account executive, KGET(TV) Bakersfield, Calif.; **Vikki Kastner**, account executive, Cox Cable, and **Karen Langston**, from University of California, North Ridge, Calif.

David Patella, sales manager, WJMH(FM) Reidsville (Greensboro), N.C., joins WWB(FM) Highpoint, N.C., as general sales manager.

Joe Warnecke, president, Warnecke & Co. Inc., Covington, La., joins WATE-TV Knoxville, Tenn., as national sales manager.

Tim Williams, advertising sales director, local systems, Midwest region, Cable Networks Inc., New York, adds duties as general manager, Northern Ohio Interconnect, Cleveland.

PROGRAMING



Grant

Glenda Grant, senior VP, television, Hearst Entertainment Productions Inc., Los Angeles, named president, movie and mini-series division and executive VP, Hearst Entertainment.

Lindy DeKoven, VP, creative affairs, The Landsburg Co., joins Lorimar Television, Burbank, Calif., as VP, movies and mini-series.

Laurette Hayden, director, mini-series and novels for television, NBC Entertainment, joins HBO Pictures, Los Angeles, as VP.

Barry Chase, former VP, national programming, Public Broadcasting Service, joins WPBT(TV) Miami as senior VP, national production.

Diana Ades, director, special events and convention planning, MTV Networks, New York, named VP, special events and travel management.

Mel Harrison, VP and general manager, Varitel Video, joins AME Inc., North Hollywood, Calif., as senior VP.

Chris Gerondale, manager, syndication research, Columbia Pictures Television, Burbank, Calif., named director, syndication and research, CPT.

Michele Gault, director of cable relations, Group W Television, New York, named director of cable sales and marketing, Group W Productions.

Kristy Frudenberg, planning supervisor, Western International Media, Los Angeles, named VP, associate media director.

Patricia Pocta, producer, WHP-TV Harrisburg, Pa., joins Medstar Communications, Allentown, Pa., as researcher and writer, 'Advances' medical headline service.

John Richards, production director, WCRJ-FM Jacksonville, Fla., named program director. **Ron Stroud**, part-time air personality, WCRJ-FM, named evening air personality.

Appointments at ESPN Inc., Bristol, Conn.: **Nancy Bernstein** and **Mark Brown**, producers, Sports News Network, named producers, *SportsCenter*; **Chris Myslow** and **Matt Sandulli**, production assistants, named associate producers, and **Stu Nicol**, managing editor, The Sports Network, named coordinating producer.

Lawrence M. Sapadin, executive director, Association of Independent Video Filmmakers, and chairman, Independent Television Service, joins Fox Lorber Associates, New York, as VP, acquisitions.

Erin Hennessey, host, weekend edition, KUOW(FM) Seattle, joins KPLU-FM Tacoma, Wash. (Seattle), as host, *All Things Considered*.

Karen Smith, Western division sales executive, Prevue Networks Inc., Tulsa, Okla., named senior account executive.

Appointments at ProServ Television, Dallas: **John Humphrey**, director of syndication and special projects, named associate VP; **Susan Riber**, producer, Arlington, Va., named assistant VP and **Steve Horowitz**, director, sales, New York, named assistant VP.

Charles V. Bush, board and executive committee member, Nostalgia Television, Los Angeles, adds duties as chief financial officer.

NEWS AND PUBLIC AFFAIRS

Daryl Staehle, director for networks, AP Broadcast Services, Washington, named director of sales and marketing.

Joe Scott, guest political analyst, KCBS-TV Los Angeles, named commentator, *Weekly Insider Look at Politics*, there.

Mike Maus, anchor, CBS Radio News, New York, joins Minnesota Public Radio, St. Paul, as anchor, news and information service.

Pam Moore, general assignment reporter and co-anchor, WBZ-TV Boston, joins KRON-TV San Francisco, in same capacity.

Matt Markovich, freelance reporter and producer, Group W Evening Magazine and News Travel Network, joins KIRO-TV Seattle as senior producer.

Scott Broom, Western bureau reporter, KCNC-TV Denver, joins WMAR-TV Baltimore as project environment reporter. **Carolyn Presutti**, weekend anchor and reporter, WTVR-TV Richmond, Va., joins WMAR-TV as general assignment reporter.

Ann Conway, anchor, WLNE(TV) New Bedford, Mass., joins WPRI-TV Providence, R.I., as weekend anchor.

Dwane Brown, from KUSI-TV San Diego, Calif., joins KPBS-FM there, as local host, National Public Radio's *Morning Edition*, and general assignment reporter. **Wanda Levine**, formerly with Voice of America, joins KPBS-FM, as feature reporter and producer.

Fred Saxton, freelance producer, reporter and actor, Los Angeles, joins KUSI-TV San Diego, Calif., as entertainment reporter.

Appointments at WTOG(TV) St. Petersburg, Fla.: **Matt Ellis**, 5 p.m. producer, WKBW-TV Buffalo, N.Y., named executive producer; **Scott Engles**, associate producer, named producer, and **Steve Colston**, formerly from WSLs-TV Roanoke, Va., named photographer.

Appointments at News 12 Long Island, Woodbury, N.Y.: **Burl Britt**, writer and reporter, WNYW(TV) New York, named general assignment reporter; **Sven Vik Noon**, part-time photographer, named full-time photographer, and **Neil Macchio**, part-time production assistant, named full-time sports production assistant.

David Ryan, assistant sports director and anchor, WBOY-TV Clarksburg, W. Va., joins WSTM-TV Syracuse, N.Y., as weekend anchor and reporter. **Adam Benigni**, student, Syracuse University, joins WSTM-TV there, as reporter.

TECHNOLOGY

Richard Schoenberger, associate director, tape quality control (TQC), Home Box Office Inc., New York, named director, TQC, succeeding **M. Peter Keane**, retired.

Chuck Walker, director of network news, ABC-TV, New York, joins KGO-TV San Francisco as director of engineering and operations.

Jonathan S. Pannaman, robotics product manager and advanced product support manager, A.F. Associates Inc., joins Quantel, New York, as customer service engineer.

David N. Mayfield, executive VP, Grass Valley Group, joins Abekas Video System, Redwood City, Calif., as VP, operations.

PROMOTION AND PR



Hullin



Lerman

Tod Hullin, senior VP and director, corporate affairs, Time Warner Inc., New York, named senior VP, communications and public affairs. **Jeanette Lerman**, VP, corporate communications, Unisys Corp., joins Time Warner Inc., New York, as VP, corporate communications, succeeding **Louis J. Slovinsky** ('Fates & Fortunes,' Jan. 21).

Appointments at Playboy Enterprises Inc., West Hollywood, Calif.: **Bill Farley**, director of communications, West Coast, named national director of communications; **Regina Davis**, manager of communications, West Coast, named director of special projects, and **Jim Nagle**, from Frank Zappa's Intercontinental Absurdities, named director of press relations, Playboy Entertainment Group.

Greg Saunders, creative services manager, KFSN-TV Fresno, Calif., joins KGO-TV San Francisco as promotion director.

Lynn Whitney, associate director, affiliate promotions, Fox Broadcasting Co., Los Angeles, named director, affiliate promotions. **Antonia Coffman**, manager, publicity, Fox Broadcasting, Los Angeles, named director, publicity.



JOHN E. FETZER, 1901-1991

Pioneer broadcaster John Earl Fetzer, who began his radio career as a researcher in 1918 and came to head one of the nation's leading broadcast groups, died Feb. 21 while visiting Honolulu. He was 89 and had been in declining health for some time. Fetzer's experimental work in radio began at Purdue University. A few years later, he moved to Southwestern Michigan College in Berrien Springs, Mich., where he designed and built 500-watt daytimer KFGZ(AM). He purchased the station in 1930, changed the call letters to WEMC(AM) and moved it to Kalamazoo, Mich., and again changed the call to WKZO(AM). Fetzer went on to amass a portfolio of properties including WJEF-AM-FM Grand Rapids, WKZO-AM-TV Kalamazoo, WWAM(AM) and WWTV-FM-TV Cadillac, WWUP-TV Sault Ste. Marie, all Mich., KOLN-TV Lincoln, Neb., KGIN-TV Grand Island, Neb., KMEG(TV) Sioux City, Iowa and part interest in WMBD-AM-FM-TV Peoria, Ill.

In 1942, Fetzer left his business temporarily and went to Washington as U.S. censor for radio. He was appointed the first chairman of the Television Code Review Board of the National Association of Radio and Television Broadcasters (now the National Association of Broadcasters). Fetzer organized an 11-member group of broadcasters in 1956 to purchase the Detroit Tigers. He became sole owner of the Tigers in 1962. With the emergence of cable television he established Fetzer CableVision in 1965, and served as board chairman for Wolverine Cablevision Inc. He started the cable Pro-Am Sports System (PASS) system in 1983.

In the early 1980's Fetzer began to sell his major holdings to endow the Fetzer Institute in Kalamazoo, a nonprofit research and education organization whose aim was to expand the development of health care approaches. Among his other philanthropies were educational television at the University of Nebraska and the Fetzer Business Development Center at Western Michigan University. He also endowed the John E. Fetzer and Rhea Y. Fetzer Communications Media Center and Lecture series at Kalamazoo College. All of Fetzer's broadcast interests have been sold but the Fetzer name is retained by the broadcast group now headed by Carl Lee, Fetzer's long-time associate.

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ALLIED FIELDS

Michael N. Garin, senior managing director, media and entertainment practice, Furman Selz Inc. investment banking and securities firm, New York, elected to board of directors.

Thomas S. Murphy, chairman, Capital Cities/ABC, New York, named 1991 recipient of Distinguished Service Award by National Association of Broadcasters.

Academy of Television Arts & Sciences, Burbank, Calif., salutes **Leonard H. Goldenson**, chairman of executive committee, Capital Cities/ABC Inc., and founder, American Broadcasting Companies Inc., at Beverly Hilton Hotel, Feb. 27.

Dick Bove, general manager, KFWD(TV) Fort Worth (Dallas), forms Bove' and Associates television sales and management consultants, Dallas.

Robert MacNeil and **Jim Lehrer**, from *The MacNeill/Lehrer NewsHour*, named 1991 Broadcasters of the Year by International Radio and Television Society.

Allan Howard, president and general manager, KHOU-TV Houston, received 1990 Award of Excellence for Local Television Station Management from American Women in Radio and Television.

DEATHS

John Earl Fetzer, 89, broadcasting pioneer, died in Honolulu Feb. 21

Gary Gears, 46, freelance announcer, Chicago, died of heart attack Feb. 17 there. Gears was air personality in Vietnam for Armed Forces Radio, KQV(AM) Pittsburgh and WLS(AM) Chicago. He had additional stints with ABC Radio Network, NBC Radio and WLS-TV Chicago. He is survived by his wife, Linda.

Linda Marmelstein, 55, executive in charge of production, Daniel Wilson Productions Inc., New York, died Feb. 18 of cancer there. Prior to joining Daniel Wilson in 1969, Marmelstein was associate producer for ABC's *Discover* series. Other producing credits include *Hemingway*, *Blood and Honor*, ABC's *The Late Great Me: Story of a Teenage Alcoholic* and *Divorced Kids' Blues*. She served as coordinating producer for Barbara Walters specials and produced *The Bloodhound Gang* for PBS's Children's Television Workshop "3-2-1-Contact" series. She is survived by her mother, Ann, and brother, Charles.

FIFTH ESTATE

RICHARD REISBERG: ALL SYSTEMS GROW

As president of Reeves Entertainment, Richard Reisberg has overseen what he calls "a watershed year" for his production company, which was purchased by Thames Television, the largest of the British ITV companies, in January 1990, and recently established a division to produce cable and advertiser-supported programming. Reisberg got his start in the business at a time when the system of advertiser-sponsored programming was coming to an end. He says now, however, that the practice of advertiser participation in programming is making a comeback.

While in law school at Fordham, Reisberg took a job at J. Walter Thompson, serving in a number of capacities, including the casting department. "I worked at J. Walter Thompson not because I was in love with advertising but because they were paying more than I was making as a law clerk." He was at J.W.T. from 1964 to 1966, "the closing days of the advertiser sponsored system. Quaker Oats had just acquired *Bewitched*, and Ford was involved with *Get Smart*."

Following his advertising agency experience, he spent two years writing contracts for ABC sports before landing a job in CBS's business affairs department in 1968, working primarily with Fred Silverman, who was working with Saturday morning and daytime. "After moving to Los Angeles for the company in 1969, where he met his wife, Reisberg moved back to New York to take over NBC's business affairs division."

He spent three years with NBC in New York, then realized the business was moving to the West Coast and that he should follow. He took a job as vice president, West Coast business affairs, for Viacom, where he served in a number of capacities for 10 years, finally overseeing the creation of and serving as the first president of Viacom Productions. In 1981, Reisberg joined United Artists Television as president, and three months later was named president of MGM/UA Television when the two companies merged. He remained the head of that division until 1985, when he took over the helm at Reeves.

As president of Reeves, Reisberg's main focus is keeping the company



growing in the right directions. And those directions, he says, are "taking advantage of every broadcast opportunity. We are a television production company. That's what we do. We don't do motion pictures. We're not into theme parks, bottling plants and we don't own television stations."

With maximizing television opportunities as a priority, Reeves established a division out of New York devoted to exploring advertiser-supported and cable projects. "I think advertisers having an interest in shows is going to increase. And I think having a background in dealing with advertisers on shows is going to be a benefit. I'm not saying that we're going to have advertiser-supported shows on all the networks, but it's possible in a summer series."

Reeves has already developed one series for an advertiser, producing 26 episodes of *Witness to Survival* a half-hour reality show for Mars Candy, which syndicated the show domestically, with Reeves owning international distribution rights. In addition, Reeves will be bringing in someone to establish a made-for-television movie and mini-

series division. That, along with their efforts this development season to expand their network hour production, puts Reeves's efforts in all formats and in both prime time and daytime, in addition to two cable series.

The company's alignment with one of the biggest European television entities allows it the luxury of looking to Europe for more opportunities. "Our relationship with Thames places us in a very strong position as the European Economic Community starts to merge."

He says the process of learning to work with a foreign owner has been a smooth one. "They've been very supportive. The fact they are broadcasters in their own right means there's no learning curve. They understand the broadcast business and what it takes to put a show on the schedule."

After more than five years at Reeves

following his MGM/UA tenure, Reisberg leaves little doubt as to the type of production operation he prefers. "While at MGM/UA I used to have meetings to decide who would go to meetings. I much prefer this kind of situation. I want to be able to have a hands-on, open-door type of company where if you want to see someone you walk down the hall, you don't send a memo and have to worry about setting an appointment."

He says an independent company has to be lean, fit and aggressive with the industry becoming less forgiving of the excesses of the

past. "You hear the networks talking about doing fewer pilots this year or the same amount as last year, but for less money. I don't see that as the networks being oppressive, it's simply a new business reality. I'm happy, though, with the way we're set up. I'm not worried about tomorrow."

Richard Stephen Reisberg

President and chief operating officer, Reeves Entertainment, Los Angeles; b. May 24, 1941, Bronx, N.Y.; BA, Economics, Michigan State University, 1963; LLB, Fordham Law School, 1967; administrator, broadcast department, J. Walter Thompson, New York, 1964-66; contracts, ABC Sports, New York, 1966-68; associate director, business affairs, CBS, New York and Los Angeles, 1968-69; director, business affairs, NBC, New York, 1969-72; vice president, business affairs, senior vice president, programming and production, president, Viacom Productions, Los Angeles, 1972-81; president, MGM/UA Television, Los Angeles, 1981-85; present position since 1985; m. Judy Furer, Nov. 29, 1969; children, Stephanie, 17; Jennifer, 14.

IN BRIEF

Cable critic **Senator Howard Metzenbaum** (D-Ohio) introduced **harsh cable reregulation bills** (S. 431 and 432) last week. Industry considers measures to be more onerous than legislation Senator offered in last session. Among provisions in S. 432: Advertiser-supported programming services would be subject to rate regulation; refunds for "unreasonable" rate charges would be permitted; buy-throughs for basic cable clusters would be prohibited; FCC would be authorized to collect financial data from cable operators and franchising authorities would have more leverage to enforce franchise agreements. Bill also makes it easier to construct overbuilds. S. 431 would require cable programmers to make their product available to cable competitors such as wireless cable, and it limits individual cable companies from serving more than 25% of nation's subscribers.

Nielsen syndication ratings figures for week ending Feb. 11: *Wheel of Fortune* won week with 14.4 followed by *Jeopardy* with 13.0 and *Star Trek: The Next Generation* with 12.1. Rounding out top 15 shows were: *The Oprah Winfrey Show* (10.5); *The Cosby Show* (9.1); *Entertainment Tonight* (8.7); *Wheel of Fortune* weekend show (7.7); *Current Affair* (7.5); *Donahue* (6.8); *Inside Edition*

(5.9); *Volume 9* (5.7); *Star Search* (5.5); *Hard Copy* (5.4); *21 Jump Street* (5.0); *Sally Jessy Raphael* (4.9); *Super Force* (4.9); *Tale Spin* (4.9).

Don't be surprised to see some NFL games on pay-per-view either next year or in 1993. Interviewed on ESPN's *Outside the Lines/The Commissioners' Report*, NFL Commissioner Paul Tagliabue said NFL "perhaps will experiment in the last two years of our current contract, 1992 and 1993," with PPV. Interview, which was scheduled to run yesterday night (Feb. 24), also included NBA Commissioner David Stern, who predicted NBA would be on PPV in "the next couple of years."

LBS Communications reports it has sold its fall 1991 **first-run revival of *Baywatch*** in just over 40 markets (including 25 of top 30), representing approximately 65% U.S. coverage. New stations jumping aboard for hour beach drama are WBZ-TV Boston, WXON-TV Detroit, KTVT-TV Dallas, KTXH-TV Houston, KING-TV Seattle and WRTV-TV Indianapolis. Previously, Chris-Craft/United TV station group (KCOP-TV Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KUTP-TV Phoenix and KPTU-TV Portland, Ore.)

have signed on, as well as WWOR-TV New York, WPWR-TV Chicago and WTXF-TV Philadelphia. LBS is offering *Baywatch*, which had one-season run (1989-90) on NBC, with 6½ minutes local/6½ national barter split.

WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton (Norfolk), both Virginia, were sold by Force II Communications to Eden Communications for **\$28 million**. Robert F.X. Sillerman and Norman Feuer are principals in seller. Sillerman owns equity interests in Legacy Communications, Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. Buyer is headed by Gary Edens and also owns WRBQ(AM) St. Petersburg, WRBQ(FM) Tampa, both Florida, KQY-AM-FM Phoenix and KKLQ-AM-FM San Diego.

KDBH(AM) Dallas and KMEZ-FM Fort Worth were sold by Gilmore Broadcasting Corp., headed by James Gilmore, to Granum Communications, headed by Herb McCord, for **\$9 million cash**. Adult contemporary KMEZ was purchased in 1988 for \$11 million. Gilmore also owns WLVE(FM) Miami Beach and CBS affiliate WEHT(TV) Evansville, Ind. McCord has no other broadcast interests. Brokered: Blackburn & Co.

GETTING THE WORD OUT: IT'S OK TO ADVERTISE IN WAR

In an effort to bring war weary advertisers back to TV, the Television Bureau of Advertising issued a report last week stating among other things that TV viewers "don't see anything distasteful or unusual about commercials running in news programs containing war-related items." The study is one of several that associations, agencies and networks have recently released attempting to convince advertisers that viewers do not take offense at commercials during war coverage. The study, commissioned by TVB from Frank Magid Associates, states that 83% of TV viewers don't mind ads during war coverage.

The study also says viewership of local news has risen by 32% since the war started. Said TVB President Jim Joyella: "More than any other medium, local television newscasts bring story of war home."

Meanwhile, on the network side, the Network Television Association released a study conducted by Bruskin Associates that says 84%-89% of the public feel "advertising in war coverage segments of regularly scheduled network news and information programming is 'equally acceptable' or 'more acceptable' than advertising in other segments of these programs."

The NTA and TVB studies are the latest of several reports to appear claiming no negative impact from advertising during war coverage. Two weeks ago, CBS released a study that showed similar results as did the Foote, Cone & Belding advertising agency.

Westwood One Inc. reported before-tax loss of \$26.1 million for fiscal 1990 (ended Nov. 30), but operating income improved to \$2.1 million from loss of \$3.5 million in FY 1989. Company's net loss was reduced 20% to \$18.2 million in 1990 from \$22.7 million in '89, representing per-share loss of \$1.25 versus loss of \$1.58 in '89. Fourth-quarter '90 revenue declined 2% from fourth-quarter '89, while operating income rose to \$1.2 million in 1990 versus \$1 million in '89. Net loss for period was \$3.5 million, or 24 cents per share, versus \$4 million (29 cents per share) in '89. Westwood President-CFO William Battison attributed boost in operating income to network reconfiguration, employee reduction and elimination of unprofitable programs.

Citing economic difficulties, **NBC Sports President Dick Ebersol last week cut four staff positions** and, due to contractual

agreement, accepted resignation of director J.D. Hansen (*NFL Live* and *NBA Showtime*). Exiting staffers were production and support personnel, including associate producer Jeff Hymes.

Still unnamed **partners in Orion Network Systems have committed \$90 million equity to build international separate satellite system**, Orion said last week. Partners "are in process of securing" \$408 million credit facility with Chase Investment Bank Ltd. Chase sources in UK could not be reached at press time.

Jimmy (The Greek) Snyder filed two \$10 million suits in New York state and federal court citing age discrimination, defamation and breach of contract in his 1988 dismissal by **CBS Sports**. Snyder, 73, was regular on *NFL Today* for 12 years before being dismissed after making controversial comments about black athletes. CBS Sports spokeswoman said legal actions were without merit and did not merit any further response.

Senate Commerce Committee chairman, Democrat **Ernest Hollings** of South Carolina, **is luncheon speaker** tomorrow (Feb. 26) at **NBC affiliates mid-season meeting** in Washington.

UPI employees wage cuts have been extended another 90 days. Late last year, Wire Service Guild employees voted on 35% wage cut that expires Feb. 16. Other UPI employees accepted similar cut. New agreement calls for 70% of original pay for first month, with pay increase up to 75% for second and third month. Non-Guild employees pay will follow same schedule. UPI will increase contributions to medical benefits, and contract must be assigned by UPI to new buyers. Also, UPI opened bureau in Hanoi, Vietnam. UPI said it is first U.S.-based news organization with bureau in Vietnam since end of war. David R. Schweisberg, UPI Beijing bureau chief, will head new bureau.

More than three-quarters of U.S. entertainment industry executives believe Congress should allow telephone companies to provide cable and TV services as way to increase competition and program diversity. That finding was part of survey of 2,500 senior management executives with U.S. entertainment firms conducted last October by accounting firm Deloitte & Touche and drawing responses from 229 executives. For most part, Hollywood has remained sidelined on issue of telco entry. Bill was introduced last

FCC ALUMNUS TO HEAD STAFF

Terry L. Haines, Republican counsel to the House Energy and Commerce Committee, joins the FCC as chief of staff. Haines assumes his new post April 1. He came to the Commerce Committee in 1987 from the FCC where he was senior attorney in the FCC policy and rules division and video services division. He joined the commission in 1983.

Haines succeeds Charles G. Schott, who plans to "pursue business interests



in the domestic and international communications field." Schott has been FCC chief of staff since August 1989 when Al Sikes became chairman. He had been deputy assistant secretary for communications and information and deputy administrator of the National Telecommunications and Information Administration when Sikes headed NTIA. Before NTIA, Schott was chief of the FCC Mass Media Bureau's policy and rules division.

year, which later died, but legislation is expected to be introduced again in current Congress.

CPB board approved three-year contract creating \$100 million program fund at PBS. Restructuring of CPB and PBS roles outlined 15 months ago gives CPB primary role of assessing audience needs and requires it to provide minimum \$22.52 million per year to fund at PBS while retaining its own program fund. Contract calls on PBS and stations to raise and spend rest of minimum \$100 million annually. All programming generated by fund will bear "joint animated logo credit" for CPB and stations.

In hope to increase levels of secured debt from broadcasters, Washington law firm **Hogan & Hartson filed petition for declaratory ruling to allow limited third-party interest in FCC licenses**. Petition said: "Interest would give creditors the right to proceed against what is typically a broadcast station's most valuable asset." Ruling, petition said, would also loosen tight financial markets and would have "no public interest detriments."

Gulf War has been boon to CNN viewership

in Europe, with weekly reach rising dramatically in London, Amsterdam and five other European capitals, according to surveys cited by CNN. In UK, weekly audience reach rose to 85% between Feb. 2 and Feb. 11, compared to just 11.1% in October, while in Amsterdam, 85% weekly reach was over average weekly reach of just 18% between July and October. Overall reach in six nations studied was 82%. Quality of coverage was also rated highly as well, with 56% calling it better than that of other channels, 27% calling it about the same and 10% calling it worse.

As part of media divestiture proposed late last year, entrepreneur **Robert Maxwell has sold his 10% holdings in leading French TV channel TF-1**. At same time, sale helped ease feud with TF1's 25% owner, French construction magnate Francis Bouygues, who was prevented from purchasing stake by French law limiting individual ownership to 25%. Maxwell's stake was brokered by investment firm Goldman Sachs to French financial groups Credit Lyonnais, Societe Generale, Banque Indosuez and Group Worms, all considered Bouygues allies, according to wire service report.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

REVERSAL OF FORTUNE

The chairman of the FCC sat down with BROADCASTING editors last week to review the state of his art. Foremost on the agenda was a discussion of the upcoming decision on financial interest and syndication, which Al Sikes has been shepherding through the FCC for some months. It has been a difficult issue for the chairman, given his preference for a solution as close as possible to repeal, and the difficulty of finding sufficient other votes to achieve that result.

In fact, Al Sikes has been in one difficult posture after another from the beginning of his administration. The way it worked out, there was only one vote on which he could count with any regularity: that of James H. Quello, the FCC's dean. Sherrie Marshall, a skilled lawyer/politician who had appeared to be the White House's first choice for the chairmanship, opposed Sikes at virtually every turn, and Ervin Duggan, an articulate generalist who was determined to impress his influence on the commission's processes, on his own and with Marshall repeatedly blocked the chairman's will. Andrew Barrett, who still largely keeps his own counsel, seemed more often to side with the insurgents than the loyalists.

It looks from here as though the chairman will find his third vote on fin-syn, and with some give and take we wouldn't be surprised to see a 5-0 commission on March 14. Only a few weeks ago Sikes said he was prepared to dissent against a fin-syn decision that might be going against him. That option has now passed to others.

Different men put different marks on the chairmanship of the FCC. Al Sikes looks like a man preparing to make his.

WHERE THERE'S SMOKE

The current economic climate of cash-strapped state governments can be likened to a bone-dry California summer. In that landscape, ad taxes flare up like brush fires; and like even the smallest brush fire, they must be treated seriously and stopped early to prevent them from spreading.

To that end, the Association of National Advertisers has sounded the alarm about legislation in the New Mexico House of Representatives that would eliminate the exemption of broadcasters' national advertising from a 5% gross receipts tax. (Only two weeks ago in this same body, the ANA was celebrating the 6-0 defeat in committee of a 5% excise tax on print, broadcast and cable advertising.) "To put a tax on national advertising during a recession is totally counterproductive," said ANA's executive vice president, Dan Jaffe. Anyone doubting that conclusion need look no further than Florida, whose ad tax—later repealed—drove away a number of powerhouse national advertisers, including Procter & Gamble, Clorox and Kraft.

At press time, the taxation committee of the New Mexico House was holding a hearing on the bill, and although it is conceivable it could fail to garner enough support to make it out of committee, the read here and elsewhere is that it

probably will (particularly given that its principal sponsors are the house majority leader and whip).

Not only is the tax an economic blunder, it is discriminatory, since the exemption for print and cable media has been left intact. What will not remain intact if such a bill is passed is the lineup of national advertisers currently spending their dollars in the state. Driving away business is no way to make money. Florida learned the hard way. We would encourage New Mexico and others not to repeat that mistake.

HERE'S MUD IN YOUR EYE

We didn't know whether to laugh or cry last week. CBS was the butt of, and accomplice to, a couple of jokes whose irreverent self-parody, for all its hipness, held within it an undertone of sadness. (It was like watching an old vaudeville comedian reduced to making fun of himself to get laughs.) Such humor aimed at a strong, top-ranked network could be joined in without wincing. But even granted CBS's strong sweeps showing, the network is still too easy a target (the belittling of Black Rock has become something of a pastime of late), and by hosting the swipes itself, CBS gave them an undertone of pathos.

The first barb was an episode of the CBS series, *Murphy Brown*, in which the host network is purchased by a mythical corporate giant (the initials "GE" kept coming to mind), portrayed as an amalgamated conglomeration staffed by a gaggle of bottom-line groupies. But then there is the make-believe network's founder, Bill, whose bust is unceremoniously displaced from its pedestal and tossed from the room. The second was a series of promos for a new CBS prime time series featuring an irreverent animated dog. In one spot, the dog is shown making off with the C in CBS, leaving it the BS network. In another, he passes up other logos before sniffing CBS's then walking out of the frame. Off camera is heard the sound of the dog relieving itself, followed by a voice saying: "Not on the logo!"

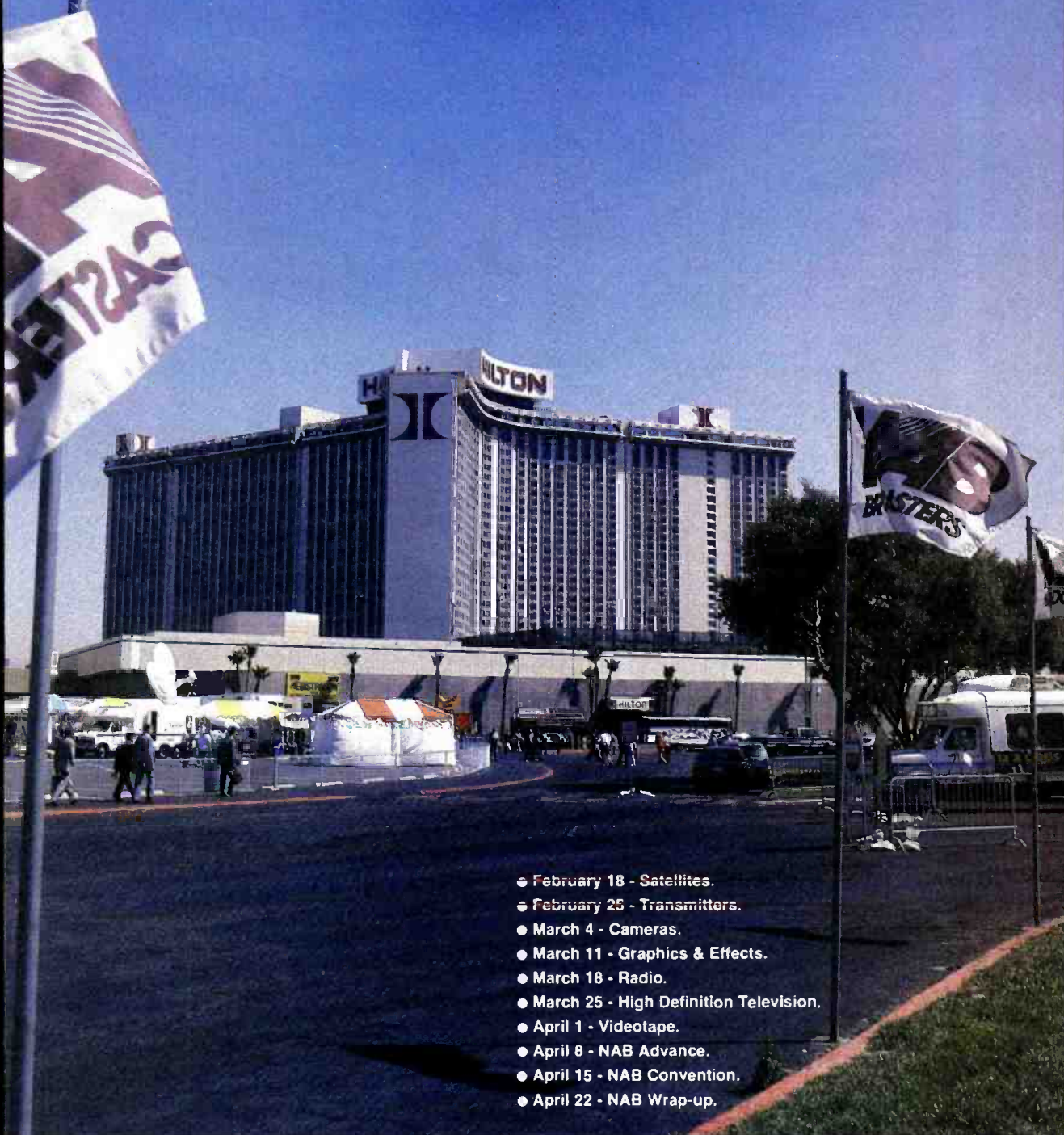
Unfortunately, the warning comes too late.



Drawn for BROADCASTING by Jack Schmidt

"They're not POW'S, they're pool reporters."

On the road to NAB, 1991.



- February 18 - Satellites.
- February 25 - Transmitters.
- March 4 - Cameras.
- March 11 - Graphics & Effects.
- March 18 - Radio.
- March 25 - High Definition Television.
- April 1 - Videotape.
- April 8 - NAB Advance.
- April 15 - NAB Convention.
- April 22 - NAB Wrap-up.

Eight 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.

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- **Klystrode®-equipped:** Field-proven Klystrode air- or water-cooled transmitters have a simplified support system that needs no pulsers. Transmitters are available in stereo-compatible common amplification* or diplexed configurations. Output ranges from 10kW to 240kW.

- **IOT-equipped:** Inductive Output Tube transmitters are second-generation systems. Like their Klystrode cousins, water- and air-



cooled transmitters are available in stereo-compatible common amplification* or diplexed configurations. Output ranges from 35kW to 240kW.

- **ESC-equipped:** Traditionally diplexed transmitters feature EEV Energy-Saving Collector (ESC) tube technology, which eliminates carbon coatings to promote long tube life. Available output ranges from 70kW to 280kW.

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