

Broadcasting Mar 11

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 42

*'WKRP' in syndication:
MTM readies for first-run;
CBS records demo gains*

RADIO / 37

*Lack of funding delays
or ends two children's
programming services*

WASHINGTON / 58

*Cities ask Congress
to insure quality
cable for consumers*

AT LARGE / 33

*NAB's John Abel, architect
of broadcasters' plan
for digital radio future*



KS95-FM radio's "Operation Appreciation" campaign supporting the men and women serving in the Gulf created a heartwarming greeting to send to the troops. The 12' by 14' banner was displayed at the St. Paul Winter Carnival, North America's largest winter festival. Over 25,000 special messages were written showing the tremendous support and appreciation Minnesotans have for our troops. The banner was sent to General Norman Schwarzkopf so the heart-filled notes would quickly reach their destination. **Thanks for a job well done and God Bless America.**

KS95-FM MINNEAPOLIS ST. PAUL DIVISION OF HUBBARD BROADCASTING © 1991
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Vol. 120 No. 10 \$2.50

**Down to the wire on fin-syn
Time Warner lifts curtain
on cable's future
Baseball '91**

The Strangers In The



Full House
FRIDAY • 8:00 PM • ABC-TV



Family Matters
FRIDAY • 8:30 PM • ABC-TV

M/B

Miller • Boyett
PRODUCTIONS

SOURCE: NTL February Sweeps 1/31 - 2/27/91
(All hour comedy blocks starting on the hour.)

Longest Sitcom Hour February Sweeps!

Rank	Sitcom Hour	HH Share
#1	Full House/Family Matters	30
#2	Cheers/Wings	29
#2	Golden Girls/Empty Nest	29
#4	Murphy Brown/Designing Women	27
#5	Roseanne/Coach	26
#5	Cosby/Different World	26
#7	Carol & Co/Dear John	24
#8	Perfect Strangers/Going Places	23
#8	Doogie Howser/Anything But Love	23
#8	Evening Shade/Major Dad	23
#11	Wonder Years/Growing Pains	22
#12	Who's the Boss/Davis Rules	22
#13	Fresh Prince/Blossom	20
#14	Amen/Fanelli Boys	19
#15	Night Court/Seinfeld	18
#15	Simpsons/Babes	18
#17	Married with Child/Hidden Video	14
#18	Uncle Buck/Lenny	11



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
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THIS WEEK

19 / BARRETT'S BOMBSHELL

FCC Commissioner Andrew Barrett, long expected to be the third vote on fin-syn, has floated his own proposal that may attract two other votes (a majority). The plan reverses the FCC momentum that appeared to favor the networks. It could be headed for adoption this Thursday (March 14).

21 / TIME WARNER PLAN

Using a combination of coaxial cable and fiber optics, Time Warner plans to build a 150-channel cable system in New York's borough of Queens. It is being constructed primarily to deliver 40 channels of pay per view.

22 / TAKEN TO TASK

The era of the NBC "love fest," which is how most of the network's affiliate meetings in the past five years have been described, may be over. At a meeting two weeks ago, the mood was grim and many affiliates came away decidedly unimpressed with programming and news presentations, questioning the wisdom of NBC's investments in outside businesses such as cable.

24 / CHILDREN'S UPFRONT '91: NEW RULES

The children's TV upfront market will break in a few weeks with several



Time Warner unveils its cable system of the future (page 21)

questions still unanswered, including what effect new legislation limiting commercial time will have on the networks, cable and syndication. A shaky economy and changes in the toy industry may also impact advertising practices.

24 / INTV-NATPE CONFERENCE MERGER?

In a meeting between INTV officials and distributors, a syndicator floated the suggestion that distributors would be willing to pay an extra per-square foot charge for floor space at the NATPE convention if that money would be accepted as a "cash offer" to INTV to discontinue program screenings at its annual meeting. INTV officials are "considering" that proposal and other 1993 convention merger talk, but NATPE is cool to a single-year merger.

29 / DIAMOND IN THE ROUGH

As CBS, ESPN and 61 of 75 local rightsholders stand pat with multiyear Major League Baseball agreements, rights fees for the season will hold at approximately \$615 million, less than 1% higher than last year. Local TV and radio outlets report delayed but solid upfront sales for the 1991 season. The consistent appeal of the home team, they say, assures continued profitability. But advertising executives predict that the secret to CBS and ESPN efforts to recoup heavy 1990 MLB losses will simply be heavy discounts in a generally soft buyers' market in 1991.

33 / PLANNING FOR DAB

Radio broadcasters need digital audio broadcasting, says NAB Executive Vice President John Abel, to meet rising consumer expectations. But they need an orderly plan. Abel explains NAB's blueprint for establishing terrestrial DAB within the next 10 years in this "At Large" with BROADCASTING editors.

37 / KIDS' STUFF

Lack of funding in the radio marketplace has resulted in two casualties in the last few weeks: Kid's Choice Broadcasting Network, which broadcast on WPRD(AM) Orlando and KKDS(AM) Salt Lake City; and, Kidwaves, which has again postponed its start-up, but whose executives still

look to a summer air date. Only the Children's Radio Network in Minneapolis is still up and running. Network President William Osewalt anticipates the programming service will expand to more than 20 markets in the next several months.

38 / FORMAT CHANGE

Broadcast Programming International of Seattle last week acquired the assets of Drake-Chenault Enterprises from Wagontrain Communications in Albuquerque, N.M. Wagontrain bought the company in 1985 from its founders Bill Drake and Gene Chenault and later merged it with the format division of Dallas-based TM Programming. This current deal gives BPI more than 850 format affiliates.

42 / KICKING IN WITH 'WKRP'

MTM Distribution has sold its 1991-92 first-run revival of *WKRP in Cincinnati* (CBS, 1978-82) in 90 markets so far

'WKRP' revival (page 42)



(representing more than 80% U.S. coverage), a market-by-market sales approach that has already netted 69 network affiliates out of the growing lineup. According to an MTM Distribution executive, 95% of the station lineup is committing to double-runs of the sitcom and 80% are promising prime access time slots.

43 / CBS DEMO GAINS

Advertising agency executives rejoiced last week following CBS's sweeps victory. Now that it's a three-way race, no one network has undue leverage at the negotiating table, they said. In the key demographic categories, CBS improved its position across the board, while NBC and ABC were both down.

49 / ASIAN CONNECTION

Cable sports service Prime Network will program and jointly operate a new sports channel across Asia. Prime, which has signed an exclusive deal for the channel with Hong Kong-based Hutchivision, plans to launch the four-to-six hour daily prime time service late next summer or early fall on the AsiaSat I satellite, whose footprint reaches more than 40 countries and an estimated three billion potential viewers across Asia.

50 / CNBC IDENTITY

CNBC has completed plans for new weekend and prime time programming, and it is unlikely it will use any of its newly acquired FNN programs—if the deal closes—from either prime time or weekends.

54 / TVB RECAP

The Television Bureau of Advertising (TVB) released its 1990 results confirming



Baseball 1991 (page 29)

the weak fourth quarter that spoiled the holidays for many Fifth Estaters. Television revenue in the fourth quarter for network, spot, local and syndication was up by only 0.8%. For the year, TV advertising revenue was up 6% to 22.6 billion.

58 / CALL FOR CABLE BILL

Some 700 elected city and county officials have petitioned Congress for legislation aimed at insuring that "consumers receive high quality, yet affordable, cable service." Among the things the municipalities are hoping to accomplish through legislation are access to cable programming for competitive cable systems and other multi-channel media; a competitive franchise renewal process; municipal rate regulation "within a federal framework," and consumer protection standards.

59 / SYMPATHETIC EAR

Addressing the National Association of Broadcasters' annual state association conference in Washington, Communications Chairman Daniel Inouye told radio and TV executives that "most of us in the Senate believe free TV is in trouble." The senator had even more encouraging words for broadcasters when he expressed "serious

reservations" about the FCC's proposed annual user fee.

60 / BOUCHER BILL

Representative Rick Boucher is expected to introduce legislation allowing telco entry into video delivery within the next month. The measure will be similar to the one he introduced last year, which contained restrictions against cross subsidization and cross marketing. The Bush administration position on

the issue and the change of broadcasters' approach to the bill make passage likely.

62 / GRAPHIC SCENES

Several equipment manufacturers want to appeal to cost-conscious broadcasters and post-production studios in graphics, animation, special effects and weather graphics workstations to be introduced at the 1991 NAB exhibition in Las Vegas.

67 / LEAVING THE GULF

Several network correspondents returned home last week after spending more than six weeks in the Persian Gulf. However, many staffers stayed as developments in the region continued to unfold, including the mysterious disappearance of at least 36 correspondents trying to cover post-war unrest in southeastern Iraq.

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CLOSED CIRCUIT

HOUSTON

Hollywood pitch

In addition to playing hardball on fin-syn, Hollywood's strategists Jack Valenti and Jerry Leider have been quietly trying for past six months to buy baseball team. MPAA president and chairman of Caucus for Producers, Writers and Directors, respectively, Valenti and Leider are in process of lining up partners for bid on Houston Sports Association, owner of Houston Astros. Several other locally-led bids are also expected for Association, which besides team also owns hotels, Florida real estate, interest in regional cable sports service and long-term lease on Astrodome. Another stumbling block may be perception gap between buyers and seller over team's value. It is believed two are seeking partners in Houston, rather than in Hollywood.

MINNEAPOLIS

Minnesota man

Within past few weeks talks have continued regarding CBS purchase of Midwest Communications. Latest unconfirmed word has CBS issuing stock to pay for WCCO-AM-TV Minne-

apolis parent company, afterwards spinning off Midwest's WFRV-TV Green Bay and other smaller properties. New face at CBS, Peter Lund, CBG executive vice president, may accelerate talks between buyer and seller, which have been going on for long time and, at least until recently, involved other bidders. Lund is Minneapolis native, and as child appeared on commercials aired on WCCO-TV.

WASHINGTON

Image polishing

National Cable Television Association board will meet this Wednesday, with industry's image problem among agenda items. Ad hoc public relations committee meets day before to take up recommendations, which include establishment of guidelines for MSO's concerning number and training for public relations personnel, and creation of training program to be run by Community Antenna Television Association. Committee will also view presentations from several ad agencies/PR firms on possible image campaigns, for which industry is expected to ante up several million dollars.

In apparently related public relations effort aimed at showing telephone

companies do not have lock on future of communications, Cable Labs is reportedly planning construction of several showcase high-capacity cable systems across country featuring fiber optics, video compression and interactive services. "It's as much R&D as it is a showcase," said Bob Thomson, vice president, government affairs, Tele-Communications Inc. When asked if it would be comparable to GTE's experimental cable system in Cerritos, Calif., Thomson said: "We would not support a cable industry demonstration as shallow or as narrow as the one in Cerritos."

Vote of confidence

New retransmission consent proposal (BROADCASTING, March 4) that would give broadcasters say in who retransmits their signal is gaining support within broadcast community. Cox Enterprises "sees merit" in so-called "I pay/you pay" proposal according to its chairman, Jim Kennedy. Cox has distributed plan to various companies with both broadcast and cable interests. Proposal would also establish mechanism by which smaller stations would be carried on cable's leased access channels.

LPTV does windows

Next window for LPTV applications is expected to open last week of April. Notice will probably come this week if details with Mellon Bank in Pittsburgh are finalized. Commission will leave item on public notice for 45 days (as opposed to normal 30 days) to give applicants additional time to prepare since last window was in December 1989. Although filing windows are usually national in scope, this one is expected to prohibit filing in urban areas already served by multiple signals, and where spectrum is being saved for HDTV. April 29 is said to be good bet, since windows usually open on Monday and close following Friday.

LOS ANGELES

Cartoon copy

Following trend of developing children's animated series based on prime

SWIFT REPLY

Tele-Communications Inc.'s video editorial endorsing 12-year limits on congressional terms (TCI compares incumbent congressmen to an "invited guest who overstays his welcome") caught the attention of Democrat Al Swift of Washington, a senior member of the House Energy and Commerce Committee. Swift sent a letter to TCI President John Malone characterizing the video as "ill informed" and "sloppy." "The juxtaposition of your customers' dissatisfaction with your service and your dissatisfaction with mine is both interesting and ironic," Swift said. Moreover, he said, the editorial ignores the fact that the average length of service for House members is "about eight-and-a-half years." Swift said he has heard the argument that the "real target of this proposed reform are those few who stay long enough to become chairmen of major committees like John Dingell, Jack Brooks, Dan Rostenkowski and Tom Foley, whose rotation out of Congress would apparently improve the institution." Swift was offered time to rebut, but is more interested in doing a commentary on TCI rate increases and service "about which I hear so much criticism in my district, using the same metaphor as your editorial." TCI's Robert Thomson said the company will review his letter "carefully." Thomson said TCI's polls show 80% of its Bellingham (Swift's hometown) customers are either "very satisfied or satisfied."

time characters, Saban Entertainment is developing *Pinchot P.I.* for ABC based on Bronson Pinchot, star of network's *Perfect Strangers*. If show is chosen for fall Saturday morning lineup, Pinchot is slated to provide voice-over for animated character and also appear in live-action wrap-arounds for series. Also, word has it that *Little Rosie*, this season's high-profile Saturday morning animated series based on prime time character played by Roseanne Barr, will not return to ABC's schedule.

LAS VEGAS

Just testing

Warner Bros. will test its new *Jenny Jones* talk show, to debut nationally in fall, on *Jones* affiliate KVVU-TV Las Vegas. Rusty Durante, general manager KVVU-TV, confirmed station would produce and air show from April 15 to May 24. Test will allow show's producers (Bonnie Kaplan serves as executive producer) to work out bugs in format in relative seclusion of non-metered market. In fall, show will be produced at WMAQ-TV Chicago. During test, KVVU-TV will air show at 10 a.m., where it will compete against *Price is Right*, *To Tell the Truth* and *Home Show*. While in Las Vegas, Jones will also do one-time-only version of her night club act to benefit local charity, at request of KVVU-TV.

NEW YORK

Scaled back

Cinemax has decided not to go ahead with 5% rate increase that was planned for mid-1991, and instead will institute sliding pay scale in which wholesale price for cable operators depends on number of Cinemax subscribers they have. Standard Cinemax rate card (not including discounts) is \$3.20 per month if retail price is under \$7. Cinemax also is in midst of putting together new advertising and marketing campaign, which could likely be unveiled at National Cable Television Association conference later this month.

Double run

In unusual agreement, May 25 prime time airing of *Indy 500 Diamond Jubilee* special on ABC will likely be followed by midnight airing on ESPN, cable network 80% owned by Capital Cities/ABC. Special will air night before ABC telecast of 75th annual car race.

WHEEL TO GET BUMPY START

CBS's checkerboard of late-night action/adventure series, *Crime Time after Prime Time*, finally kicks off April 2 after being delayed three months due to reprieve given *America Tonight* when war broke out in Middle East. Delay, however, has not softened resolve of many stations in top 20 markets either to preempt shows or to delay their broadcast. Aside from five O&O's that are carrying lineup live following late news, only KIRO-TV Seattle among top 20 markets is carrying programs live in post late-news time slot where *America Tonight* had been airing. Of remaining stations, KMGH-TV Denver will decide this week whether to carry program, five are preempting lineup entirely and remaining eight top 20 stations are delaying late night broadcast for half-hour to midnight EST, the latest stations can run lineup. Stations not carrying *Crime Time* are WJBK-TV Detroit, WUSA-TV Washington, KHOU-TV Houston, WJW-TV Cleveland and WAGA-TV Atlanta. Carrying lineup but delaying half-hour are KPIX-TV San Francisco, WNEV-TV Boston, KDKW-TV Dallas-Fort Worth, WCCO-TV Minneapolis-St. Paul, WTVT(TV) Tampa-St. Petersburg, KDKA-TV Pittsburgh, KMOV(TV) St. Louis and KTSP-TV Phoenix.

Simon says

CBS News correspondent Bob Simon, released along with crew on March 2 following 40 days of captivity by Iraqi military, plans to co-author book on harrowing ordeal with fellow hostage and CBS News producer Peter Bluff. Simon and Bluff, along with released crew members Roberto Alvarez and Juan Caldera, are currently taking time off from news duties to recuperate from experience.

Unwired woes?

Effect of legislation on children's television limiting per-hour commercial matter on cable and broadcast TV to 10.5 minutes on weekends and 12 minutes on weekdays may be felt most by unwired networks. Since many syndicators of children's programming are keeping all their inventory and forcing stations to cut theirs, stations may in turn provide unwireds with less time to sell. Said one industry executive: "Unwireds serve as a rate cutter, and if demand is so high they can't get rates from stations and demand is low, the networks squeeze them."

PHILADELPHIA

News moves

KYW-TV Philadelphia, which last year began testing number of innovative concepts for possible revamp of its news programming, is expected to announce changes within two or three weeks at Group W-owned station. Possible adjustments may include April debut of 6 a.m. newscast featuring resident an-

chors Pat Ciarrocchi and Dick Sheeran, according to market sources. Station is also considering elimination of noon newscast and changing 11 p.m. newscast to faster-paced, less chatty approach. In other station news, KYW-TV appears close to agreement with AFTRA following months of difficult talks. Group W radio stations KYW(AM) and WMMR(FM) reached three-year agreement with AFTRA on Wednesday.

TYLER

Drop in interest

Controlling ownership of TCA Cable TV, Tyler, Tex., has been substantially reduced. Latest proxy shows that Chairman Robert (Bob) Rogers now solely owns 20% of stock, down from roughly 35% last year. Missing 15% is now in hands of ex-wife, Louise Rogers, from whom he was recently divorced. Corporation still equally owned by both continues to own roughly 5% of MSO serving over 400,000 basic subscribers.

NEW ORLEANS

Pay powwow

Group of senior level MSO marketing and programming executives have been meeting to find ways to cure ills of pay service category. Executives are looking at pooling resources to conduct image campaign—to run on local avails and be available to all MSO's—that would seek to improve perceived value of pay services in minds of consumers. Group will discuss its findings at panel session at NCTA convention in New Orleans, March 25.



THE NEW YOUNG LATE NIGHT COMEDY

TOGETHER, THEY BEAT COMEDY

1,433,000

Arsenio/Party Machine

1,394,000

Tonight/Letterman

Adults 18-34



PREMIER
ADVERTISER SALES
A Paramount/Viacom Company



A Paramount Communications Company

G ADULT HAMPS. SON/LETTERMAN.

They've got appeal. They've got momentum. And they've got the numbers to prove it. Now, the **ARSENIO HALL/PARTY MACHINE** combination outdelivers *The Tonight Show/Letterman* team in adults 18-34. So, if you're looking for late night's most popular pair, the way young adults see it, **THE ARSENIO HALL SHOW** and **THE PARTY MACHINE WITH NIA PEEPLES** are looking like champs.

Source: NTL 1/7/91-2/8/91

**THE
ARSENIO
HALL** SHOW™

**THE
Party
MACHINE**
with NIA PEEPLES™

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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

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

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information:

(612) 641-0268.

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

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

March 12—*American Women in Radio and Television, New York City chapter*, breakfast, "Finding Opportunities in Changing Times." Marriott hotel, New York. Information: (212) 572-9832.

■ **March 12**—*American Women in Radio and Television, Oklahoma City area chapter*, luncheon. Speaker: Mary Hart, *Entertainment Tonight*. Applewoods, Oklahoma City. Information: (405) 478-6661.

March 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Terence McGuirk, executive vice president, Turner Broadcasting System,

and co-chairman, National Cable Month, and Brian Roberts, president, Comcast Corp., and co-chairman, National Cable Month. Copacabana, New York. Information: (212) 768-7050.

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

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

■ **March 13**—*Society of Broadcast Engineers, chapter 15*, seminar, "Present AM and FM broadcast transmission systems." Information: David Bialik, (914) 634-6595.

March 13-16—*Native American Journalists Association*

MAJOR MEETINGS

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans. Future conventions: May 3-6, 1992, Dallas, and June 6-9, 1993, San Francisco.

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 11-13**—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

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*. Moscone Convention Center, San Francisco.

■ **Sept. 24-29**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

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—*MIPCOM*, international film and

program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **Oct. 26-29**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 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.

■ **Nov. 23-25**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

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.

■ **Feb. 7-8, 1992**—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis hotel, San Francisco.

■ **Feb. 26-28, 1992**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

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

ciation seventh annual conference, including broadcast management and radio production workshops. Landmark Inn, Denver. Information: (303) 492-7397.

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

March 14—"The Advertising Scene," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

March 14-15—C-SPAN invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

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

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

March 15—Deadline for overseas entries in *International Radio Festival of New York*. Information: (914) 238-4481.

March 15—"Censorship and War Coverage," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

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

March 16-19—*Institute of Electrical and Electronics Engineers, National Capital Area Council*, employment opportunity program and seminar. Sheraton Premiere and Embassy Suites, Tysons Corner, Vienna, Va. Information: (800) 562-2820 or (in Virginia) (800) 533-1827.

ALSO IN MARCH

March 17-22—"Power reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

March 17-22—"Environmental reporting," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

March 18-21—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association and Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council and Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

March 19—*Radio Advertising Bureau* radio mar-

keting workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 19—"A Discussion with Mike Wallace," sponsored by *Harvard University's John F. Kennedy School of Government, Center on the Press, Politics and Public Policy*. Wiener Auditorium, Harvard, Cambridge, Mass. Information: (617) 495-8269.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20—"Profits from Diversity: Segmentation Strategies for Improving Cable Penetration and Profitability," seminar and dinner meeting, sponsored by *Southern California Cable Association, National Association of Minorities in Cable and Southern California Cable Marketing Council*. Shoreline Sheraton Hotel, Long Beach, Calif. Information: (213) 398-2553.

March 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lindsay Law, executive producer, *American Playhouse*, on "Ten Years in the Trenches." Copacabana, New York. Information: (212) 768-7050.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual *International Broadcasting Awards*, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

March 21—"Commercial Free Speech: Protected by the First Amendment?" seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

March 22—*Broadcast Promotion and Marketing Executives* regional educational seminar, "Profitable Promotions." O'Hare Marriott, Chicago. Information: (213) 465-3777.

March 22—*NewsDay '91*, sponsored by *Georgia Association of Broadcasters*. Georgia World Congress Center, Atlanta.

March 22-24—*Society of Professional Journalists-Radio-Television News Directors Association* regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giustina, (617) 578-8805, or Emily Rooney, (617) 449-0400.

March 23—11th national conference for Women in the Businesses of Communications, Fashion, Beauty and Finance. Speaker: Diane Sawyer, co-anchor, *ABC's Prime Time Live*. Jacob Javits Convention Center, New York.

March 24—"Pay-Per-View Olympic Dream: Getting Started on the Road to Barcelona," and "Catching the Fire Behind the Flame: Getting Started on the Road to Barcelona," seminars sponsored by *QV Publishing and NBC/Cablevision Pay Per View Olympics*. Windsor Court Hotel, New Orleans. Information: Joel Scholfeld, (207) 363-6222.

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

March 25-26—"The Centralization of Media Buying in Europe," conference of *International Advertising Association, U.K. chapter*. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-27—"Women in the Workplace: Options and Obstacles," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington.

March 27—*International Radio and Television Society* newsmaker luncheon featuring panel of radio news experts for discussion of war in Persian Gulf. Panelists: Joe Walsh, Westwood One/Mutual Broadcasting System/NBC Radio; Craig Windham, Unistar Radio Networks; Robert Benson, ABC Radio Networks; Larry Cooper, CBS Radio Networks; Steve Swenson, WINS(AM) New York; Lou Adler, Eagle Media Productions. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil Rosini, attorney, on "How to Express an Opinion and Not Libel Somebody." New York Television Academy, New York. Information: (212) 768-7050.

March 27-31—"Cross Country with Mike Leonard," freelance reporter for NBC, screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 28—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill. Information: (217) 753-2636.

March 28—Upront '91, annual syndication conference for the advertising community, sponsored by the *Advertiser Syndicated Television Association*. Waldorf-Astoria, New York. Information: (212) 245-0840.

March 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Alan Wagner, Boardwalk Entertainment, on "TV Production in the 90's...Who's Reaching for the Check?" Copacabana, New York. Information: (212) 768-7050.

March 29—Deadline for entries in summer John H. Mitchell Student Internship Program offered by *Academy of Television Arts and Sciences*, which includes 28 television internships. Information: (818) 953-4182.

March 29-30—13th annual Black College Radio convention. Paschal's Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

March 30—Deadline for entries in 30th annual *International Gold Medallion Awards*, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 288-0481.

March 31—Deadline for entries in *Dateline Awards* competition, sponsored by *Washington Chapter, Society of Professional Journalists*. Information: Pamela Dockins, (703) 685-2090.

APRIL

April 1—Deadline for proposals for the development and production of native American programs for national public television audiences, sponsored by *Native American Public Broadcasting Consortium*. Information: (402) 472-3522.



WWOR-New York
KCAL-Los Angeles
WPWR-Chicago
WGBS-Philadelphia
KPIX-San Francisco
WBZ-Boston
WDCA-Washington
WJBK-Detroit
WJW-Cleveland
KPRC-Houston
WGNX-Atlanta
WTOG-Tampa
KARE-Minneapolis
KING-Seattle
WSVN-Miami
KPLR-St. Louis
KMGH-Denver
KTXL-Sacramento
WBAL-Baltimore
WFSB-Hartford
WCPX-Orlando
WISH-Indianapolis

KATU-Portland, OR
WTMJ-Milwaukee
WKRC-Cincinnati
KSHB-Kansas City
WCCB-Charlotte
WTVF-Nashville
WYFF-Grnv/Spar/Ash
WGNO-New Orleans
WOTV-Grand Rapids
WMC-Memphis
KAUT-Oklahoma City
KUTV-Salt Lake City
WPMT-Harrisburg
WFLX-W. Palm Beach
KGGM-Albuquerque
WOWK-Charls/Hun
KJRH-Tulsa
WALA-Mobile
WSMH-Flint/Sag
KTAL-Shreveport
WTVR-Richmond
WHO-Des Moines

WJPR-Roanoke
WOWT-Omaha
WAND-Spgfld/Chm
WDKY-Lexington
WCSH-Portland, ME
KSPR-Springfield, MO
KMSB-Tucson
WDEF-Chattanooga
WSBT-South Bend
WZDX-Huntsville
WISC-Madison
KVVU-Las Vegas
WEHT-Evansville
KCEN-Waco
WSYM-Lansing
WCOV-Montgomery
WTGS-Savannah
WTAT-Charleston
WEEK-Peoria
KADY-Santa Barbara
WTVM-Columbus, GA
WTWC-Tallahassee
KLFY-Lafayette, LA

KNOE-Monroe
WPBN-Traverse City
WTWO-Terre Haute
KMEG-Sioux City
KBAK-Bakersfield
WKBT-LaCrosse
WCBI-Columbus, MS
WQRF-Rockford
KODE-Joplin/Pitts
KIMT-Roch/Austin
WIBW-Topeka
KJTV-Lubbock
WLBZ-Bangor
KTUU-Anchorage
WOGX-Gainesville
WPGX-Panama City
WTAP-Parkersburg
WBBJ-Jackson, TN
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Gerald Udwin is vice chairman of National Press Foundation (NPF), not NPR as identified in March 4 "In Brief" photo caption.

April 1—Deadline for entries in Mencken Awards for "outstanding writing and cartooning that illustrates human rights issues, exposes governmental abuses of power and champions, defense of individual rights," sponsored by *Free Press Association*. Information: Mencken Awards, P.O. Box 15548, Columbus, Ohio, 43215.

April 2—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

■ **April 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Laurence Caso, executive producer, *As the World Turns*. Copacabana, New York. Information: (212) 768-7050.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 5—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

April 5-7—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation and Atlanta Journal and Constitution*. Colony Square Hotel, Atlanta. Information: (213) 851-7372.

April 6—*Radio-Television News Directors Association* region-five super regional conference in conjunction with *Northwest Broadcast News Association*. Minneapolis. Information: Penny Parrish, (612) 925-4636.

April 6—Second annual Pennsylvania area regional conference of *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Ron Reino, (717) 821-0932, or Carolyn Allen, (401) 863-2225.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

April 8-11—*Electronic Industries Association* spring conference. Washington. Information: (202) 457-4900.

April 9—*Electronic Industries Association* government/industry dinner, during association's

spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9—*American Women in Radio and Television, New York City Chapter*, breakfast, "Media Issues—Some Hot, Some Not." Marriott hotel, New York. Information: (212) 572-9832.

April 9—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Hotel Nikko, Chicago. Information: (212) 682-2500.

April 9-10—"Living with the New Clean Air Law: Costs vs. Benefits," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of *RadioBest Awards*, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gaaney, (803) 777-3324.

April 11—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*, Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

April 11—Forum on digital audio broadcasting, sponsored by *Annenberg Washington Program*. Annenberg office, Willard Office Building, Washington. Information: (202) 393-7100.

■ **April 11**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, president, early morning and late night TV, ABC-TV, and Jack Reilly, executive producer, ABC's *Good morning, America*, present: "An Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

April 12—Deadline for entries in Vanguard Awards, sponsored by *Women in Communications*, for "companies and organizations that have taken actions and instituted programs to advance women to positions of equality within that company or organization." Information: (703) 528-4200.

April 12—"Radio Advertising: A Journey Through Sound," seminar sponsored by *Center for Communication*. Speaker: Bud Heck, president, Radio Network Association. Center for Communication, New York. Information: (212) 836-3050.

April 12—"On Location at WINS Radio: News Around the Clock," seminar sponsored by *Center for Communication*. WINS, Center for Communication, New York. Information: (212) 836-3050.

April 12-13—*Society of Professional Journalists and Radio-Television News Directors Association* "super regional" conference (Oregon, Washington, Montana, Idaho, Alaska). Marriott Hotel, Portland, Ore. Information: Carol Riha, (503) 228-2169 or (503) 645-6386.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 12-14—*National Association of Black Owned Broadcasters* 15th annual spring Broadcast Management Conference. Las Vegas Hilton, Las Vegas. Information: (202) 463-8970.

Broadcastings

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial Fax: 202-429-0651 • Administrative Fax: 202-331-1732 • Advertising Fax: 202-293-3278

Lawrence B. Taishoff, publisher.

Editorial

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

Washington

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

New York

630 Third Ave., 10017; 212-599-2830; Fax: 212-599-2837
Geoff Folsie, chief correspondent
Stephen McClellan, chief correspondent (programming).
Lucia Cobo, radio editor (East Coast)
Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers
Hollywood
1680 N. Vine St., 90028; 213-463-3148; Fax: 213-463-3159
Steve Coe, assistant editor
Mike Freeman, staff writer.
Reed E. Bunzel, radio editor (West Coast). 408-625-3076

Business

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

Advertising

Washington
202-659-2340
Robert (Skip) Tash, VP, advertising sales
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Miltz Miller, classified advertising manager
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager
Randi B. Teitelbaum, sales manager.
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Lewis Edge & Associates. (Southern regional and East Coast equipment) 609-683-7900, fax 609-497-0412
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Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager
Sandra Klausner, editorial-advertising assistant
Schiff & Associates (Western equipment and engineering) 213-393-9285; fax 213-393-2381

Circulation

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

Production

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

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The Broadcasting Yearbook

David Seyler, manager.
Francesca Tedesco, assistant manager
Joseph A. Esser, associate editor
Amy Thewes, Angela Callahan, Melinda Crossley,
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Advertising Representative

Japan (06) 925-4452, fax: (06) 925-5005

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MONDAY MEMO

A bankruptcy commentary from Lewis J. Paper, partner, Keck, Mahin & Cate, Washington

Bankruptcy. It used to be a term that concerned only relatively few companies throughout the country. Times have changed. More and more companies, including many broadcast stations, are now contemplating the kind of financial nightmare that always seemed to happen to someone else. More competition, smaller pools of advertising dollars, increased costs, higher debt service and lower station values—these and other factors are now making many broadcast station owners think about the unthinkable.

Bankruptcy is certainly not a goal for the motivated broadcast owner or a welcome development for those who have financed the acquisition of a broadcast station. Nonetheless, if and when the prospect of bankruptcy looms on the horizon, there are certain measures that should be considered to minimize the risk of a bankruptcy petition being filed or, if one is filed, to make the ultimate outcome more pleasant for broadcast station owners and those who have provided financing to them.

First, it is usually advisable for the station owner to share information with the lender if and when bankruptcy appears to be a real possibility. In most cases involving banks and other financial institutions, loan agreements already require the station's owner to provide periodic information on the station's financial affairs. Although clever accounting can sometimes mask problems, that is not always a prudent course. The lender is likely to learn the truth eventually, and foreknowledge may enable (if not encourage) the lender to assist the station owner in a workout that will enhance the station owner's ability to survive the economic downturn. After all, most lenders would prefer decreased payments on debt service over a longer period of time than a bankruptcy that will jeopardize the entire outstanding balance.

Second, to make any decreased debt service more palatable to the lender, consideration should be given to increasing the lender's security for the loan. This is not as easy as it might seem. The Bankruptcy Code can require a lender to disgorge any funds or any security the debtor provides to cover an existing unsecured debt within 90 days prior to the filing of a bankruptcy petition (unless



the lender is deemed to be an "insider," in which case the "reach back" extends to one year prior to the filing of the bankruptcy petition).

Third, in developing a workout strate-

gy, both the owner and the lender should avoid secret agreements that result in undue favoritism for the lender in the payment of station debts. The appearance of favoritism increases the risk of another creditor filing an involuntary petition for bankruptcy, particularly if the other creditor is a second-tier lender concerned about being squeezed out.

Fourth, if it appears that a workout would require a lender to accept risks that it would find unacceptable, both the station and the lender may want to seek out an investor who would be prepared to purchase the note or other debt instrument at a discount, either solely as an investment or as part of a transaction to acquire the station. In an ideal world, of course, no lender wants to accept less than what it loaned to the station owner. But few lenders want to see their debtors in bankruptcy. The filing of the bankruptcy petition will enable the station owner to immediately cease making payments, require the debtor to absorb the cost of lawyers and other professionals needed for the bankruptcy process and generally leave the

lender in doubt as to how much, if anything, it will ultimately collect. Given these risks, it is sometimes more remunerative for a bank or other lender to take a small loss before any bankruptcy petition is filed than to find itself listed as a creditor in a bankruptcy proceeding that could take years to conclude.

Fifth, if drastic and immediate action is necessary, consideration should be given to a universal agreement among creditors that would result in a reduction of each creditor's claim. The station owner could advise each creditor of the imminence of bankruptcy and the need to reduce debt to survive.

Sixth, although a station owner can profit from the guidance of its lender and other creditors, the station owner should never relinquish control of station operations to the lender or any other creditor.

Seventh, if bankruptcy appears unavoidable, it may be useful for the station owner and the lender, as well as other primary creditors, to discuss a reorganization plan that can be proposed to the bankruptcy court. There are sure to be some obstacles in completing this task. A reorganization plan is likely to include a repudiation of

leases and other contracts that are overly burdensome, a result that will obviously antagonize the creditors holding those leases and contracts. Nonetheless, if a reorganization plan can be developed before any bankruptcy petition is filed, less time and cost will be required to complete the bankruptcy process and get the station back on its feet.

The imminence or institution of a bankruptcy petition may seem like the end of the world for any prideful station owner. But, in the immortal words of Yogi Berra, "It ain't over till it's over." With careful planning, some creativity and a little luck, station owners can survive with their business intact and a better sense of how to avoid the pitfalls of bankruptcy. ■

"If bankruptcy looms on the horizon, there are certain measures to minimize the risk and make the outcome more pleasant for station owners and those who have provided financing."



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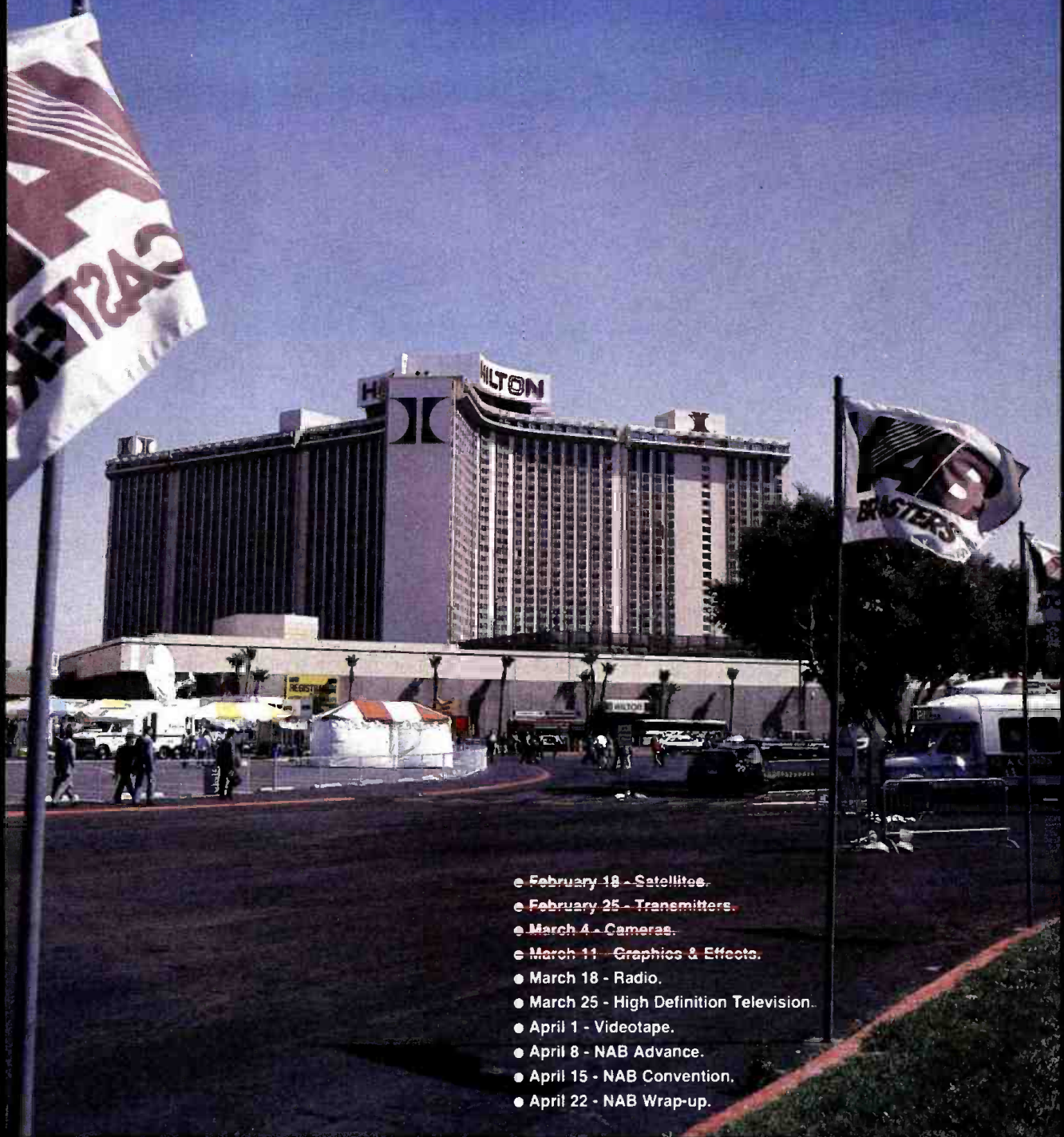
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TOP OF THE WEEK

FIN-SYN LOOMS AS DISASTER FOR NETWORKS

Barrett comes up with turnaround proposal that attracts Marshall and Duggan as second and third votes; Sikes and Quello will oppose

Since arriving at the FCC in September of 1989, FCC Commissioner Andrew Barrett has taken a passive role on most issues before that agency, including reform of the financial interest and syndication rules. No more. Last week he took the point with a plan that attracted an instant majority and seemed to dash the hopes of the television networks' for a solution that would free them from a 21-year bondage.

The networks, which worked hard for repeal or something close to it, were stunned by news of the plan, which leaked from the FCC last Thursday shortly after Barrett circulated it to his colleagues. "This is a salting of the earth," said one network executive. "We would have been better off under the existing rules."

Even before the Barrett proposal is scheduled to come to a vote this Thursday (March 14), the networks were preparing for appeal. There will be petitions for reconsideration at the FCC, said one network source: "One also looks forward to one's day in court."

The plan's major elements:

- It would allow the networks to acquire financial interests in prime time programing, but only if they agree to limit the initial network licensing term to no more than two years. According to FCC sources, the condition is intended to mitigate the undue leverage Barrett and others believe the networks have in their negotiations with outside program producers.

- It would drop all fin-syn restrictions



FCC Commissioner Andrew Barrett, who had kept his counsel on fin-syn for months, took over leadership on the issue with a last-minute proposal that could carry the day.

from non-prime-time programing, but continues to bar networks from first-run syndication and from syndicating off-network prime time programs other than those produced "in-house"—a term redefined to include foreign co-productions.

- The proposal would limit in-house productions (now including foreign co-productions) on the prime time schedule to 40%. Although the networks would be allowed to syndicate in-house shows domestically and internationally, their domestic syndication would be subject to anti-warehousing, anti-affiliate favoritism and reporting "safeguards."

- The new rules would apply to any network that offers at least 11 hours of prime time programing and has 100 affiliates. However, emerging networks would have two years from the day they become subject to the rules—that is, exceed the 11/100 threshold—to divest syndication rights and their affiliates would have two years to comply with

the prime time access rules, which limit the amount of network programing affiliates may carry in prime time.

- The rules contain no sunset, but four-and-a-half years after they go into effect the FCC would be obliged to review them with the purpose of determining whether they should be repealed.

Hollywood interests, for the most part, felt they came out with more than expected and seemed content to live with the plan. "It's not everything the networks wanted," said Jerry Leider, chairman of the Coalition to Preserve the Financial Interest and Syndication Rule. "It's certainly not everything we wanted. But I have a feeling this is a compromise that will be looked at in a couple of years as fair."

Leider expressed some disappointment that the rules did not cap the number of in-house made-for-TV movies and miniseries the networks could put on their schedules, but was pleased that the safeguards on network negotiating leverage and syndication "had some teeth in them."

Independent television stations also looked like winners. "It's certainly better than the staff draft," said David Donovan, vice president, legal and legislative affairs, Association of Independent Television Stations. "We are grateful to those commissioners who have insisted that the legitimate concerns of independent stations be addressed."

Donovan said he remains "troubled" about allowing networks to syndicate their in-house productions. The anti-

warehousing prohibition, even with the "presumption stuff, isn't very helpful," he said.

Speculation mounted late last week that Quello may pull the item from the meeting agenda—a prerogative each commissioner enjoys. Such a move would give all parties a chance to argue the merits of the Barrett proposal with the commissioners and their staff. The FCC's so-called "sunshine" rule prohibits parites from contacting FCC officials the week prior to the vote.

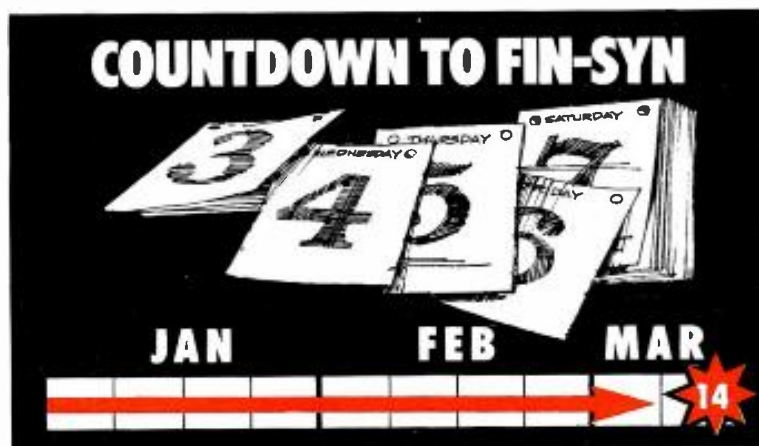
"We are troubled and concerned by reports of a complicated new plan that we have no chance to comment on," said Mark McCarthy, vice president, government affairs, Capital Cities/ABC. "It appears to regulate new areas that the commission has not regulated before. It needs further study and attention. We fear it may have unintended consequences that have not been fully understood and evaluated."

"If true, the proposal represents a cobweb of reregulation, which effectively protects a \$5.5-billion worldwide syndication business controlled by a half dozen foreign and domestic studios from competition with the three most likely U.S. entrants," said Joe Rutledge, NBC's vice president, corporate communications.

According to another network executive, the plan encourages networks and production studios to merge. "It's now the only way to get into the production game," he said. "It encourages network-studio combinations, drives out independent producers and forces production off shore—exactly all the things you would have thought this commission would have been opposed to."

The biggest loser may have been the network that persuaded the FCC to take up fin-syn early last year: Fox. The rules would apply to Fox and force it either to reduce its prime time schedule to fewer than 11 hours or begin weaning itself from the syndication business. "We are doing our best not to react to speculation and press reports," said Preston Padden, senior vice president, affiliate relations, Fox. "We'll react to what the agency does."

The Barrett proposal and its strong prospects for adoption come not only as a bitter disappointment for the networks, but as a surprise. Their hopes of winning significant relaxation of the rules soared when the White House expressed interest in having the rules gutted and the FCC circulated a plan that would have sunset the rules in three years (BROADCASTING, Feb. 25). That plan had the solid backing of FCC Chairman Alfred Sikes and Quello. But they were unable



to find a third vote.

As of last Friday, Commissioners Sherrie Marshall and Ervin Duggan were said to support the new plan, giving Barrett and his plan their needed three-vote majority. Indications were that Sikes and Quello, who favor greater liberalization of the rules, were prepared to dissent in whole or in part.

Marshall stopped short of publicly committing her vote to the proposal. "Barrett came out with a reasonable, thoughtful mid-range proposal that deserves serious consideration," she said.

Duggan took the same tack. "Andy Barrett has made a valuable contribution to the debate," he said. "It's the closest proposal to my favored outcome."

That Marshall and Duggan signed on to the Barrett proposal is no surprise. Both are said to have contributed ideas to it. However, it does represent less protection for Hollywood than either Marshall or Duggan would have liked. Both wanted much tougher safeguards against undue network leverage in program negotiations. Duggan would have preferred to preserve the total ban against networks entering the syndication business.

"This isn't over yet," said Quello. "There might be some give and take on this thing. But whether it's going to be enough to stop me from dissenting is problematical." Quello had no comment on talk of his postponing action on the vote.

As details of his plan dribbled out of the commission, Barrett took off for the Virgin Islands last Friday morning (March 8), where he was expected for the wedding of a friend and was unavailable for comment.

Although the proposal expands the definition of "in-house" to include foreign co-productions, it also toughens it by requiring that domestic in-house shows be wholly owned, financed and

creatively controlled by the networks.

To protect independent stations from networks withholding in-house programs from the syndication market (warehousing), the proposal would require network-syndicators to offer programs within four years of their network debut or within six months of the end of their network run, whichever comes first.

Also for the sake of independents, the proposal prohibits network-syndicators from favoring their owned-and-operated stations and affiliates in the sale of programs. It creates a presumption of favoritism if a networks sells a show to more than 40% of its affiliates and O&O's.

As a final safeguard, the proposal requires networks to produce and put in files at their O&O's semi-annual reports listing in-house productions and foreign co-productions, programs in which they have a financial interest and programs they syndicate or in which they hold the syndication rights.

In an effort to pick up a third vote for the staff's three-year sunset, Quello floated a variant of it early last week. Under it, the networks could acquire financial interest and syndication rights to 50% over four years. After that, the FCC would review what has happened under the 50% cap and decide to retain the cap or eliminate it.

To guard against favoritism by network-syndicators, the Quello plan proposes an open bidding process for off-network programs in syndication.

In backing the regulatory new set of rules, Barrett, Marshall and Duggan are bucking the White House, which, through its Council of Economic Advisers, criticized the rules. But a White House source told BROADCASTING the White House was not currently contemplating getting involved. However, the source added, "we are observing with interest."

—MAJ

TW'S PLAN FOR QUEENS: 150 CHANNELS, 40 OF PPV

Company unveils scheme using combination of coax and fiber to double system's channel capacity with 1 ghz bandwidth

Time Warner gave the state of the art in cable system design a major push forward last week, unveiling plans to double the capacity of its 75-channel system in Queens to 150 channels (an unprecedented 40 channels of PPV) using fiber optics in the system's backbone. The company's current Queens system—with 270,000 subscribers—plans to have the new system pass 10,000 Queens homes by the end of this year. The company said it will double its channel capacity using a combination of coaxial cable and fiber optics capable of achieving a bandwidth of 1 ghz (1,000 mhz).

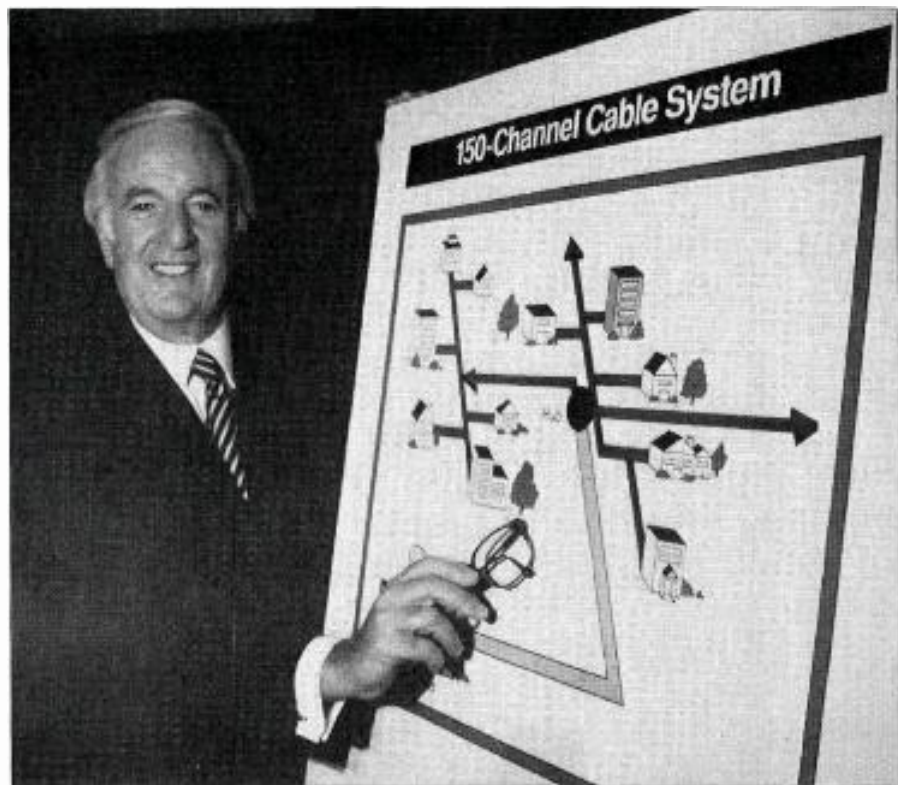
The announcement drew both President and co-Chief Executive Officer Nicholas J. Nicholas and Chairman and co-CEO Steve Ross. Nicholas claimed the system, which is already one of the most state-of-the-art in the country, will be "the world's most advanced cable system."

The existing coaxial cable already is capable of handling 150 channels, said Nicholas. That coax, running the last mile into the home, will remain in place, while fiber will be put into the trunk line. Nicholas said upgrading the Queens system to 150 channels would cost about \$100 per subscriber. The cost of upgrading an average system with 35 channels to 150, as opposed to 75 channels, would have only cost an additional 10% to 20%, he said.

The technology Time Warner is using isn't so new. The fact that coaxial cable is capable of handling 150 channels "is a fact people just haven't been aware of," said Gerald Levin, Time Warner's vice chairman. "We're not creating a new technology. We're just knitting it together differently."

All this is being done without video compression, said Nicholas, although when that happens, the system will be capable of transmitting 600 to 1,200 channels.

With PPV taking up 40 of the new channels, the system will be left with 35 new channels to program, although it has not yet come up with a packaging or pricing scheme. The 40 PPV channels will be allotted to showing 10 PPV titles, allowing each movie staggered start times. That setup has long been the dream of Warner Bros. Pay TV President Ed Bleier and leading PPV disciple



Time Warner Chairman and co-CEO Steven Ross with diagram of 150-channel interactive cable system.

within Time Warner and the industry. The 40 channels is the first step in a major assault on the \$14 billion home video industry. Time Warner would stand to gain both as a cable system operator and movie producer if it cut significantly into that pie.

Time Warner executives say they will have no problem filling the rest of the channels, and emphasized narrowcasting will be the key to the new programming, with more ethnic and local services. Of the 10,000 homes the system will initially pass, Time Warner expects 4,000 to 5,000 subscribers—the current penetration rate is 43%. It hopes to pick up not only existing cable subscribers, but new subscribers with the additional programming. Other features of the system will include interactive programming, such as electronic banking, educational programming and "voice interactivity" with personal computers, utilities and appliances. Said Ross: "They will all be driven by this wire." But the three executives were short on specifics about any of the new programming.

The fact that the top executives were

present and had few specifics on programming caused some observers to wonder if the company had another agenda for making the announcement. Several reasons might exist, including the company's search for equity investment in its cable operations, regulatory activity affecting rate regulation and telco entry, and finally, the fiber optic strategy of the rest of the industry. Ross downplayed any connection between the channel expansion and the regulatory activity, saying the former had "no particular message" for the latter.

According to Gus Hauser, chairman, Hauser Communications, "This is a major demonstration by the cable industry that if it is permitted to proceed and not be interfered with by government regulation, it has the ability to respond to the challenge of the marketplace by providing more and better service."

Nicholas took the opportunity to say a few words about telcos getting into the cable business. He said the telco's twisted copper pair wired directly to the home is incapable of transmitting video, unlike coaxial cable. He said it will cost

the cable industry \$3 billion to \$4 billion to rewire systems for 150 channels, as opposed to a price tag of \$250 billion to \$500 billion for the telcos.

Time Warner has not chosen a manufacturer for the equipment it will need, but is negotiating with several companies and will likely choose more than one, said analyst John Reidy of Smith Barney. Edward Horowitz, senior vice president, Viacom International, said while manufacturers have been working on equipment necessary to go up to 1 ghz for the past year or two (specifically the split band amplifier, which amplifies signal strength and provides two-way communication), no breakthroughs have been announced.

The fiber node, along with the split

band amplifier, is the other new piece of technology playing a significant role. It amplifies and combines optical signals on three fiber lines, and combines them into 1 ghz that is adaptable for the coaxial cable. The fiber node is not a radically new technology, but the idea of combining the fiber node with the amplifier is a new twist. Time Warner is also going to require converters capable of 150 channels, and which offer on-screen channel identification.

Time Warner hopes to expand the enhanced channel capability further into New York City and into its other systems, but gave no specific timetable. It also hopes at some point to have video switches that allow individual programming to be sent to individual homes, said

Jim Chiddix, American Television & Communications, senior vice president, engineering and technology. But, he said, while the fiber optic trunking is made possible by existing revenue possibilities, "most obviously pay-per-view," future enhancements to the system, such as fully-switched video services, will likely be added "step by step," with some of them not arriving until the end of the decade.

Time Warner says it does not want to be the only cable system using the combination of fiber and coaxial to expand channel capacity. "We have not tried to create anything proprietary," said Joe Collins, ATC chairman and CEO, "We want to push the industry to go in the same direction."

-SDM,CF

NBC AFFILIATES AIR CONCERNS IN WASHINGTON

Prime time slippage, FNN buy in wake of network cutbacks, are among concerns expressed following meeting with network officials

Is NBC cutting its budget and jobs to finance its forays into the cable business? And if so, given the declines the network has suffered in various day-parts recently, is the company taking its eye too far off the core network business?

Those were some of the tough questions that NBC station affiliate executives posed to network officials at an affiliate meeting in Washington two weeks ago. Affiliates also expressed concern about the network's continuing slide in prime time, and said they were very unimpressed with what a number of executives at the meeting described as a lackluster presentation by NBC Entertainment President Warren Littlefield. The presentation, they said, seemed to provide few clues as to the network's strategy for improving the situation.

Reaction to NBC News President Michael Gartner's presentation was mixed. He drew criticism from some affiliates who suggested the news division seemed content with *Today's* second-place performance. Affiliates also expressed anger at the network's insistent promotion of *NBC Nightly News'* expanded edition for coverage of the Gulf War at a time when many stations could not carry it due to commitments to carry syndicated programming in prime access.

Bob Smith, executive vice president and general manager, WCYB-TV Bristol, Va., and a member of the NBC affiliate

board of governors, said the atmosphere of the meeting was tainted perhaps by the current poor business climate for both stations and networks. "Given that scenario, the words were a little sharper than they normally would have been," he said.

As it happened, the meeting convened the day that FNN accepted NBC's bid to buy the beleaguered financial news service. "As both an affiliate and a member of the affiliate board, I'm concerned when NBC was putting out over \$100 million to add FNN to CNBC, and at the same time is talking about affiliate compensation cuts and NBC network reductions," said Smith. "It raises the question, are they paying attention to the core network business?"

In response, one high-level network executive countered that the FNN bid was a "relatively modest amount" that will hopefully foster an alternative revenue stream. "Affiliates in diversified companies know how this works," the executive said. "You don't make an acquisition on the cable side and not buy an access show for 7:30 p.m."

Smith and other affiliates were critical of Littlefield's presentation, which a network source said was intentionally pared of all "bells and whistles" to save money. The only visual Littlefield used was a black and white overhead projector, which indicated what daypart the entertainment president was talking

about. "I wouldn't want our sales people going out on the street with anything that looked liked that," said Smith.

Others said a lot of concern was expressed when Littlefield said the network would be doing a lot of experimenting with new shows and time period switches this spring. "A lot of us feel that strategy hurt us badly in the May book last year," said one affiliate source. "Things were moved around so much the audience couldn't find the shows." Littlefield responded, sources said, that the network would make an effort to have the scheduling moves completed several weeks prior to the start of the May book.

Several affiliates said a highlight of the meeting was a videotape in which Brandon Tartikoff, chairman, NBC Entertainment Group, reported he was back at work full time and was committed to doing what has to be done to strengthen the network's position. "That allayed some of the concerns," said one station executive in attendance.

"Nobody is suggesting anything negative about Warren. But when he was named entertainment president, everybody was pretty well assured that Brandon would still be a major player, that Warren would not just be thrown in there to sink or swim on his own. People believe in Brandon and what he has accomplished over the years," he added.

-SM

THREE-NETWORK, FOURTH-QUARTER SALES DIP 3%; GAIN FOR YEAR

*For full year, networks
record total net revenue
gain of 3% over 1989*

Combined revenue for the ABC, CBS and NBC television networks declined roughly 3% in the last quarter of 1990, the outcome of a disastrous scatter market wiping out earlier upfront gains made on a majority of the inventory. Declines occurred in all day-parts, except for daytime and early morning. The network revenue results were provided to BROADCASTING by the Broadcast Cable Financial Management Association, based on unaudited network submissions to the accounting firm Ernst & Young.

For the full year, the three networks managed a total net revenue gain of 3%, half of the estimated nominal increase in GNP. Much of 1990 inventory was sold in a strong 1989 upfront market. All dayparts had 1990 revenue increases, except for late night, which suffered by comparison with 1989 due to the absence of *The Pat Sajak Show*, inroads by the syndicated *Arsenio Hall Show* and the reclassification of some CBS inventory to news with the introduction last October of *America Tonight*.

Prime time also lost some inventory to news because of *Prime Time Live*, which began airing in the fall of 1989, although at NBC there were fewer hours of prime time preempted by Connie Chung specials in 1990 than there were in 1989.

Prime time may have been artificially stronger because of less preemption from baseball and because inventory in prime time increased on all three networks compared to 1989.

The fourth-quarter results benefitted by having two extra days (one each on ABC and NBC) compared to 1989, while full-year results benefitted by having one extra fiscal day on ABC. Network results were hurt earlier in the year by a reported decline in people-using-television (BROADCASTING, Aug. 6, 1990), forcing the networks to provide extra makegoods.

-GF

4th quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
Fourth quarter '89	\$6,008	\$0	\$0	\$461	\$0	\$2,941	\$0	\$9,410
Fourth quarter '90	3,359	0	0	380	0	3,079	0	6,818
% change	-44.09%	NA	NA	-17.57%	NA	4.69%	NA	-27.55%
All other gross revenue from time sales								
Fourth quarter '89	1,140,227	104,840	73,703	293,001	68,277	649,052	229,506	2,558,606*
Fourth quarter '90	1,101,886	94,832	75,674	295,146	65,280	643,137	210,694	2,486,649*
% change	-3.36	-9.55	2.67	0.73	-4.39	-0.91	-8.20	-2.81
Total gross revenue from time sales								
Fourth quarter '89	1,146,235	104,840	73,703	293,462	68,277	651,993	229,506	2,568,016
Fourth quarter '90	1,105,245	94,832	75,674	295,526	65,280	646,216	210,694	2,493,467
% change	-3.58	-9.55	2.67	0.70	-4.39	-0.89	-8.20	-2.90
Less advertising agency commissions								
Fourth quarter '89	171,988	15,725	11,054	43,962	10,242	97,423	34,426	384,820
Fourth quarter '90	165,787	14,482	11,349	44,271	9,792	96,490	31,349	373,520
% change	-3.61	-7.90	2.67	0.70	-4.39	-0.96	-8.94	-2.94
Total net revenue from time sales								
Fourth quarter '89	974,247	89,115	62,649	249,500	58,035	554,570	195,080	2,183,196
Fourth quarter '90	939,458	80,350	64,325	251,255	55,488	549,726	179,345	2,119,947**
% change	-3.57	-9.84	2.68	0.70	-4.39	-0.87	-8.07	-2.90

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
Full year '89	\$24,771	\$0	\$0	\$961	\$0	\$16,934	\$0	\$42,666
Full year '90	22,852	0	0	855	181	6,062	0	29,950
% change	-7.75%	NA	NA	-11.03%	NA	-64.20%	NA	-29.80%
All other gross revenue from time sales								
Full year '89	4,276,548	409,287	244,854	1,019,516	166,204	1,532,293	805,820	8,455,132*
Full year '90	4,402,262	374,184	268,389	1,040,121	171,739	1,620,561	843,313	8,720,569*
% change	2.94	-8.58	9.61	2.02	3.33	5.72	4.65	3.14
Total gross revenue from time sales								
Full year '89	4,301,319	409,287	244,854	1,020,477	166,204	1,549,837	805,820	8,497,798
Full year '90	4,425,114	374,184	268,389	1,040,976	171,920	1,626,623	843,313	8,750,519
% change	2.88	-8.58	9.61	2.01	3.44	4.95	4.65	2.97
Less advertising agency commissions								
Full year '89	645,250	61,391	36,728	152,948	24,931	230,968	120,875	1,273,091
Full year '90	663,763	56,386	40,258	156,018	25,788	243,130	126,242	1,311,585
% change	2.87	-8.15	9.61	2.01	3.44	5.27	4.44	3.02
Total net revenue from time sales								
Full year '89	3,656,069	347,896	208,126	867,529	141,273	1,318,869	684,945	7,224,707
Full year '90	3,761,351	317,798	228,131	884,958	146,132	1,383,493	717,071	7,438,934**
% change	2.88	-8.65	9.61	2.01	3.44	4.90	4.69	2.97

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

1991 KIDS' UPFRONT: NO CHILD'S PLAY

Number of variables could affect performance of this year's market

A new limit on advertising inventory, declining network ratings and continuing questions about their methodology, the growth of cable and consolidation of syndicated programming promise to make this year's children's television upfront market negotiations memorable. Whether all these factors will have a positive or a negative effect will be determined over the next few weeks when the market breaks.

The new legislation on children's television, signed into law last year, limits per-hour commercial matter on cable and broadcast TV to 10½ minutes on weekends and 12 minutes on weekdays. This does not mean that all the program distributors will feel the sting of reduced inventory. ABC, CBS and NBC will each lose 5%, or one minute, of their Saturday morning inventory, leaving them with 9½ minutes to sell. The re-

maining minute is left for affiliates.

Not all syndicators of children's programming have set universal guidelines for how much time they will keep and how much will be left for stations. The more powerful syndicators with top-rated programming are said to be keeping all their spots and forcing the stations to cut inventory. Other syndicators that don't have as much leverage are negotiating with stations and working out compromises similar to the networks.

In addition to tighter inventory caused by regulation, network advertisers will have available to them fewer measured gross ratings points because of declining ratings. According to Nielsen, three-network ratings for children 2-11 and 6-11 this year through Feb. 18 are down about 15%. ABC ratings are down 20%, NBC by more than 25%, while CBS, powered by the strength of *Teenage Mu-*

tant Ninja Turtles, is up by 7%. The networks, syndicators and cable all claim that Nielsen underreports children's viewing by as much as 35%.

Last year, the three networks took in roughly \$160 million in net revenue in the children's upfront. While the total numbers are not expected to change this year, the distribution is. CBS is expected to increase its take at the expense of the other networks. NBC is said to be tinkering with its programming strategy and will try to go after the so-called "twens" market of pre-teenagers and young teenagers.

"Clearly we won't write the volume we did last year," said ABC's John Shanley Jr., vice president, daytime sales, ABC Television Network, adding that *Teenage Mutant Ninja Turtles* "won't be overcome in one year."

Shanley does not expect the money in the market to decrease. Said Shanley: "It does not take much money to swing this market in large directions. The recession does not matter; your kids still eat cereal in the morning."

But many toys are more expensive and that might explain why 1990 holiday sales were, said one analyst, the worst in over a decade. Toy manufacturers, the largest children's television advertiser, also underwent a major consolidation, which by one estimate has eliminated 75% of the independent companies. That trend is continuing, with the largest manufacturer, Hasbro, in the process of buying Tonka.

Not only have mergers increased the surviving toy companies' ad budget clout, but several, such as Tyco, have relatively high debt levels, none of which is presumably good for the TV networks or other media.

Reports from the recent Toy Fair in New York suggested that there were not many new items being offered; instead, the industry was said to be relying on brand extensions. Also, the practice of linking toys with established characters from television and films appears to be continuing, and perhaps growing. As an example, Mattel and Disney recently announced an agreement to develop toys based on upcoming Disney films. Whether such toys would require the same amount of image building using television as entirely new items may be a factor.

In addition to toys, major children's advertisers include soft drink manufac-

INTV MULLS PROPOSAL TO SCRAP SCREENINGS

Syndicators have made a proposal that would, in effect, pay the Association of Independent Television Stations not to have exhibitor suites at future conventions. Last week, INTV President Jim Hedlund said the association would consider the proposal, but probably not before the 1993 convention.

The proposal emerged from a March 1 meeting in Los Angeles with INTV officials and distributors. Hedlund dismissed some reports that INTV was interested in a merger of its convention with that of NATPE. Instead, Hedlund said, INTV would consider a proposal whereby syndicators might pay an additional exhibit fee for the NATPE show, which would be used to pay INTV not to hold the screening sessions at its own convention.

In the past, some distributors have complained about the screening fees INTV charges (up to \$6,000 per hotel suite by some distributors' estimates), and with registration at last January's conference falling below 1,000 people, the pressure is on to eliminate screening altogether, distributor sources said.

Hedlund said the Washington-based INTV "does not want to rule out" eliminating screening hours, but is "rock solid" about maintaining its own future conventions as a forum to discuss issues.

"Basically, all I said is that we would consider eliminating screening," Hedlund reiterated. "It was proposed by the distributors that they would be willing to pay an extra per-square-foot charge on exhibit space at NATPE, with a small percentage of that revenue going to INTV to cover what we net from screening hours. We're still mulling the idea here, and I haven't even talked to NATPE officials, yet."

Contacted last week, NATPE International's president and CEO, Phil Corvo, confirmed that to his knowledge, INTV was not interested in a convention merger. He also said NATPE officials had not received a call from Hedlund asking NATPE about the screening buyout proposal.

"NATPE is always open to any suggestion that would make life easier for members and exhibitors," Corvo said. "All of the [earlier] discussions [about convention or exhibit floor mergers] have emanated from distributors, and we have never been opposed to a merger of conventions. However, I would be opposed to merging on an on-and-off basis because of the administrative problems it would cause. At this point, I am not all that interested in a single-year deal."

-MF

turers, fast food restaurants, cereal producers, sneaker manufacturers and computer software manufacturers. One category—video game manufacturers—may have peaked, while some other categories, such as children's videos or clothing, may be on the increase.

One major packaged goods advertiser said that he sees advertising dollars "fairly flat" in his category. "However," he added, "the inventory is going to shrink; NBC is talking about redirection; syndication has concentrated tremendously over the last year leaving fewer suppliers to play off one another." With those three factors, even a flat market is going to experience significant

cost increases and I would not be surprised to see CPM's increase by 8%," the advertiser said.

In the syndicated market, last year's upfront for children's programming was about \$170 million, a figure some syndicator sales executives say could grow to \$200 million.

Syndicators, as Dan Cosgrove, Group W's senior vice president, media sales, put it, are looking for "the mother of all kid's upfronts." At least for those with powerful programming such as Group W's *Teenage Mutant Ninja Turtles*, Warner's *Tiny Toon Adventures* and Buena Vista's *Disney Afternoon* featuring *Chip 'N Dales Rescue Rangers*, *Duck Tales* and

Tail Spin. The rest of the children's programming syndicators may have to hope that those three sell out their inventory and lead advertisers elsewhere.

The amount of inventory sold in the upfront differs by program supplier. Syndicators and cable, while having more inventory to sell, tend to sell less than the networks during upfront. Meeting guarantees, although important in any market, is especially crucial for advertisers reaching children because many need to advertise in the fourth quarter during the holiday season. With that in mind, more inventory is left over to make sure that all advertisers are satisfied.

—J.G.

SHOWDOWN IN HOUSE OVER CABLE LEGISLATION

White House urges Republicans to oppose rereg bill

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and the subcommittee's Republicans are at loggerheads over legislation that would impose severe regulatory restrictions on the cable industry. Markey and John Dingell (D-Mich.), chairman of the parent Commerce Committee, introduced a cable reregulation bill last week but the Republicans are balking and their opposition could hamper its passage.

The rift between Markey and the Republicans may work to cable's advantage. It will at least buy the industry more time as it works to convince the Hill that the FCC can address consumer complaints about cable rates and service through its effective competition proceeding. The National Cable Television Association said it will oppose any legislation reregulating the industry. NCTA President Jim Mooney's reaction to the Markey-Dingell bill was that "it was expected."

The Republican position is the direct result of an intensive campaign by the administration to scuttle any Hill efforts to reregulate cable. Senior administration officials convened a special meeting with the subcommittee's Republican members on the same day Markey introduced the bill. They urged the lawmakers not to support the measure and to "stand with the President," said a source at the meeting.

The new bill is virtually identical to last year's, which President Bush threatened to veto if it passed the Senate. The administration believes competition will solve consumers' problems with cable,

not reregulation. It has also suggested that Congress consider removing the barriers to telco entry as an alternative to reregulation.

Markey and Matthew Rinaldo of New Jersey, the subcommittee's ranking Republican, co-authored last year's measure, which passed each time by a unanimous voice vote in the subcommittee, Commerce Committee and full House.

But this time, Rinaldo did not sign on. Furthermore, a Hill aide said the Republicans would not support any cable legislation unless it "removes the barriers to competition." Moreover, it seems the White House has made clear that its call for competition does not just mean permitting the phone companies to compete with cable. Rather, the administration is advocating policy that would encourage competition from telcos, DBS and any other alternative delivery sources.

Representing the administration were Gary Andres from the White House office of legislative affairs, Richard Schmalensee, member of the Council of Economic Advisers, and Janet Hale with the Office of Management and Budget. According to a source at the meeting, they suggested to the Republicans, who hold 10 votes on the subcommittee and 16 votes on Commerce, that if they "hang together as a block," they'll have more leverage to dictate the specifics in a bill.

Norman Lent of New York, the senior Republican on the Commerce Committee, also attended the meeting with administration officials. It is believed the White House feels that none of the members will break ranks with the President

on this issue. Several letters were sent last year to Capitol Hill along with a veto statement from OMB as the cable bill progressed through both chambers. However, the letters seemed to have little impact in the House, and the administration wants to make sure that does not happen again.

Markey is well aware of the predicament he faces. Some Hill insiders say that without a consensus, a cable bill will never get out of the Commerce Committee. Both Dingell and Markey do not want the bill to become a partisan issue. "It is rare that legislation will move forward on a partisan basis," said one source.

Nevertheless, a Markey spokesman said the bill's introduction signals that both Dingell and Markey are "committed to passing a cable bill this session."

Nor did the spokesman feel the Republicans had foreclosed their support. "We are seeking bipartisan support," he said.

Like last year's measure, the new cable bill is aimed at holding down the price of cable TV and encouraging competition in the delivery of cable programming to consumers. It would require the commission to set a cap on the rates for "basic" service tiers, which would be restricted to broadcast signals, public access channels and nonprofit public affairs networks such as C-SPAN.

Upon complaints from state or local authorities, the FCC could take action against cable operators that levy rate increases it deems "unreasonable and abusive," for nonbasic cable services such

as CNN, ESPN and MTV. Pay and pay-view services are exempt from regulatory oversight.

And it prohibits vertically integrated cable programmers from "unreasonably refusing" to negotiate distribution deals with any multichannel video providers (wireless cable operators, satellite broadcasters, SMATV operators). The prohibition would sunset in nine years,

Programers could still strike exclusive distribution deals as long as the deals do not "significantly impede competition."

Under Markey's measure, cable operators would have to carry local broadcast signals that meet specific criteria, and it protects broadcasters from having their signals moved from one channel position to another.

Among the few changes in this new

version is a stronger consumer protection provision that will enable state and local authorities to enforce generic consumer protection laws. Furthermore, the bill includes a new definition of "special format and minority stations" that would result in the Home Shopping Network no longer being eligible for must carry. Last year language was added to give HSN stations must carry status. —KM

PRIME, SPORTSCHANNEL MERGER TALKS PROGRESS

Operations in San Francisco, possibly Florida, would be combined; TCI could take greater stake in others' services, including Bravo

The on-again, off-again merger talks between Prime Network and SportsChannel are not only back on, but definitive progress appears to be being made.

The current scenario, said sources, involves the regional sports services and Rainbow Programing Holdings Inc., the Cablevision-NBC-owned umbrella for SCA and its regionals, American Movie Classics and Bravo.

The first part has TCI's Liberty Media and SportsChannel merging their regional networks in the San Francisco Bay area, and possibly in Florida as well. The second piece of the puzzle has TCI buying a stake in other SportsChannel regionals, the likeliest being SportsChannel Chicago, where TCI is a dominant operator and where one source said new contract talks between TCI and SportsChannel are under way. The deal would also have TCI increasing its investment in Rainbow, possibly purchasing a stake in Bravo, and/or expanding its 50% ownership of AMC (either partner has the right of first refusal if the other party wants to sell). All of this, if it goes through, would be a likely precursor to a larger deal involving a merger of the Prime and SCA national services.

(John Goddard, president of Viacom Cable, confirmed the Bay Area talks, saying "there have been discussions" about merging the two services, adding that under one scenario Viacom would cease to be an owner of Pacific Sports Network with TCI. Goddard said Viacom intends to remain owner of the Seattle-based Prime Sports Northwest with TCI.)

The overall deal, however, still faces many hurdles (it's not the first time the parties have been around the track together) and could take several months to complete. One reported stumbling block is SportsChannel's insistence that TCI

affiliate with the merged Bay Area service and provide SportsChannel a guaranteed payment based on TCI's entire basic universe. TCI and SportsChannel have been far apart on guaranteed payments since day one.

Another problem could be lack of enthusiasm for a merger from Prime's minority owners, Bill Daniels and Group W, as well as from standalone regional services, such as Madison Square Garden, which carry Prime programming.

Daniels owns 80% of Prime Ticket (four million subscribers), which holds a significant market edge over SportsChannel Los Angeles, a pay service with 130,000 subscribers. Observers say Daniels may feel no pressure to merge in Los Angeles because of the upper hand he holds.

A merger may also force Daniels and Group W to dilute their ownership in Prime's parent, Affiliated Regional Communications. There is also the matter of whether Group W Sports Marketing, which handles ad sales for Prime's owned networks and other affiliates, would be integrated with SportsChannel's ad sales arm, Cable Networks Inc. Problems could also creep up for Group W in representing MSG while it has a stake in its competitor, SportsChannel New York.

But it's unclear if ARC's other owners could prevent Liberty, which owns 54.4% of ARC, from consummating a merger. Although Group W's interest could be diluted, it has options to increase its ARC ownership, which would likely come about if John McMullen, owner of the Houston Astros, is successful in selling the Astros and his interest in ARC.

A merger would also require approval of the sports teams. In San Francisco, SCBA (Giants and A's) is a pay service, while PSN (NBA's Golden State War-

riors) is on basic. However, Goddard said the Warriors contract calls for the team to move to a pay tier next season, which would indicate that the merged entity would likely be a pay service in some form. In Florida, both networks are on basic, and in each case, both services could continue to operate separately until rights contracts are ironed out.

The demise of Sky Cable, the announcement of which blew apart the last merger talks early last year, and the red ink on both sides, has helped bring both parties back to the table. At the top of Cablevision's agenda these days is paring down its debt and mitigating losses. It has relinquished its 49.5% stake in CNBC (pending CNBC's purchase of FNN) and it is unclear what it is getting from NBC in return. The possibility exists that NBC would transfer the rest of its holdings in Rainbow back to Cablevision. NBC would not comment on what its actions will be, except to say, according to a spokesman: "We are steered by our sense of what will best enhance our position in the cable industry." Cablevision also merged its court channel with Time Warner's, giving up control in the process. The balance sheet of the newly spunoff Liberty shows pro forma operating losses of \$13 million for the first nine months of 1990; reaction from Wall Street has been less than enthusiastic.

A national merger of Prime and SportsChannel would give the surviving entity a better shot at making money on a National Hockey League package (SCA's contract expires in June), not to mention posing a formidable rights competitor to ESPN. Mergers of adjacent Liberty-SportsChannels, such as SportsChannel Ohio (Cleveland) and KBL (Pittsburgh), and SportsChannel Cincinnati and Prime Sports Midwest (Indianapolis), would also be possible. —SDM,MS

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SPECIAL REPORT

BASEBALL 1991

SEARCHING FOR DIAMOND SUCCESS IN ROUGH TIMES



The total cost of bringing Major League Baseball to audiences across the nation in 1991 will rise less than one percent above last season's record \$612 million. Three national rightsholders and 75 local rightsholders hope revenues will rise more than that. CBS will again pay the league about \$250 million, and ESPN will pay \$100 million, for network TV rights in the second year of concurrent 1990-93 deals. CBS Radio, also entering the second of four years, will pay \$12.5 million, bringing the national total to approximately the same \$363 million paid in 1990. On the local side, 11 renewed rights contracts and three new ones are expected to raise last year's \$250 million total local fees by only several million dollars, bringing MLB revenue from TV and radio to approximately \$615 million. For now, home team ball remains a moneymaker; for the networks, only the season will tell.

CBS and ESPN, which in 1990 lost an estimated \$55 million and \$20 million, respectively, on MLB are open to suggestion as they face what many foresee as a persistent advertising slump.

Executives at both CBS Sports and ESPN said they have been working closely with MLB to develop marketing strategies for the upcoming season, although neither would elaborate on such plans. MLB and the networks have

worked out an unspecified strategy which is expected to "raise the value" of the package, according to David Alworth, director of broadcasting for the league, with results expected by early April. In 1991, CBS will spend approximately \$250 million for MLB rights fees. ESPN will pay about \$100 million.

"There is nothing like a softening of the marketplace to make business partners look to each other, saying: 'What can we do together to improve the prod-

uct and maximize return,'" said Alworth. CBS paid \$1.1 billion for its four-year 1990-93 MLB deal, which includes all post-season games; ESPN spent \$400 million on its own MLB package. Both networks are entering the second year of four-year deals with the league.

Despite earlier speculation that MLB might offer CBS Sports additional games to make up for any of last year's shortcomings, Jeremy Handelman, vice

CBS'S STARTING LINEUP

CBS Radio Networks is entering the second year of a four-year, \$50 million deal with Major League Baseball (BROADCASTING, March 13, 1989). Dick Silipigni, vice president of sales, CBS Radio Networks, is looking for a "5% to 8%" growth in sales this year over 1990. "It is still too early to tell," he said. "We will have a better handle on the market in about a month." However, he sees signs already that the swift completion of the Persian Gulf War is improving marketplace conditions. "It is a very competitive marketplace," he said, "but we are looking for an improvement over last year." The CBS package includes coverage of 52 games broadcast over 26 weeks, the "Games of the Week," one National League and one American League contest; the All Star game; the League Championship series; the World Series; 20 weeks of "Sunday Night Baseball"; Opening Day, Memorial Day, Fourth of July and Labor Day broadcasts; four midweek pennant race contests; "Inside Pitch," a sports talk show hosted by Jim (Catfish) Hunter, and CBS Hispanic Radio Network broadcasts of the All Star game, League Championship and World Series.

Special programming produced by CBS includes: "Home Town Inning;" live coverage of the Baseball Hall of Fame induction ceremonies; special broadcasts preceding the All Star Game and games one and three of the World Series, in both English and Spanish, and a 15-part 1991 baseball preview, anchored by John Rooney, beginning March 28 and leading up to opening day. The network estimates that it reaches 7 million listeners with its regular season broadcasts and 50 million with its World Series broadcasts.

president of programming for the network, said this year's schedule will once again feature 16 total exposures (some for two games) in the regular season.

Unlike last season, however, the scheduling of the 16 mostly Saturday afternoon appearances on CBS will be more evenly distributed throughout the season. CBS Sports last year had more scheduling obstacles in its mix, such as NBA games and golf events, which caused a gap in its MLB schedule from late April through the middle of June. There will also be games on each of the four weekends leading into the post-season, said Handelman, which he said would allow for more continuity into the championship games.

CBS Sports this year will also have more flexibility with its schedule, said Handelman, specifically in its ability to change games within the Saturday schedule. Greater flexibility and an improved dialogue between MLB and the networks were both largely the result of shortcomings during the last season, he said.

CBS was unsuccessful, however, in seeking a cash reduction in its deal with the MLB, following a 1990 season hit by the one-two punch of a soft advertising environment and a post-season that resulted in only 14 of a potential 21 games.

"It's no secret that last year we ran into a very tough marketplace, but I think things are getting back on track," said Handelman. The CBS Sports exec-

utive said it was premature to speculate on advertising sales versus last year because the baseball selling season only started in late February.

ESPN president and CEO Steven M. Bornstein said a lot of advertising budgets in recent weeks have been held back while agencies have awaited the outcome of the Persian Gulf War.

"Having the war has put us behind where we were a year ago," said Bornstein. But ambitious consumer marketing efforts, he said, are likely to contribute to a successful season of baseball on ESPN.

"I think baseball sales are going to be whatever the marketplace is," said Larry Novenster, vice president, supervisor and manager of national sports franchises, BBDO. "Since the marketplace is weak, I think baseball sales will follow suit."

Louis Schultz, executive vice president, director of media services, Lintas: USA, said he expected heavy discounting on this year's network baseball packages because of what he envisions as a continuing soft marketplace. Schultz added, however, that CBS might not be hurt in the long run because regular season games are already priced low and the network has plenty of time to react to a soft post-season marketplace.

"It's definitely going to be a buyer's market in baseball," said Schultz.

ESPN sponsors in 1991 will include General Mills, Domino's Pizza, Anheuser-Busch, Subaru and others. Along

with returning long-term deals with automobile sponsors General Motors and Toyota, CBS Sports has already lined up a number of advertisers which includes just completed major packages with American Gas Association, AT&T and Nike.

Technically, MLB games on ESPN this season will feature a more "newsy" approach, according to Bornstein, with more electronic cut-ins to keep audiences abreast of simultaneous games in the 11 other parks nationally. He said audience feedback from the first season indicated that such news cut-ins would gather more viewership. CBS Sports would not be implementing such a "newsy" approach, said Handelman, because there are fewer games on Saturday afternoons than there are during the ESPN games on Sunday evenings.

As for commentators, all CBS Sports talent for MLB coverage will be returning from last season, including the primary sportscasting team of Jack Buck and Tim McCarver. Leading commentators for ESPN's 1991 MLB games will continue to be Jon Miller (play-by-play) and Joe Morgan (analysis) for Sunday night telecasts. Former pitcher Jerry Reuss will make his baseball debut on ESPN this year, where he will join Chris Berman for late Tuesday night games. All other MLB commentators for ESPN will be returning except Norm Hitzges and Dave Marsh.

Major League Baseball on CBS this year will launch on April 20 at 1 p.m. ET with a split-national broadcast featuring the New York Mets at the Montreal Expos and the Detroit Tigers at the Chicago White Sox. CBS coverage will include the July 9 prime time All-Star Game from Toronto and once again will culminate in exclusive post-season coverage.

ESPN coverage of the MLB this year begins with a March 17 spring training game—the first of six spring training telecasts—between the Oakland A's and the San Francisco Giants. The regular season schedule, which will include at least 168 games (the contract allows for ESPN to telecast up to 175 games), begins with an April 8 Opening Day double header: The Houston Astros at the Cincinnati Reds and the Milwaukee Brewers at the Texas Rangers.

ESPN's Sunday night telecast schedule, which will feature 25 games from 24 different ballparks, kicks off April 14 with the Seattle Mariners at the Oakland A's. With the exception of its Sunday night schedule, ESPN selects the majority of its games on a weekly basis. —RB

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LOCAL BASEBALL: 'BEST SHOW IN TOWN'

As advertisers come late, but come, to 1991 commitments, rightsholders maintain confidence in value of solid half-year programing vehicle

Thanks to its uniquely local value and predictable six-month annual run, home town Major League Baseball remains, in the words of KPLR-TV St. Louis President Ted Koplar, "the best show in town" for independent television stations, AM radio stations and regional cable sports services alike.

If not entirely recession-proof, individual MLB team schedules will again give outlets a market identity and a programing vehicle that most sources said is drawing advertisers this winter on or not far behind last year's pace.

But, say rightsholders, consistently high ratings and in-season cable subscriber surges for cable regionals also mean that competition in each market to

gain or retain a professional baseball identity will continue to push fees up for the foreseeable future—albeit more modestly than during the 1980's, when rights often jumped more than 15% with each new multiyear contract.

In 1990, the 26 major league teams together earned approximately \$250 million total from local radio, broadcast TV and cable TV rightsholders—up 62% from the \$153.7 million earned only three years earlier. In 1991, however, that figure is expected to rise by no more than several million dollars—about one percent above 1990—as the great majority of 75 local MLB outlets stand pat with multiyear agreements.

All told, 14 new contracts begin this

season, 13 of those renewals: six with TV broadcasters, four with radio and one with cable (see below). Only three teams enter the coming season with new rightsholders (all three on the radio side). Sources said the 14 contracts have increased an average 5%-10% (\$100,000 to \$200,000 each) above the average \$2.03 million each pays per season, comprising no more than a \$2.8 million total increase.

Rights and revenue

For several years, said Doug Moss, senior vice president of advertising and sales for Madison Square Garden Net-

Baseball 1991 continues on page 68.

WHO'S AT BAT AROUND THE LEAGUES



AMERICAN LEAGUE EAST

Team	TV originator	Radio originator	Regional cable
Baltimore Orioles	WMAR-TV*	WBAL(AM)*	Home Team Sports
Boston Red Sox	WSBK-TV	WRKO(AM)	New Eng. Sports Net.
Cleveland Indians	WUAB-TV	WWWE(AM)	SportsChannel
Detroit Tigers	WDIV(TV)	WJR(AM)*	Pro Am Sports*
Milwaukee Brewers	WCGV-TV	WTMJ(AM)	none
New York Yankees	WPIX(TV)	WABC(AM)	Mad. Sq. Garden Net.
Toronto Blue Jays	CTV*	CJCL(AM)	The Sports Network



AMERICAN LEAGUE WEST

Team	TV originator	Radio originator	Regional cable
California Angels	KTLA-TV	KMPC(AM)*	SportsChannel
Chicago White Sox	WGN-TV	WMAQ(AM)	SportsChannel
Kansas City Royals	WDAF-TV	WIBW	none
Seattle Mariners	KSTW(TV)	KIRO(AM)	none
Minnesota Twins	WCCO-TV and KITN(TV)	WCCO(AM)	Midwest Sports Channel
Texas Rangers	KTVT(TV)	WBAP(AM)	Home Sports Ent.
Oakland Athletics	KPIX-TV and KICU-TV	KSFO(AM)	SportsChannel



NATIONAL LEAGUE EAST

Chicago Cubs	WGN-TV	WGN(AM)	none
Montreal Expos	CTV*	CFCF(AM)**	The Sports Network
New York Mets	WWOR(TV)	WFAN(AM)	SportsChannel
Philadelphia Phillies	WTXF-TV	WOGL(FM)**	Prism, SportsChannel
Pittsburgh Pirates	KDKA-TV*	KDKA(AM)*	KBL Entertainment Net.
St. Louis Cardinals	KPLR-TV*	KMOX(AM)	none



NATIONAL LEAGUE WEST

Atlanta Braves	WTBS(TV)	WSB(AM)	SportSouth
Cincinnati Reds	WLWT(TV)*	WLW(AM)	SportsChannel
Houston Astros	KTXH(TV)	KPRC(AM)**	Home Sports Ent.
Los Angeles Dodgers	KTTV(TV)	KABC(AM)	SportsChannel
San Diego Padres	KISU-TV	KFMB(AM)	Cox Cable
San Francisco Giants	KTVU(TV)	KNBR(AM)	SportsChannel

* Renewed contract in 1991.

** New contract in 1991.

AT LARGE

DAB THE FUTURE ACCORDING TO ABEL



The National Association of Broadcasters has become the leading advocate for terrestrial digital audio broadcasting (DAB), a technology envisioned to completely replace AM and FM decades in the future. NAB Executive Vice President John Abel has been the most audible messenger of the DAB word, spending the past 14 months describing the potential benefits of a more spectrum-efficient, compact disk-quality service to the NAB board and the radio industry in general.

Compact disks, digital audio tape and digital audio cable services have already raised the consumer's expectations, Abel says. At the same time, "interference has literally killed AM" and is beginning to seriously impair FM. Broadcasters must have a plan now, says Abel. NAB's plan: Establish DAB on broadcasters' terms; make the case for terrestrial over satellite delivery of DAB before the FCC; secure adequate spectrum space for all current AM and FM stations to operate digital channels; push for the approval of technical DAB standards at the FCC, and, as Abel advocates: grab control and march forward.

If we're reading you right, you reported that within the next 10 or 20 years, we may have an entirely different radio system in this country and the NAB is ready to go for that at this moment. Is DAB real and will it be a reality in American broadcasting?

The first point that I made at the radio operators conference meeting is that DAB is real—those very words. And I base that on a couple of different approaches, but, certainly one is to contrast [DAB] with HDTV. The viewing public has no experience with HDTV; they didn't in 1985 when we first showed it at the NAB convention; they didn't in 1987 when we

had a demonstration here. They still don't in 1991.

Contrast that with digital audio technology introduced in 1982: 25% of households have a compact disk player now; store owners can't keep [digital audio tape recorders] on the shelves; all of the HDTV systems that are posted for testing at the test center are proposing compact disk quality audio; three cable services have digital-quality audio.

The consumer is being surrounded with digital audio. Digital audio technology sells; digital audio technology is here. The question is: Are broadcasters going to grab a hold of [what

one broadcaster called] the brass ring?... Broadcasters depend on sound, and it is important that at some point we be able to have this technology to ourselves.

I don't see it so much as being revolutionary. I see it more as evolutionary. But we have to evolve into a better form of transmission because a consumer, a listener, is expecting it. You can go through lots of arguments about whether in the broadcasting environment most people listen to the radio in their car; 25% listen in the car.

You have presented this as an urgent thing, something we must do to meet the CD, DAT and digital cable threats. At the same time, it's a 10- or 20-year process. How quickly are these other technologies going to hurt FM radio?

Well, they are there. One of the things that radio broadcasters don't think about, as compared to TV broadcasters, for example, is that at one time radio broadcasters had 100% of all audio listening.... Then came records, then came cassette tapes, or maybe home reel-to-reel tapes, then came CD's and then DAT's.

If you look at all audio listening today, what percentage of it is us? Yes, there is a sense of urgency to make the decision. There is a sense of urgency created by international events; and to some extent, there is a sense of urgency created by these other competing delivery systems. I don't see CD penetration topping off at 50% of households; I don't see DAT's topping off at 50% of households; cable audio services may not reach 100% of homes. But cable audio services, when they get to be marginally successful, could eventually come to the point where they start doing more. So in effect, they are in the short term—probably five years—an immediate threat, selling against local radio broadcasters.

But you seem to be tending toward a technology that would be locked up in the next year or two.

Well, no. I think locked up in maybe two or three years. But to get receivers penetrated into the market, to get stations on the air, I said at the earliest I think we can have experimental terrestrial stations on the air is probably 1995 or so.

And maybe we could have licensing stations in the late 1990's. Once a standard is set, receiver manufacturers will know how to build a receiver or to what standard they're going to build a receiver. I'm not as certain about the importance of a particular standard, although NAB has initially endorsed this Eureka system, pending some additional evaluation.

In the general timetables that you and several others have discussed in the past, the chances are that even the consideration of any spectrum allocation wouldn't come until after 1992. But it seems that this technical standard is a separate issue. Could you push for setting such a standard before 1992?

I don't think so. First of all, the spectrum that we think is most achievable for us is L band frequencies [the spectrum near 1.5 MHz]. The Eureka system has not been turned on in L band frequencies.

In fact, one of our appeals to Eureka is that we have to do—in this country or in Europe—an L band test demonstration. There will be some obstacles to overcome in all of these, whether satellite or terrestrial, before the Eureka or any other system is going to be placed in L band.

So we have to decide which band we're going to put it in before we know the time frame.

Right. And we have to get that spectrum. But in the meantime, we can proceed in terms of testing a system that would fit in with L band.

What are the different characteristics of DAB as compared to AM and FM that will affect the broadcaster in his operation?

There are about four benefits of DAB for the public and to some extent, the broadcaster. The obvious one is CD quality. I personally am not sure that that's the most important factor; it certainly may be important to the consumer, but again it's this perceptual quality. Probably no one in this room can hear 20 kHz audio response; we're so old that after you get to be about 15 years of age, you probably can't hear it. But it's the perception of that.

The second benefit is no interference. That is the bugaboo that we have faced in AM and now in FM that is killing us. I mean, interference has literally killed AM radio—more so than the audio frequency response of only being 5 kHz or so. And now that is getting into the FM band big time in some major markets. It's not true in most Midwestern markets, but in major markets it is interference.

The third benefit is low power and low maintenance, which would be a benefit specifically to broadcasters. I think you will find that by the time we get around to implementing DAB, almost all stations will be digital from the time the sound enters the microphone or from a compact disk player or a DAT machine, through the control board, all the way up to transmission. And it will be a simple matter.

If you go with the Eureka system, you're talking about people sharing a transmitter, lower power costs, smaller antennas...

Why do they have to share?

In this multiple carrier situation in the Eureka system, you're modulating six to 16 channels on one carrier, multiple carriers that are transmitted for...

Does that mean one frequency?

Yes. And the receiver is sorting out these different channels—if it's Eureka or that may be true of standard telecom, as well. So one antenna. And the other benefit here that broadcasters have been shut out of all along has been subway listening and [listening in] long tunnels.... You can have a very inexpensive thing called a "gap filler" that would fill the tunnel or, in major cities, where you had a lot of people in the subways, radio broadcasters on DAB using the Eureka system would be able to claim this audience. You could have a Walkman kind of device in a subway that would be totally seamless.

And you anticipate there will be enough spectrum for every broadcaster to have one?

We're going to try to get that. It's going to be a tough thing. Every new technology—or I shouldn't say every—but, many new technologies that are coming out, including the Motorola Iridium project, the satellite components of DAB, mobile satellite applications, land mobile services—are looking at L band frequencies and up. To give spectrum to all of what I mentioned, not just AM and FM broadcasters, is going to be very difficult. But that's the goal, to get enough spectrum to accommodate all existing AM and FM broadcasters, including public radio.

The FCC's WARC [World Administrative Radio Conference] inquiry I believe specified about 32 MHz.

Yes. That's not enough.

How much more do you think will be needed?

Well, our spectrum study says that 100% of stations can be accommodated with 57 MHz; 99% of stations in I think 48 MHz and 90% of stations in about 30 MHz.

What is the WARC consideration, how big a problem is it or how big an opportunity is it?

Well, there was a significant problem when it was only considering satellite. With us and the Canadians lobbying, we were able to get terrestrial on the agenda under satellite sound broadcasting.

The United States has no position on satellite sound broadcasting, largely because [broadcasters] have stated that we're opposed to it. This is another reason why it's important for the radio broadcasting industry to have a plan. Our only plan up to that point was [to be] against satellite. Well, that's not a very good way to go into an international meeting, to keep shaking your head, 'no', saying, "We just don't want satellite, don't do it." It's a very negative view of technology to do that.

So you have to have a plan for how terrestrial broadcasters have to participate in this, and the plan says, "Well, we would encourage the United States to take an exception for that satellite spectrum, at least a portion of that and perhaps all of it—is going to be devoted to terrestrial broadcast and DAB."

So right now, between now and July, we would like to have a significant impact on the FCC WARC process and the creation of the United States position such that we can impress upon them the notion of our terrestrial plan.

One scenario I have heard is that the WARC might decide to place DAB service in the UHF band for terrestrial. That would of course hamper our introduction of DAB there because we need UHF for high definition. Is that still a worry? I've heard since that world opinion is shifting toward L band.

I think we have significant allies in Europe on this point to get it shifted to L band. And that's also part of the strategy here, as well, that we need allies around the world. The United States is only one of 160 countries. I think Canada is on our side, and I expect Mexico. I'm not sure about South American countries; some would and some probably wouldn't be.

Many European countries would be on our side with respect to L band frequencies for terrestrial. So I think we have some traction there.

If a broadcaster has an AM-FM combination, would he get two channels in the market?

The NAB plan is that every existing broadcaster that has an AM would get [a DAB channel and every existing broadcaster] with an FM would get a DAB channel, and they would have to simulcast them for some extended period of time. And after some extended period of time, they may or may not—and the reason I say "may or may not" is that it is undetermined because we haven't come to a conclusion on that—have to turn the AM or FM or AM and FM frequencies off.

The goal is not to introduce necessarily new services, but a higher quality service, and after some period of time, the existing stations would cease operation.

Are we looking at possibly an era in the last few years before DAB comes on where there will actually be a large demand for the lowliest AM daytimers in the big markets?

Some of the critics of the plan say this is the greatest AM improvement plan that has ever been devised because the AM broadcasters that are there will be able to get a DAB frequency. That could be an outcome of this; you would see the market increase for AM stations, where AM stations see some kind of possibility of getting a DAB frequency.

It's already been a matter of some grumbling among some of the FM people that these AM's will get the exact same coverage and quality that their full-service, all-night-long, well-engineered FM stations get.

There's a technical way that you can—and I don't know if this is a good thing to suggest, and I'm not really advocating it, albeit this is part of the NAB plan—but it would be possible to disadvantage the AM stations in this new environment. In other words, because it's digital, we could end up saying:

"Well, if you have an AM station, you can only have a 12 kHz audio response, versus the DAB station that has a 20 kHz response. They'd both be digital, but one wouldn't be as high a quality."

Are there transmission limitations of the system? Does it not reach as far as broadcasters would like it to?

If you were looking at it in L band, we came up with two classification systems: a four-class system and a three-class system.

We also looked at uniform coverage area. In other words, everybody would have the same coverage area. We rejected that largely because...our original thought was that it would be more spectrum efficient, but it turns out to be less spectrum efficient than the three-class system. The three class is actually the best, and so, in our plan, a broadcaster would apply for a coverage area, a class of DAB station, which would be very analogous to his existing coverage area.

What our task force said was that every broadcaster should have roughly the same daytime coverage area that they have today. There are exceptions to that with the per channel stations. But the goal was to try to get as close to their existing coverage area so no one would be disadvantaged on coverage area that they have now.

What about existing clear channel stations?

The existing clear channels would not achieve the same coverage areas as they have today in day time. They would cover their markets, but they would not approach their day time coverage that they have today.

But as I said earlier, the clear channels may in fact exist virtually as they do today—with far fewer AM stations on the air; their service would be to some extent, restored.

For those who today argue that clear channels are good things to have say the best way to accomplish the equivalent thing is DAB over satellite. Is there any way that NAB could ever compromise?

My own view of this—and I may be wrong, as points of view can always change—but, I don't see NAB ever changing its view on satellite. Now on the other hand, there is no way that NAB is going to be able to stop satellite, and in fact, there are a couple of reasons for that. One is international applications for satellite; the second is, if we were successful at setting Eureka as a government standard, say, as an antitrust matter, we could not deny that technology to satellites or other delivery systems such as cable audio services, for example.

And satellite may in fact develop and that might be something for the clear-channel stations. I think we have to take a realistic approach that satellite may or may not develop.

Our focus has been that it is easier and faster to implement terrestrial DAB, so we get there and get there faster than what the satellite proponents can do.

Is that behind the urgency of your actions?

Right, absolutely.

And what does that require of the broadcasting industry?

We would have to get behind the plan; we have to go to the FCC and get the spectrum allocated. We have to deal with assignment and allotment issues with respect to assigning spectrum for broadcasters. We have to get a transmission reception standard set to get receiver manufacturers to start building receivers. And if we can achieve all those goals, I can see where, putting it on our time schedule, we can achieve this by the mid-1990's, sometime in the 1995-97 time frame.

Do you think you'll end up as a licensee of Eureka?

It is our intent to be a partner with Eureka in the licensing process. Right now, it is a subject of debate whether it would

be desirable for us to set up an operation to market the Eureka licenses. But we might be a partner in that endeavor to license receiver manufacturers to build these receivers.

Might this be a windfall of some sort for the NAB?

Well, if it is, it's a long term windfall because this is going to have tremendous costs associated with it on the up front part, and the payback is when the standard is set and receivers start being sold. And as I said, that'll probably be in the late 1990's, and although there are over 20 million receivers sold in this country each year, I don't think in year one after the standard is set, you would have all of these manufacturers converting or saying we're going to have DAB in our receivers. And for some period of time it's going to have to be AM, FM and DAB. And so you're talking about something that's 10 years away. And, given again this imbedded base of receivers, it would take a while to build this up to 20 million receivers with DAB capability.

Are these receivers likely to be in the same price range?

I think initially they're going to be more expensive. In Europe, they're talking about a receiver that they think would be \$500-\$1,500 to start, like a high end automobile receiver. But I suspect at some point quantities would drop to the \$200-\$300 range.

We've heard descriptions of DAB-like systems designed for the FM band. Do such systems have any appeal to the NAB at this point?

I would say the problems with that are that it doesn't accommodate all existing stations, which, as I say, may or may not be a problem for us. We think it is and the board thinks it is a problem that AM radio will not be accommodated. And secondly, most of these, well, all of these systems, we don't know if they work or not. There are no receivers, there are no transmitters. Some of them defy what we know about physics. They are analogous to EDTV vs. simulcast HDTV, I think, in the sense that we don't know the implications for degrading existing signals, and we don't know the implications for degrading service on existing receivers.

And I'll tell you, if we think receivers are manufactured to a high degree of specification and they all meet the same standard, I've got news for you: they don't. Some of them are very sloppily made. I don't think broadcasters want to degrade their service on existing receivers at the same time they have DAB.

They seem to suggest a de facto standard. In fact, some of these proponents have said there would not be the need for much modification to the transmitting facility of an existing FM station to do it. In fact, someone once said to me we're not even sure the FCC needs to act to do DAB in the FM band, and if that's true—which I find hard to believe—then you're going to have a helluva time getting a receiver manufacturer to agree to a de facto standard, especially given 500 million radios in this country.

So then what happens with an FM end band is that you give a significant leg up to the satellite proponents, because you have now told them that the broadcast industry has made its decision, it's going to do an FM end band. I'll tell you, that has not been well received at the FCC.

But of the people I've spoken to at the FCC, two commissioners, when you say "FM end band," they say: "What about the AM stations?" I mean, they have a commitment to the AM stations; they've been dealing with AM radio improvement for a long time. AM radio has been around in this country for a long time. So are we going to write off AM? An FM end band would almost kill it, I would think.

But it gives a significant leg up to the satellite proponents now who remove one contentious applicant for the L band

frequencies. And the satellite people then might go with a totally different standard.

I don't think it's clear that satellite is necessarily a national service. I think as Americans we think it is, but I can tell you that I've talked to some foreign people who don't see satellite DAB in the United States as being a national service. They see it as being a local service that may be received nationally.

To look at this another way, the national advertising market for radio is \$500 million, and that's basically what the national networks do. I believe the Los Angeles radio market is in excess of \$400 million. If I do satellite DAB, why should I try to market my service nationwide? Why don't I just create a service that only focuses on Los Angeles, thus reducing my cost for marketing, and create a service that is Southern California-oriented on satellite, receivable across the country?

What are the costs going to be like?

The costs will be relatively small for this, assuming that I'm correct and most stations are going to digitize everything inside the station [or already have much of the equipment].... Everything inside the station doesn't need to be changed. Again, contrast this with HDTV, where the entire studio has to be changed for wide-screen HDTV.

So then we're only talking about transmitter and antenna, and because they're shared among several people, we think the transmitter and antenna costs are going to run \$20,000 to \$30,000, maybe \$50,000 per station. So those standards would be at modest cost to the station to do this.

Does DAB offer anything other than technology? Does it offer anything that would make radio a better, more profitable medium?

I think it's one of those things of protecting our future in terms of radio usage. Again, I go back to this point. We used to have 100% of all audio listening, and I don't know what percent we have today, but I think it's less. Radio usage actually has picked up a little bit in recent years, but I suspect our share of the total has declined with cassettes in cars and CD's and so forth.

We need to protect ourselves in the future; if we can reclaim that by being competitive with CD's and DAT's and so forth. I think we will end up being more profitable longer term than the current way we're going, with so much interference on existing stations.

We tend to define what we know about broadcasting by our current circumstances. We're having a generation of young people come along that is very familiar with digital audio technology. You know, these kids now are approaching 10 years of age and...their expectations are just somewhat higher than the adults of today in terms of quality of the specs for audio.

How new a world is it really going to be with DAB?

I said this before with respect to HDTV: we're talking about something that's long term for the broadcast industry. If we don't plan long term, I don't see that we are giving the people coming into broadcasting and the existing broadcasters and the young people in broadcasting a vision for the future.

Programming is very important, obviously, but technical quality is a factor in this, and I think, to some extent, it's more critical in DAB than it is for HDTV.

We don't have any consumers that have had any experience with this. We're not even sure they want it. But it appears that they really like digital audio. In some cases, I'm not sure why they like it; it may be the perception of quality, but they like it. ■

RADIO

ECONOMIC CRUNCH HITS CHILDREN'S PROGRAMING

Lack of funding forces end or indefinite delay for two children's programing ventures despite 'enthusiastic listener response'

War is not healthy for children and other living things.

That 1960's-era philosophy has come back to haunt several radio entrepreneurs in the last few weeks, as the Persian Gulf War—as well as recessionary woes—have dried up funding for at least two of the three fledgling children's programing projects announced one year ago (BROADCASTING, March 12 and 19, 1990).

The most recent casualty of tough financial times was the Kid's Choice Broadcasting Network, brainchild of Metroplex Communications Chief Executive Officer Norman Wain and Miami-based communications attorney Matthew Leibowitz. The network, which went on the air March 31, 1990, over WPRD(AM) Orlando, Fla., and later on KKDS(AM) Salt Lake City, closed its doors Feb. 27. Wain and Leibowitz pulled the plug after months of continuing financial disappointments. "We were victims of the times," Wain told BROADCASTING. "Money was extremely tight last year for new ventures—and then the war started."

Kid's Choice Chairman Leibowitz said he and Wain had developed substantial funding leads as well as significant statements of intent from a number of national advertising agencies. While those advertisers' intentions were sincere, their projections did not coincide with the network's. "We were very close to getting some actual commitments from advertisers, but the day we signed off we never had a firm dollar commitment from any national advertiser," he said.

Wain and Leibowitz and other Kid's Choice partners infused the company with personal financial support that totaled some \$1.5 million. They originally anticipated funding of up to \$4 million, but that sum included financing from investors that never materialized.

"Unfortunately, we needed several million dollars to allow us to evolve over time," Leibowitz said. "We had more stations ready to sign on if we could

demonstrate we had permanent financing, and we had a number of national advertisers looking to see if we could demonstrate that we could survive longer than a year. It was the ultimate chicken-and-egg situation."

The survival of the two "Imagination Stations" that carried Kid's Choice programing disproved the conventional wisdom that children don't listen, according to Leibowitz. "One of our problems was that our toll-free phone line was overcrowded," he noted. "We had more than 10,000 kids get through last month." According to Arbitron, fall 1990 ratings for WPRD(AM) were negligible, while KKDS(AM) earned a 0.5, (adults 12-plus, Monday-Sunday, 6 a.m.-midnight).

WPRD(AM) is now running CNN Headline News, while KKDS(AM) is experimenting with "home-grown children's programing," Wain said.

Following the network's sign-off last month, children called in offering to donate the contents of their piggy banks, and parents also inquired about helping to keep the programing on the air, according to Leibowitz. "Our confidence in the concept is unshaken. We had achieved our two primary goals: to bring the Orlando station into the black, and to show that kids were listening and participating."

Just two weeks prior to the Kid's Choice announcement, Philadelphia-based Kidwaves, developed by broadcaster Ragan Henry and Marci Moon and Linda Katz, announced plans to once again to push back the start of that service. One industry source claimed that Henry has given up on Kidwaves, but Moon, who has been instrumental in programing and marketing the network, insisted the postponement is just a delay, again caused by insufficient funding. "Funding is an issue for any business, and we're no different," she said. "We have a lot of programing that's ready to go, so at this point it all depends on finding the money and signing affiliates."

Moon said that Kidwaves has been ready to sign on for almost a year, but the company's business plan calls for at least 20 affiliates before throwing the switch. "We don't want to put the cart before the horse," Moon added. "Our philosophy is that if we don't have staying power then it's a disservice to the affiliates." She said that several advertisers have expressed interest in the network, but "no national advertiser wants to be on in just two medium market cities." She characterized her current challenge as a Catch 22: "The advertisers want to know you have the stations, and the stations want to know you have

FINDING THE JOURNALISTS MIA

In an open letter dated March 6, William Buzenberg, vice president of news and information for National Public Radio, charged that, despite "sympathetic" gestures from U.S. government officials, "we do not believe that adequate priority is being given to dealing with" locating and liberating 30 journalists—including NPR's Neal Conan—missing in action last week (see story page 67).

The letter, which called upon readers to press officials for action, said, "We at NPR are doing everything within our power, using every contact at our disposal, to find out what has happened to these journalists and to place their disappearance high on the government's agenda." NPR suggested in particular that the White House designate a "single point of contact" to oversee resolution of the matter. Without public pressure, said Buzenberg, "we fear this disappearance will receive only routine handling and inadequate attention."

the advertisers."

Merging optimism with reality, Moon said she is hopeful for a summer start-up, but wouldn't make any predictions. "Children's programming is a definite, viable, profitable format, let alone a socially valuable format. It's killing us not to be on, because we have great programs and we've brought together such a wonderfully talented group of people."

The lone survivor—at least for now—is the Children's Radio Network, currently operating "Radio Ahhs" on WWTC(AM) Minneapolis. President William Osewalt said the station broke into the black last November, and admitted that the entire process has been a long uphill battle but said the company has had great response from advertisers. "Some of our clients have tripled their budgets since they started with us, and 80% of our growth is in our core business," he said. Network advertisers include J.C. Penney, Parker Bros., Disney, McDonald's and local bookstores and specialty stores.

Osewalt cited a *U.S. News & World Report* article that suggested the under-12 group is the only demographic group that's "bullet-proof" during the current recession, "because children's consumer habits are based on need as opposed to want." Advertisers recognize this need, and also understand the relationship between a child's needs and his parent's pockets, he said.

The fall 1990 Arbitron survey showed a negligible 12-plus audience (Monday-Sunday, 6 a.m.-midnight), and Osewalt said that independent research conducted by another Minneapolis radio station showed WWTC(AM) virtually tying WCCO(AM) in adults 55-plus. "We get a lot of grandparents, and the University of Minnesota estimates that 65% of all area kids listen to us every day," he said. "Also, a study conducted by U.S. West showed that 9,000 calls were placed daily to the Children's Radio Network." Qualitative research indicates that the median child listener's age is 7.6, while the average listening mother's and father's ages are 33.3 and 34.6, respectively, he added.

Children's Radio Network programming includes features such as *All-American Alarm Clock*, *Alphabet Soup*, *Lunchtime Theatre*, *Super Music*, *Evening Theatre*, and *Super Music*.

Additionally, the network airs *Radio Ahhs Good News*, culled from a team of 27 child reporters who call in stories from their schools. "We have one of the biggest news staffs of any station in town," said Osewalt.

-REB

BPI BUYS DRAKE-CHENAULT

Agreement joins two largest tape-distributed radio format producers; BPI gets all of D-C programming and consulting assets

Seattle-based radio format syndicator Broadcast Programming International has acquired the assets of Drake-Chenault Enterprises from Wagontrain Communications in Albuquerque, N.M. ("In Brief," March 4). The agreement joins the two largest tape-distributed radio format producers in the country.

Wagontrain had acquired Drake-Chenault from its founders Bill Drake and Gene Chenault in 1985 for \$4 million, and the following year purchased the format division of Dallas-based TM Programming for \$4.8 million. Wagontrain had merged the two format services and, according to one industry executive, "dismantled their core."

(Per agreement between BPI, owned by Kaye-Smith Enterprises of Bellevue, Wash., and Wagontrain, no purchase price was released because both companies are privately held.)

William Sanders, President of Wagontrain Communications, said Drake-Chenault was divided into two separate enterprises when a partnership was formed between Drake-Chenault and Galactic Radio, a wholly owned subsidiary of Jones Intercable, Englewood, Colo. These enterprises include Drake-Chenault Jones, which supplies programming via satellite to radio stations on a cash-only basis, and Drake-Chenault Enterprises, the tape and consulting company purchased by BPI.

Rather than "dismantling" the company, Sanders said he sold the format division because he wanted to concentrate on the satellite side of the radio industry. "Tape is a declining business, and we wanted to concentrate on growth," he explained. Sanders said

that Drake-Chenault Jones eventually will become wholly owned by Jones Intercable. Sanders said he will retain personal ownership of Digitotal, which markets satellite-distributed audio programming on videotape internationally.

The Drake-Chenault purchase caps several years of acquisitions for BPI, including the purchase of Peters Productions of San Diego in 1987, Los Angeles-based Radio Arts in 1988, the tape division of Century 21 of Dallas in 1988, Kalamazoo, Mich.-based Kalamusic in 1990 and the Media General tape division of TM-Century 21 last October. Edith Hilliard, BPI vice president, general manager, said "the addition of Drake-Chenault solidifies our position as the country's leading format syndicator."

Hilliard said BPI plans to fully merge the two companies in Seattle as early as next month. "We anticipate we'll be bringing up a number of people from Albuquerque to consolidate our operations here," she said. "We also expect to form contractual relationships with some Drake-Chenault programmers as we have in previous acquisitions, to maintain continuity of the product."

In the deal, BPI has acquired all of Drake-Chenault programming and consulting assets, according to John Carlisle, BPI vice president, marketing. "We have purchased the tape formats, the consulting and the playlist services, and the special features—the core of what always was known as Drake-Chenault," he said. "We still have the right to the name, but it may be confusing to the industry. We will retain and use the name where appropriate, especially in such features as *The History of Rock and Roll*." Carlisle said that Drake-Chenault's nine formats—Great American Country, Stereo Rock, AC (formerly Contempo 300), Lite Hits, Prime Demo, MOR, Easy Listening, Lite Jazz and Great Gold—will remain intact.

"The company has a good range of standard formats, and in every case those are formats where we already offer two or three choices," Carlisle said, adding: "Now we'll be able to offer another choice." As BPI has purchased other format producers the company has expanded its format spectrum, so that

SPOT BILLINGS

National spot billings for the month of January 1991 were \$47,259,500, a decrease of 12.3% from January 1990's \$53,912,800. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

every niche in each broad format is filled. "For example, Adult Contemporary will have Hot AC, a mainstream, current-based AC, an oldies-based AC and a small market-daypartable AC," Carlisle said. "As we appropriate the Drake-Chenault formats we'll look at the strengths they and the stations have, and how they will find a niche within our spectrum." He estimated that the Drake-Chenault acquisition adds some 200 stations to BPI's affiliate list. An additional 100 stations that have contract or collection problems will be examined on an individual basis, he added.

The acquisition also augments BPI's new consulting division, established last January and headed by former Drake-Chenault programmer Jay Allbright. "This division was set up in anticipation of the Drake-Chenault purchase, and consulting and research will become an important aspect of our services," Carlisle said.

According to a former Drake-Chenault executive, the format-consulting company was founded through an evolution of the programming efforts of Bill Drake and Gene Chenault. The pair had achieved notable success at stations in Los Angeles, San Diego and San Francisco, which eventually led to the company's first syndicated format, *Hitparade*. That format primarily was targeted to FM stations which, under new FCC regulations, were systematically being required to cease simulcasting the programming of their then-dominant AM co-owned stations.

The company also entered into the fledgling program syndication industry, producing a 48-part *History of Rock and Roll*, hosted by Los Angeles disk jockey Robert W. Morgan. The program, still updated and distributed by Drake-Chenault, initially was aired live, but later was recorded on tape. Subsequent syndicated features, all offered for cash, included *The Golden Years: Top 100 of the '60s*, and the *History of Country Music*.

By 1973 the company had six format clients, but by that time broadcasters in major markets began to realize that FM had a future stronger than syndicated tape. At that point, Drake and Chenault began marketing the product to smaller FM's. When the company was sold in 1985, the number of format clients had grown to 300 internationally.

Bill Drake currently serves as programming consultant for KRTH(FM) Los Angeles, and divides his time between there and his home in Donalsonville, Ga. Gene Chenault is retired and lives in Encino, Calif.

-REB

INTEREP DEBUTS COUNTRY RADIO FORMAT NETWORK

First of six format networks is designed to offer generic demographic package to national advertisers

As part of its ongoing Radio 2000 marketing plan, the New York-based Interrep Radio Store last week announced plans to create a series of at least six radio format networks, beginning with the Country Radio Format Network. Additional networks will be developed for CHR/Top 40, adult contemporary, oldies and urban formats, according to Interrep Chairman Ralph Guild.

The Country Radio Format Network will be supervised by Lynn Kite, who is based in Interrep's Chicago office. Kite will work with Interrep country specialists to establish a list of regional target accounts and to develop custom presentations to advertisers and agencies.

The format network concept is to package stations by format to current and new radio advertisers that have "a preconceived idea about demographics and format categories," Guild said. "When advertisers think about radio and creative radio ideas, they start thinking about how their product is compatible with certain demographics."

Guild said the core product of the Radio 2000 marketing plan is the brand-specific network, which he compared to a tailor-made suit. "These networks are for the more sophisticated advertiser, people who are willing to pay for quality." Using this analogy, Guild said the format networks are designed as a generic product "that might need the sleeves

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shortened" but otherwise are pre-packaged for clients who already know the people they want to reach. Guild said Interep is trying to avoid format stereotypes, but "there are some fairly generic applications that can be made."

For example, country listeners generally are heavy users of credit cards, Guild said. "If MasterCard requested a brand-specific network we probably would include a large number of country stations. But if they need to get on the air next week and we know country listeners are heavy users, we will give them the country network. It might include several stations that aren't necessarily appropriate for them, but it will be fast—and it will deliver."

Interep's objective with the format networks is to group radio stations by format to match stations' heavy listeners with an advertiser's heavy users. As part of Radio 2000, the ultimate goal is to increase the use of radio by moderate and low users, and to generate new business for the medium. "Everything we do in Radio 2000 is focused on new business development," Guild said. "The traditional business keeps flowing in; that end doesn't need help. It's the moderate and light users who are the primary target—as well as new advertisers."

One note: Guild concedes that the term 'network' as used by the radio industry can be confusing, especially as it applies to the rep business. "We'd be much better off thinking of a network as stations that are interconnected by a satellite with a common feed," he said.

FOOTBALL PASS

Malrite Communications Group stations WHK(AM)-WMMS(FM) Cleveland, will replace WWWE(AM) Cleveland as flagship for the National Football League's Cleveland Browns, beginning next fall. The length and value of the multi-year deal were not disclosed. "The Browns organization recognized Malrite's leadership in the areas of marketing and promotion," said Chuck Bortnick, vice president and general manager of both Malrite stations, adding: "Simulcasting the games on WMMS will add a new and highly visible element to this relationship." WHK carried the Browns for 17 years, 1966 through 1982.

RIDING GAIN

WINNING WITH WAR

Four out of five Americans have been satisfied with radio's coverage of the war in the Persian Gulf, according to survey results compiled and released by Birch Scarborough Research of Coral Springs, Fla.

In personal interviews with some 2,500 individuals in 214 markets, 80% responding claimed satisfaction with radio's role in war reporting—90% among 50 to 64 year-olds. The survey asked respondents to rate radio's war coverage on a scale from one to six, with six being completely satisfied. Approximately 80% responded four or higher, with six being chosen most often. Average response across all income and education levels—as well as ethnic, age, and sex categories—was 4.6.

CHICAGO RADIO UNITES FOR MESSAGE TO TROOPS

Air personalities from 23 Chicago radio stations, together with local celebrities and athletes, joined late last month for a special two-hour broadcast recorded for troops from around Chicago who are stationed in the Persian Gulf. *Spotlight Chicago—a Letter from Home* originated from WLIT-FM studios. It was broadcast on the station last week so listeners could individually tape the show and send it directly to loved ones in the Gulf.

Said Phil Redo, WLIT-FM general manager: "We sent our troops an audio greeting card. We talked about what's been happening in Chicago—in entertainment, sports, news and more."

L.A. NUMBERS

The Los Angeles radio market advertising revenues grew by approximately 9% in 1990, according to the Southern California Broadcasters Association. L.A. X-Ray Annual Report—produced by Miller, Kaplan, Arase & Co. and SCBA—attributes some of that growth to increases in expenditures from companies in the top twenty list of advertisers.

Los Angeles' top 20 rank and percent change over 1989 were as

follows: California State Lottery, \$4.9 million (53.1% increase); Lucky Stores, \$4.5 million (11.8% increase); Anheuser-Busch, \$4.45 million (12.8% decrease); Broadway, \$3.729 million (17.5% increase); Southern California Chevrolet Dealers, \$3.478 million (2.4% increase); Chrysler Corp., \$3.05 million (86% increase); KABC-TV, \$2.75 million (69% increase); Nutri System, \$2.71 million (17.7% increase); Pacific Bell, \$2.7 million (3.6% decrease); Southern California Mazda Dealers, \$2.63 million (57% increase); McDonald's, \$2.5 million (22.4% increase); Thrifty Drug Stores, \$2.44 million (8.8% increase); Ralph's, \$2.4 million (4.4% decrease); Sears, \$2.238 million (6.2% increase); Southland Corp. (7-11 stores), \$2.237 million (1.1% decrease); KCBS-TV, \$2.139 million (unchanged); Pepsi Cola, \$2.138 million (6.47% increase); Mercedes Benz, \$2.068 million (173% increase); Alpha Beta, \$1.98 million (119% increase); and Mervyn's, \$1.97 million (38.7% increase). The figures are based on numbers supplied by 26 radio stations in the market.

FINANCE LINEUP

Financial Digest Radio, a program distributed by Colorado Springs, Colo.—based Business Radio Network, and the Givens Radio Network, will undergo a format change and will air at a new time. The program will continue to air on Saturday at noon-1 p.m. ET, and then again Sundays at 11 p.m.-midnight. Additionally, the program will now be distributed on tape for markets without satellite capabilities.

The format is designed to be a feature magazine, emphasizing the money and financial strategies of money strategist Charles Givens, rather than featuring specific investment questions.

An affiliate of the Givens Organization, Delta First Financial, is also entering the radio business. Jim Paris, senior vice president of Delta First Financial, will be hosting a financial radio program, distributed by the Sun Radio Network.

The first broadcast of *Jim Paris' Financial Feedback* aired on March 3. The program is a live two-hour call-in talk show, broadcast on Sunday at 3-5 p.m. ET. *Financial Digest* debuted with 50 affiliates, including stations in Los Angeles, Chicago and Boston.

'GREEN' LIGHT

New York-based News Broadcast Network, will distribute *Going Green*, a daily one-minute feature on the environment, during the month of April. The daily capsules will report on the efforts of corporations and organizations to help maintain or improve the environment. The series is scheduled to coincide with the anniversary of Earth Day, celebrated April 22.

HISPANIC UNITY

Thirty-five Hispanic-American broadcasters have voted to unite formally under the banner of The American Hispanic Owned Radio Association (AHORA). The association was formed to tackle issues affecting Hispanic broadcasters, among them, equal business opportunities and music licensing costs for Spanish language broadcasters.

The new association's board members are: Mary Helen Barro, KAFY(AM) Bakersfield, Calif., president; Ed Gomez, KABQ(AM) Albuquerque, secretary/treasury; Joe Antelo, WOPA(AM) Chicago; Rene de la Rosa, KIQI(AM) San Francisco; Ernesto Portillo, KQTL(AM) Sahuarita, Ariz. (Tucson); Zenon Ferrufino, KBNO(AM) Denver; Manuel Davila, KCCT(AM) Corpus Christi, Tex.; Jose Molina, KPHX(AM) Phoenix; Miguel Villareal, KDOS(AM) Laredo, Tex., and Amancio Suarez, WAQI(AM) Miami.

DON'T CRUSH THAT TUNER

New York-based 7th Planet Productions is producing a new radio comedy service, *The Proctor & Bergman Radio Comedy Service* featuring writers and performers, Philip Proctor and Peter Bergman, formerly of "The Firesign Theatre" comedy troupe. The fully produced, 60-second comedy

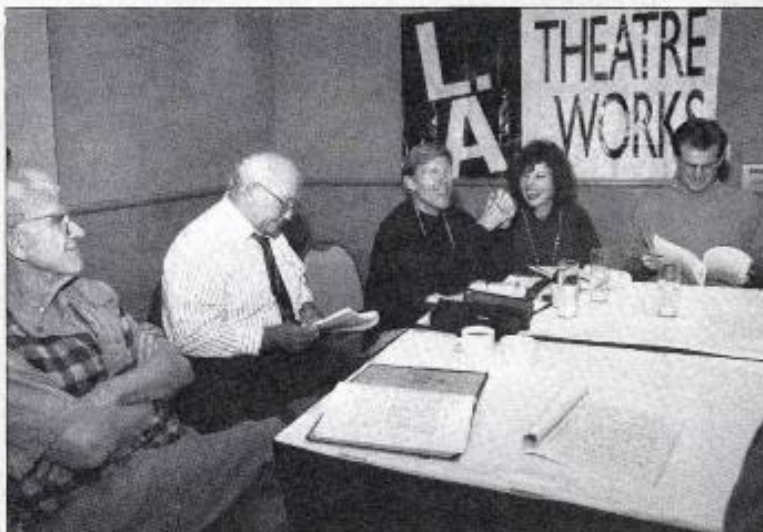
pieces are sent to 400 affiliates across the U.S. and is produced by Ted Bonnitt.

THAT TIME OF YEAR

Business Week Senior Editor Dick Janssen will once again host and write *Your Taxes*, a 20-part radio series offering tips and advice on subjects ranging from tax

preparation to tax rule changes for 1990 returns. The program, in its seventh year, will be produced by Audio/TV Features, and distributed Monday, March 18, through Friday, April 12.

The 60-second daily capsule report will be transmitted to stations via the AP Network News and Mutual Broadcasting System satellite networks.



WAR AND PRESS

Last Thursday (March 7), KCRW(FM) Los Angeles and L.A. Theatre Works produced a performance of *Top Secret: The Battle For The Pentagon Papers*, broadcast live from the Guest Quarters Suite Hotel in Santa Monica. The docu-drama, written by playwrights Geoffrey Cowan and Leroy Aarons, focused on the role of the *Washington Post* in publishing "The Pentagon Papers," the infamous study of the U.S. involvement in the Vietnam war, originally commissioned by Secretary of Defense Robert McNamara in 1966. When the study was completed in early 1969, *The New York Times* and the *Post* printed excerpts—and tested the legal limits of the First Amendment.

The live broadcast, directed by Broadway director Tom Moore, featured members of the L.A. Classic Theatre Works Co., including Ed Asner, Ed Begley Jr., Jack Coleman, Robert Foxworth, Stacy Keach, Marsha Mason, David Selby, Joe Spano and James Whitmore. Author Cowan claims that the Gulf war is an appropriate backdrop to the Pentagon Papers broadcast, because "the First Amendment is never more important than during war time, when the public has an urgent need to know the truth, yet the government has a real need to keep genuine secrets. There are secrets that jeopardize lives and others that embarrass those in power. The public has a right to know the latter but should not know the former." Cowan said the dilemma for the press is "to know and understand which is which."

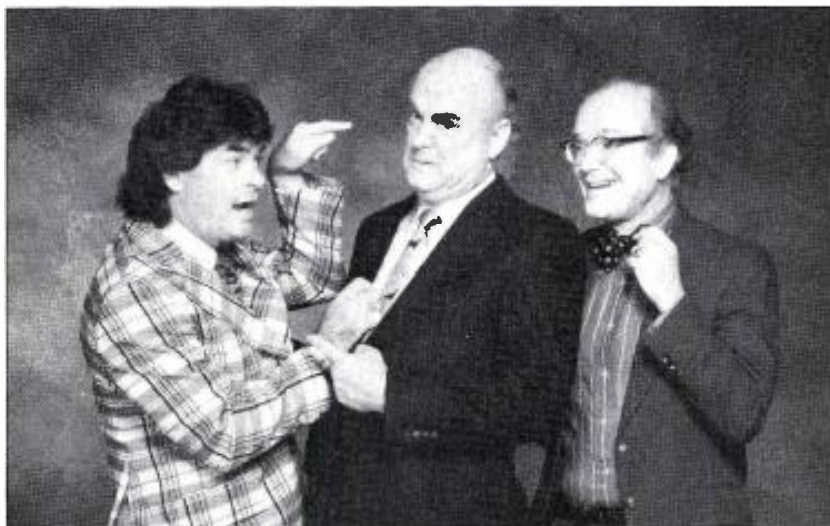
A follow-up symposium, *The Press Goes To War: Vietnam and the Persian Gulf*, was broadcast live after the performance. The talk program was moderated by *Oakland Tribune* Publisher Robert Maynard and included discussions with *Washington Post* Editor Ben Bradlee, former *Post* reporter George Wilson, and *Los Angeles Times* writer Robert Scheer. Both broadcasts were carried by National Public Radio, whose member stations either aired the show live or taped it for later broadcast.

Pictured (l-r): actors James Whitmore and Ed Asner, director Tom Moore, and actors Marsha Mason and Jack Coleman.

PROGRAMING

MTM READIES 'WKRP' FIRST-RUN REPRISE

Distributor has signed up 90 markets, most committed to double runs



Returning cast members Frank Bonner, Gordon Jump and Richard Sanders

Since introducing a multi-tiered marketing plan for the first-run 1991-92 revival of *WKRP* (BROADCASTING, Nov. 12, 1990), MTM Distribution has signed up 90 markets, with an "unprecedented" 95% of those

stations making upfront commitments to double run the network-originated sitcom, according to MTM President Kevin Tannehill.

Additionally, Tannehill told BROADCASTING that over 80% of that lineup is

in prime access time periods (6-8 p.m.), with 69 of those stations network affiliates.

Tannehill joined MTM Distribution in November 1989 (after heading up sales at Group W Productions for four years) with a self-proclaimed mandate to help the then-fledgling syndication division establish a presence in first-run syndication. The independent studio's initial first-run attempt, *Graham Kerr*, a morning cooking show strip, has been suffering with a season-to-date .8 rating (NSI, period ending Feb. 17), and Tannehill says a decision on its future is pending a review of the just-completed February rating books.

Executives at the traditionally network-oriented studio are exhibiting optimism at *WKRP*'s station sales, which include 33 out of 40 top markets and 17 of the top 20. Five of the top-10 markets—WWOR-TV New York, KCAL-TV Los Angeles, WPWR-TV Chicago, WGBS-TV Philadelphia and WDCA-TV Washington—are independent stations, while the remaining are affiliates (KPIX-TV San Francisco, WBZ-TV Boston, WJBK-TV Detroit and KPRC-TV Houston).

Based on its early sales performance, "with the high caliber of our station clearances, time period commitments and high level penetration, we'll be able to guarantee a 7 rating," Tannehill said, noting that the number is based on a "cumulative" rating from double-running of the first-run sitcom. "*Star Trek: The Next Generation* [distributed by Paramount Domestic Television] has been having that kind of success with double runs, and we feel we may approach a 10-12 rating on the upside."

Being able to achieve a double-digit rating may sound overly optimistic, given that an off-network sitcom is considered a success in syndication if it achieves a 4 rating or above nationally, but since *WKRP* is being offered on a 3-minute local and 3 1/2-minute national barter basis, Tannehill is banking on a profitable national advertising payback. Of three "plans" being offered—Plan A (22 or 23 episodes) being a straight one-

WESTERN PREPS '1ST & TEN'

Western International Syndication is finalizing marketing plans for the April or May sales launch of *1st & Ten*. It acquired the off-cable domestic syndication rights to the show from HBO just prior to this year's NATPE convention in New Orleans. Offering an off-cable sitcom for the first time in the company's brief syndication history, Western is planning a big promotional push for stations' prime access (6-8 p.m.) schedule, particularly with top 50 market affiliates, since the series is exempt from the prime time access rules.

Ron Glazer, president of Western International, said the Los Angeles-based distributor is "putting out feelers" to stations to determine whether the half-hour sitcom will be offered on a cash-plus-barter (one minute national advertising time, maximum) or on a straight cash basis.

Western International Syndication, a division of Western International Media (a spot buyer for major advertisers), is distributor of the long-running *Showtime at the Apollo* and *Fight Back with David Horowitz* consumer series. Its kids game show strip, *The Krypton Factor*, will no longer be distributed after the end of the current season due to "weaknesses" in early morning time slots, according to Glazer.

year barter license—to stations. Tannehill says that 70% of the stations have opted for Plan A.

When Tannehill originally introduced the marketing plan, he said the per-episode production budget would approach \$500,000 to \$600,000—\$60 million over four years—with MTM initially hoping to sell more stations on larger “Plan B” and “Plan C” offerings.

Plan B, which features a four-year barter license for 90 new weekly episodes coupled with a five-year straight cash offering of the original off-network *WKRP in Cincinnati* series, has been picked up, according to Tannehill, by 20% of the lineup. Tannehill said 10% of the stations had the “foresight to save money with a long-term commitment to the *WKRP* franchise” by taking Plan C, which has a four-year barter front-end and five-year cash (strip) back-end for the first-run episodes that is married to a ten-year cash back-end of the original *WKRP in Cincinnati* episodes.

Whichever plan stations have accepted, Tannehill says that, much like studios that renew sitcoms on the networks for a second season, MTM will be able “to go back in the market” with fatter national barter advertising rates and a higher cash license fee if stations should

decide to strip the first-run *WKRP* through one of the larger plans down the road.

Tannehill conceded, however, that the only issue stations have had is with MTM taking an extra 30 seconds in national barter split, which is usually a split favoring stations or even between the two parties.

“The only thing we’re trying to do [with a larger national split] is to deliver a higher quality product and long-term franchise for ourselves and stations,” said Tannehill, who added that New York-based Action Media Group will be handling national barter sales. “An important area of mutual agreement between us and stations is that local and national barter spots will not have spin-outs [airing spots outside the body of the program], so with double runs, advertisers can have up to six minutes of commercials on either side of the ledger [locally or nationally]. I think that indicates the kind of commitment stations have given to the show.”

Even though coverage is above the 70% threshold, the point at which syndicators can readily mount sales of national advertising inventory, Tannehill says talks with major retail advertisers have yet to be launched, but he said some

active pre-sale negotiations have been ongoing with major advertising agencies about selling one-third shares of the national inventory.

“Just as we have gone slowly, market-by-market in our sales to stations, a lot of syndicators may be jumping into the fourth-quarter upfront [advertising] market because they perceive the barter market as being weakened by the economy,” he said. “We’re not looking for marketing momentum because we’ve already sold most of the major markets, and I think the fourth quarter market will pick up by June.”

Tannehill and MTM have signed up series creator Hugh Wilson to direct the first several episodes, in addition to signing original cast members Richard Sanders (as Les Nesman), Frank Bonner (Herb Tarlek) and Gordon Jump (Arthur “Big Guy” Carlson) as regulars.

A source with close ties to MTM said remaining cast members Howard Hesseman (Johnny Fever), Tim Reid (Venus Flytrap) and Loni Anderson (Jennifer Marlowe) have agreed to reprise their characters for the first several episodes. Tannehill acknowledged that a special hour-long premiere episode to “sew up loose ends” and introduce new characters is being planned.

—MF

CBS SWEEPS WIN CHEERS AD AGENCIES

Advertisers enthusiastic over demo results too; tighter race makes for buyers market

Reacting to CBS’s victory in the February sweeps, advertising agency executives were rejoicing last week. CBS was the only network to make substantial gains in most of the key demographic categories, making it, in the view of some, a more competitive race among the three networks. Advertisers make practically all of their buys now based on demographic targets.

Up until last season, NBC dominated the key demos, which gave the network a leg up in negotiations with advertisers. “When one network is clearly dominant, it is essential that network be on the [advertiser’s buy] list,” said Richard Kostyra, executive vice president, J. Walter Thompson. “The exclusion of that network could mean diminished reach,” he said.

Last year, however, ABC caught up with NBC among younger viewers, and leads this season among both men and women, 18-49. ABC also leads (just barely) among total viewers, while NBC is clinging by just a couple of tenths of a rating point to the lead among house-

holds.

In the February sweeps, CBS was up 14% among both women 18-49 and 25-54, the two most important women demographic categories. Among women 18-49, the difference between first place and last in the sweeps was about half a rating point: NBC, 8.9, ABC, 8.7 and CBS, 8.3. Season to date, ABC leads in the category by about a half a rating point over NBC, while CBS is more than a full rating point off the lead.

“No one has the demo mantle to

claim,” said Robert Niles, NBC vice president, research. Agency executives agreed. “ABC has done exceedingly well this season in demographics,” said Paul Schulman, president, the Paul Schulman Co., a New York media buying firm. “CBS had such success improving its status, while NBC has dropped quite a bit back. It’s great from a buyers’ standpoint, because it’s really a three-way battle.”

Among women 25-54, CBS tied NBC in the sweeps with a 9.6, with

REPORT CARD

Early report card on January midseason 1990-1991 syndication entries *Roggin’s Heroes* and *Harry and the Hendersons* from MCA TV appears favorable. As weekly half-hours, *Roggin’s Heroes* (165 stations, 93% U.S. coverage) has recorded 4.5 season-to-date rating (NTI, period ending Feb. 17), while *Harry and the Hendersons* (145 markets, 92% coverage) has scored STD 4 rating average. In reference to reports that MCA TV will forego production of freshman weekly, *What A Dummy*, Shelly Schwab, president of MCA TV’s syndication division, said its season-to-date 2.4 rating, combined with currently “weak” barter market and deficit financing of “scripted weeklies,” may force decision to cancel series.

CBS up 14% and NBC down 12%. ABC was down 5% to a 9.2. Season to date, NBC is slightly ahead with an average 9.2, followed by ABC's 9.1 and CBS's 8.7.

The battle for men viewers is just as fierce. In the sweeps, CBS improved its

lot, tying NBC for second with an average 7.2 among men 25-54, while ABC was first with a 7.4. For men 18-49, the numbers were: ABC, 6.8 (down 6%), NBC, 6.5 (down 18%) and CBS, 6.1 (up 9%). Season to date, ABC leads in both categories.

"CBS certainly improved its position among the right viewers," said Betsy Frank, senior vice president, Saatchi & Saatchi Advertising. "Most of that was tied to NBC declines. Obviously a lot of viewers were looking for something different and found it at CBS." —SM

TPE COMMITS TO 'FIRST LOOK' FOR FALL

'Preview' spin-off has cleared 50%-plus; home video special in works

With over 50% of the country cleared, Television Program Enterprises last week declared a new weekly program, *First Look*, a go for fall 1991. Al Masini, president and chief executive officer, TPE parent company TeleRep, also said last week the company was producing a home video special, *Home Videos of the Stars*, with Robin Leach as host, that will air in June. If the special performs up to expectations, said Masini, it could go to series as early as January 1992.

First Look is a spin-off of *Preview*, the magazine show TPE launched—and subsequently canceled—in the fourth quarter of last year. The new show is a half-hour version of one of the segments in *Preview* that focused on new inventions and technologies that would impact daily life. The hosts of *First Look* are Chuck Henry and Paula McClure.

"Research showed that viewers felt the one thing they were getting [from *Preview*] that they weren't getting anywhere else was information about new inventions that would affect their lives," said Masini. "We only spent \$10 million finding that out. It's probably the most expensive research project ever done." Rob Hess, who produced *Preview*, will also produce *First Look*, with Masini serving as executive producer.

Among the stations picking up *First Look* are: WNBC-TV New York, WMAQ-TV Chicago, KYW-TV Philadelphia, KPIX-TV San Francisco, WBZ-TV Boston, WRC-TV Washington, WJBK-TV Detroit, WSB-TV Atlanta, KOMO-TV Seattle, WPLG-TV Miami, WPXI-TV Pittsburgh, KPNX-TV Phoenix and KCRA-TV Sacramento.

The Leach-hosted special, featuring celebrity home videos, has also cleared over 50% of the country, according to Masini. It has been cleared in eight of the top 10 markets, including WABC-TV New York, KTLA-TV Los Angeles and WGN-TV Chicago.



'First Look' co-anchors Chuck Henry and Paula McClure

At NATPE, TPE was also pitching a second new half-hour show, *Amazing Love Stories*, with reenactments of "historical" romances, as well as stories about celebrity and ordinary-folk romances. The going has been a little tougher in clearing that show, Masini confirms.

As a weekend show, with a female skew, Masini said, "it's been a little harder to clear. But we think that it makes great counterprogramming to all the sports stuff. We still have a couple more months before we have to make a decision on whether to go ahead with it,

based on our clearances at that point."

Next fall, three veteran TPE shows will also be returning, including *Lifestyles of the Rich and Famous* and *Star Search*, which will both be entering their ninth seasons, said Masini. In addition, *Runaway with the Rich and Famous* is coming back for a sixth year.

For June, the company is also repackaging for syndication a two-hour special, *The Magic of Music*, which originally aired on CBS in June of 1989, averaging an 8.917. The show is a 20th anniversary salute to the Songwriter's Hall of Fame. —SM

BACKERS OF OZ

Enoki Films, a privately-held animation production company, is developing *The Wizard of Oz* cartoon series based on the classic Frank Baum tale, and is looking for foreign co-producers to help underwrite the \$170,000-per-episode budget for the 52-episode series. Ricki Ames, vice president of international sales at Enoki Films, says company founder Yoshi Enoki has another unidentified Japanese "partner" helping fund the initial \$8.8 million investment, but the Encino, Calif.-based production house is looking to attract other international producers and broadcasters for a formal international launch as early as fall 1992. Ames added that Italian broadcaster Reitalia and French broadcaster TF-1 have expressed interest in distributing series in their respective countries.

NOW IT
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CLEAR
ACROSS
AMERICA

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CAN BE TOLD"
HAS BEEN
CLEARED
ACROSS
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OVER 60% COVERAGE...

AND THE LIST KEEPS GROWING!

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WNBC	NEW YORK	NBC
KTLA	LOS ANGELES	TRIBUNE BROADCASTING
KYW	PHILADELPHIA	GROUP W TELEVISION
KRON	SAN FRANCISCO	CHRONICLE BROADCASTING
WCVB	BOSTON	HEARST BROADCASTING
WJLA	WASHINGTON, DC	ALLBRITTON COMMUNICATIONS
KXAS	DALLAS	LIN BROADCASTING
WJBK	DETROIT	GILLETT COMMUNICATIONS
WJW	CLEVELAND	GILLETT COMMUNICATIONS
WXIA	ATLANTA	GANNETT CO., INC.
WTVT	TAMPA	GILLETT COMMUNICATIONS
KIRO	SEATTLE	BONNEVILLE INTERNATIONAL
KARE	MINNEAPOLIS	GANNETT CO., INC.
WTVJ	MIAMI	NBC SUBSIDIARY, INC.
WPXI	PITTSBURGH	COX BROADCASTING
KTVI	ST. LOUIS	TIMES MIRROR BROADCASTING
KTSP	PHOENIX	GREAT AMERICAN BROADCASTING COMPANY
KXTV	SACRAMENTO	A.H. BELO CORPORATION
WTNH	HARTFORD	COOK INLET CORP.
KUSI	SAN DIEGO	MCKINNON BROADCAST CO.
WFTV	ORLANDO	COX BROADCASTING
WISH	INDIANAPOLIS	LIN BROADCASTING
KATU	PORTLAND	FISHER BROADCASTING, INC.
WITI	MILWAUKEE	GILLETT COMMUNICATIONS
WDAF	KANSAS CITY	GREAT AMERICAN BROADCASTING COMPANY

Hosted by Geraldo Rivera



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Bob Cambridge, Southwestern Sales Manager
(213) 460-3852



RATINGS ROUNDUP

CBS continued its winning ways, placing first again in prime time for the week ended March 3, just five days after the network won its first sweeps victory in six years. The network won with a 13.3/22. ABC and NBC tied with a 12.1/20. Fox averaged a 6.8/11 for its five nights of prime time.

CBS had three of the top four shows with *60 Minutes* at number one, *Murphy Brown* at number three and the second

part of its sweeps mini-series, *And the Sea Will Tell*, at number four. (The first part of the mini-series weighed in at number three the week before.) The breakdown of the top 25 prime time shows for the week reflected the closeness of the season-to-date race, with CBS claiming nine shows and ABC and CBS eight apiece. Fox's best finish was with *The Simpsons* at number 41. It also claimed the bottom 10 spots for the week.

Week 24

NTI Network Prime Time Report for week of Feb. 25 - March 3

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

1	▲	23.5/38	C	60 Minutes
2	▼	23.4/36	N	Cheers
3	▲	19.1/28	C	Murphy Brown
4	▲	19.0/29	C	Movie: Sea Will Tell, Pt.2
5	▲	18.6/29	N	A Different World
5	▲	18.6/27	A	Roseanne
7	▲	18.5/29	N	The Cosby Show
7	▼	18.5/29	C	Movie: Lies Before Kisses
9	▲	18.1/27	A	Amer. Funniest Videos
9	▲	18.1/31	A	Family Matters
9	▼	18.1/32	A	Full House
12	▼	18.0/27	A	Amer. Funniest People
13		17.9/28	N	Down Home Special
14	▲	17.7/28	N	Unsolved Mysteries
15	▲	17.3/26	C	Rescue: 911
16		17.0/26	C	Designing Women
17		16.4/30	N	Empty Nest
18		16.3/29	N	Golden Girls
18	▼	16.3/24	C	Major Dad
20		16.1/24	A	Coach
21	▲	15.7/23	N	Matlock
22	▼	15.5/23	C	Murder, She Wrote
22	▲	15.5/26	A	Perfect Strangers
24	▲	15.0/28	A	20/20
25	▲	14.7/22	C	Evening Shade
25		14.7/22	A	Pres. Bush Press/Analysis
27	▲	14.6/22	A	Who's The Boss?
27		14.6/23	A	Wonder Years
29	▲	14.2/21	A	Davis Rules
30	▲	14.0/22	A	Movie: Robocop
31	▲	13.9/24	A	Going Places

32	▲	13.7/21	A	Growing Pains
32	▼	13.7/20	N	Heat Of The Night
34		13.6/24	C	Knots Landing
35		13.4/20	A	Amer. Best Kept Secrets
35		13.4/25	N	Carol & Company
37	▼	13.3/20	N	Fresh Prince Of Bel Air
38		13.2/21	C	Jake And The Fatman
39		13.0/20	N	Night Court
40	▲	12.7/20	A	Movie: Dead Pool
41	▼	12.6/20	F	The Simpsons
42		12.4/20	N	Night Court Spec.
43		12.0/21	N	1st Person/M. Shriver
44	▼	11.8/18	F	Married...With Children
44	▼	11.8/18	N	Movie: Long Road Home
46		11.6/18	A	Anything But Love
46	▼	11.6/17	F	In Living Color
46	▲	11.6/20	A	Primetime Live
46	▼	11.6/18	A	thirtysomething
50		11.5/23	N	Dear John
51	▲	11.2/21	N	Hunter
52	▼	11.1/18	N	Law And Order
53	▼	11.0/16	N	Blossom
54		10.6/19	C	Good Sports Spec.
55		10.5/18	C	Dallas
55	▼	10.5/16	N	Summer/Father Grew Up
57	▼	10.0/19	N	Amen
57		10.0/19	C	48 Hours
59	■	9.8/18	N	Down Home
60	▼	9.6/15	C	Tops Cops
61		9.1/14	N	Real Life/J. Pauley
62		8.8/14	C	Flash Spec.

63	▼	8.6/13	F	Get A Life
64	▼	8.5/13	A	Father Dowling
64	▼	8.5/13	C	Flash
64		8.5/13	F	Voices That Care Spec.
64	▼	8.5/16	A	Young Riders
68	▼	8.4/15	C	Guns Of Paradise
69		8.2/14	A	Equal Justice
70		8.1/15	C	Movie: Renegades
71		7.9/15	N	Midnight Caller
72	▼	7.5/11	N	Exposé
72		7.5/12	N	Super Bloopers & Jokes
74	▼	7.3/11	A	Gabriel's Fire
75		7.1/12	N	Dark Shadows
76		6.9/10	F	Movie: Willow
76		6.9/11	A	Life Goes On
78	▼	6.8/11	F	Parker Lewis
79		6.6/12	N	Story Behind The Story
79	▼	6.6/11	F	True Colors
81	▲	6.5/12	F	Cops
82	▼	6.3/10	F	Beverly Hills, 90210
83		6.2/12	A	Peter Gunn
83	▼	6.2/11	F	Cops 2
83		6.2/9	F	Voices That Care-Sunday
86		5.9/11	C	Sons & Daughters
87		5.7/11	F	Tot. Hidden Video-Sat.
87		5.7/11	C	Uncle Buck
89	▼	5.4/9	F	America's Most Wanted
89	▼	5.4/10	F	Totally Hidden Video
91		5.1/10	C	Lenny
92	▼	4.2/7	F	Comic Strip Live
93		3.4/6	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.1	221	98
2	Jeopardy! (King World)	13.2	211	96
3	Star Trek: Next Generation (Paramount)	12.3	237	98
4	Oprah Winfrey (King World)	10.6	216	98
5	Entertainment Tonight (Paramount)	8.6	180	95
6	Cosby Show (Viacom)	8.4	202	97
7	Current Affair (20th Century Fox TV)	7.9	189	94
8	Donahue (Multimedia)	6.6	229	97

* Nielsen weekly pocketpiece

Week ended Feb. 24

8	Wheel of Fortune, wknd. (King World)	6.6	152	67
10	Inside Edition (King World)	6.2	129	92
11	Super Force (Viacom)	5.8	167	94
12	Hard Copy (Paramount)	5.2	171	87
12	21 Jump Street, syn. (Cannell)	5.2	129	92
14	Sally Jessy Raphael (Multimedia)	5.0	188	94
15	Chip 'N' Dale (Buena Vista)	4.8	183	96
15	Star Search (TPE)	4.8	154	86

Source: Nielsen and Broadcasting's own research.

CABLE

PRIME NETWORK TO LAUNCH ASIAN SPORTS CHANNEL

Regional sports service hooks up with Hutchvision

Cable sports service Prime Network will program and jointly operate a new sports channel across Asia. The Denver-based programmer last week signed an exclusive long-term partnership deal for the channel with Hong Kong-based Hutchvision, media arm of conglomerate Hutchison Whampoa and its principal shareholders Li Ka-shing and family.

Prime plans to launch the four-to-six-hour daily prime time service in late summer or early fall on the AsiaSat 1 satellite, whose footprint reaches more than 40 countries and an estimated 3 billion potential viewers across Asia.

AsiaSat 1, a C-band bird that is the region's first privately controlled telecommunications satellite, is jointly owned by Hutchison-Whampoa, Cable

and Wireless and a commercial arm of the Chinese government, and will reach viewers primarily through cable and satellite master antenna TV.

The sports service, one of between five and seven that Hutchvision will ultimately telecast on AsiaSat, will expand to 24 hours over the next year, according to Prime's Mat Tinley, executive vice president and managing director for Prime Network International.

Other advertiser-supported channels on the satellite will include English-language music and world news services, and Japanese-language and Chinese-language channels.

Hutchison Whampoa made plans to launch the multichannel satellite service after failing in a bid last year to win Hong Kong's now-troubled cable

franchise. Hong Kong's cable franchisees, including U.S. telco USWest, later withdrew after Hutchison announced plans to reach viewers in Hong Kong and the rest of the region by satellite.

Programming for the Asian sports service will be supplied by Prime, which, according to Tinley, controls some 2,500 hours of sporting events. The channel will telecast not just select United States events, but regional Asian sports events and major international events as well.

Regional programs, said Tinley, could include Hutchison-controlled events such as tennis and golf tournaments from Hong Kong and the Macau Grand Prix, along with kickboxing from Thailand, boxing from Korea, Thailand and Japan, and gymnastics and womens' diving from China.

Tinley added that the service would also be in a position to bid for English-language satellite rights to such major events as the Asian Games.

Among the nations covered by the satellite's signal are China, Hong Kong, India, Israel, Japan, South Korean, Malaysia, Philippines, Taiwan and Thailand, along with nearly 36 others.

Japan is excluded as a direct market for the channel, however, as Japanese law restricts the downlinking of non-Japanese satellite services, explained Tinley. Prime Network already sells cable programming to Japanese broadcasters and other media outlets, including one cable deal in which it provides some 700 hours of programming a year.

Internationally, Prime Network programming is also shown on Mexico City cable and on over-the-air and wireless cable networks in Venezuela, as well as on European satellite channels Screensport and, to a lesser extent, Eurosport, and on European national broadcast channels.

Prime Network, launched in November 1989 as a partnership between cable veteran Bill Daniels and TeleCommunications Inc., supplies sports programming to regional sports networks across the U.S., reaching an estimated 23 million subscribers.

-AAG



PRESIDENTIAL PERSPECTIVE

The Discovery Channel held a screening in Washington Feb. 27 for its *Citizen Carter* program, which premiered on the network March 4. On hand for a behind the scenes look at the former President were (l-r): John White, secretary of Agriculture under Carter; Carter Vice President Walter Mondale; Ruth Otte, president of Discovery; John Hendricks, chairman and chief executive officer of Discovery; Hodding Carter, assistant secretary of state for public affairs in the Carter administration, and Carter's son, Chip.

CNBC SETTLES ON THREE-PRONGED APPROACH

According to CNBC, the network has finally found itself an identity. And with its acquisition of FNN (if it goes through) the added subscribers won't hurt either.

CNBC has completed plans for new weekend and prime time programming, and it is unlikely they will use any FNN programs from either prime time or weekends. As for the name FNN, which CNBC has said it will keep in some fashion, leading to some speculation that the channel might be renamed FNN, Caroline Vanderlip, CNBC vice president, affiliate relations, said the CNBC name will remain, but that the FNN name and logo might be incorporated into daytime programming.

This new identity rolls out at the end of March. Any incorporation of FNN's logo or programming would not happen until the deal closes (if it closes) some time in May. CNBC is officially dropping the full name Consumer News & Business Channel and is sticking just to the acronym. And since the name of the channel brings no immediate identity to mind, according to Vanderlip, CNBC will use the tag line "Smart TV." The network's three new programming segments each have their own tag line as well. CNBC daytime will be known as Smart Business, CNBC prime time (7-11 p.m.) is Smart Living and CNBC weekend (prime time Friday through Sunday) is Smart Talk.

The focus of the new prime time schedule, set to launch March 25, will be a live 90-minute *Today* type show called *The Real Story*. It will run at 8-9:30 p.m., preceded by *Smart Money*, CNBC's personal finance advice/call-in show hosted by radio personalities Ken and Daria Dolans and followed by the network's consumer information program *Steals & Deals*. *The Real Story* repeats at 10 p.m., and again at midnight, with a one-minute news update on the half hour, and further updates if breaking events warrant. Hosted by former NBC News reporters Cassandra Clayton and Boyd Matson, *The Real Story*, like *Today* does not expect to keep viewers for the whole show. "We'll get tune-in sampling," said Andy Friendly, vice president, prime time programs and program development. Friendly said the show will focus



Matson and Clayton on 'The Real Story'

on everything from celebrities to lifestyle programming to interviews with public figures, but stressed it won't be a news show. "We'll be news reactive," he said. Friendly would like to eventually expand the show to 2 or 2½ hours.

CNBC also unveiled a half-hour business news show set to air at 6 p.m. called *Business Insiders*, covering news events affecting the economy and featuring regular appearances by columnist Dan Dorfman.

Weekend prime time with its talk-formatted shows hits CNBC April 5. *Talk Live*, a call-in show with different guest hosts, airs at 8-9:30 p.m., and then again (also live) at 10-11:30 p.m. *McLaughlin* will be on at 7-8 p.m. and *The Dick Cavett Show* at 10-10:30 p.m. Newly-produced *McLaughlin* and *Cavett* programs will run Friday and Saturday, with repeats on Sunday.

Friendly said the network did research with both subscribers and MSO's before

deciding on the current three-pronged format. CNBC had looked into all-talk or all-magazine, and even some sports, he said.

CNBC will start airing 25 new spots on March 25, and is preparing a consumer ad campaign, to run on NBC O&O's and cable, beginning in June.

CNBC apparently plans to tell operators that carry both CNBC and FNN that they must choose to carry all their subscribers under either the CNBC contract or FNN's, not both. As CNBC still plans to give out \$1 per incremental subscriber ("Closed Circuit," March 4) to the seven million subscribers it said it lined up under its Subscriber Acquisition Plan (SAP), those 50-plus MSO's that signed up for SAP and decide to transfer their subscribers to the CNBC contract would pick up \$1 for each of those subscribers as well. Those who chose FNN's contract take themselves out of the SAP plan altogether.

-SDM

SPORTS MARKET SOFT FOR WLAF

USA Network kicks off its four-year contract with the new World League of American Football on March 23, airing the first game of its 25-game, 10-week schedule. Sharing the success or failure is ABC, which has 10 games airing Sunday afternoons plus one playoff game and the World Bowl championship. USA will air a game on Saturday and Monday evenings, as well as four games on Saturday afternoons and one playoff contest.

USA expects to average a 3 rating in its cable universe for the WLAF games. So far, though, advertisers are not flocking to the new league. According to John Silvestri, USA executive vice president, ad sales, about 50% of the advertising has been sold, primarily to five or six major sponsors, including Delta Airlines and Kentucky Fried Chicken, which is involved in USA's major promotion. Silvestri declined to name the others, except to say they include a major beer company, athletic shoe manufacturer, oil company, and soft drink maker.

By the time of the first kickoff, Silvestri hopes to have sold 80% of the ad inventory, but he'll likely have a tough time trying to sell 30% of his inventory in only two weeks, and in a soft sports ad market to boot. However, the sports ad climate is beginning to pick up, said Silvestri, helped by the fact that the WLAF overlaps very little with other major sports schedules. Unfortunately for USA, it began selling spots for the WLAF in mid-November, just when the bottom was dropping out of the sports ad market.

November was also USA's deadline to line up sponsors for its promotional campaign. Only Kentucky Fried Chicken signed on to the campaign, which focuses on game-piece giveaways. "It took longer for advertisers to commit to the promotion than we had the luxury of waiting," said Ellen Kaye, USA's vice president, advertising and promotion, who hopes that with more lead time, USA will be able to sign up more promotional sponsors next year.

WLAF is starting out under the shadow of the failed USFL back in the 1980's. Advertisers are mindful of that experience, and Silvestri said he keeps USFL ratings numbers on hand when talking to them. But it is noteworthy that the USFL did not fold until it was moved from a spring schedule to a fall schedule, to go against the NFL. The

WLAF also has something the USFL never had, but which might make a difference: the sanction of the NFL.

USA's play-by-play announcers are Tim Brant and Brad Nessler, both from CBS Sports, and USA sports announcers Bill Macatee and Ted Robinson. Analysis will be handled by Cincinnati Bengals quarterback Boomer Esiason, Miami Dolphins quarterback Dan Marino, Houston Oilers quarterback Warren Moon, New York Jets broadcaster and former player Dave Jennings and former CBS sports analyst Dan Jiggetts.

Six-hundred and fifty players, mostly American, were drafted for the 10

teams, representing cities in the United States, Europe, and Canada: Sacramento, Calif.; Birmingham, Ala.; San Antonio, Tex.; Orlando, Fla.; New York/New Jersey; Raleigh-Durham, N.C.; London; Frankfurt; Barcelona, and Montreal.

Internationally, WLAF will air in all the countries with teams, on both cable and over-the-air in Canada, on Channel 4 in Great Britain, Tele 5 in Germany, TV 3 Catalunya in Spain, and on the cable service Eurosport, which is seen in 21 countries. The league is also investigating possible carriage deals in the Far East and Australia.

-SDM

BIONDI, REDSTONE SPELL OUT STATE OF VIACOM

Advertising is up, Showtime is flat and the HBO lawsuit is on. Those were some of the topics addressed by Viacom chairman Sumner Redstone and Frank Biondi, president and CEO, during a briefing last week regarding the state of the company.

As in previous years, Viacom's basic networks are looking better than its premium services. 1991 is off to a good start, said Redstone, with MTV networks advertising up for the first quarter, despite the one-two punch of war and recession. Minus the burden of HA!, MTV Networks is looking even brighter. Viacom expects to lose \$20 million to \$25 million on half-owned CTV: The Comedy Network, half of what it lost on HA! in 1990. But that also means losses for CTV as a whole will be as great as those for HA!

Viacom expects 1991 to be a flat year for Showtime, and, although it is attempting to restructure the service with its TOPS program, any positive effect from that will be long term. In response to MSO claims that TOPS is too rigid in its demands for a fixed payment based on the current subscriber base in order to be able to lower the retail price, Biondi said that "TOPS is not like the constitution. It is a very flexible plan." He added, however, that "it may have been naive to think that people would line up and say: 'terrific concept.'" It is likely that many MSO's, if they do elect to

work within the TOPS framework, may do so for The Movie Channel rather than Showtime, as Viacom had hoped, Biondi said.

Commenting on Encore, TCI's new low-priced pay service, Biondi said that since it shows old movies, it will compete more with a service such as TNT than with Showtime. He said Viacom and TCI had discussed creating a channel like Encore last year, when TCI was looking to buy 50% of Showtime. TCI "took the title page [off that proposal] and put on a new one," said Biondi.

As for TCI still having any interest in purchasing a stake in Showtime (a deal that fell apart after it took the Federal Trade Commission a year to approve the transaction), Biondi said they "still have an interest in principle," but are probably more focused now on Encore. Biondi said Viacom is not actively pursuing other partners for Showtime, although it does have occasional talks with other companies. "Obviously film companies talk to us from time to time," he said.

Despite its alliance with Time Warner, Viacom's lawsuit against that company and HBO on antitrust grounds continues. A preliminary trial is set for 1992, and "discovery is escalating right now," said Biondi, who added that no settlement discussions are going on. "We are convinced our allegation is sound," said Redstone.

-SDM

NCTA COMES MARCHING IN TO NEW ORLEANS

Convention planners buoyed by recent spate of registrations

A burst of registration activity over the past two weeks has given hope to planners of the National Cable Television Association's annual conference two weeks from today (March 24-27) in New Orleans that they will reach last year's attendance figures of 14,000. Until recently, NCTA reports that activity was off about 10% for the upcoming show.

NCTA said there were nearly 9,500 registrants as of last week, dead even with last year's count at this time. Also as of last week, there were 53 new exhibitors among the 268 taking up 187,800 square feet of space. Last year 311 exhibitors covered 198,000 square feet of exhibit space in Atlanta.

Agenda highlights include general sessions each day of the show hosted by ABC News media commentator Jeff Greenfield. The convention opens Monday, March 25 at 10 a.m., with addresses by convention chairman James Robbins, president of Cox Cable, and NCTA President James Mooney. Greenfield's opening panel, "Back to the Future: The Business Perspective," will include Frank Biondi, president, Viacom International; Amos Hostetter Jr., chairman, Continental Cablevision; Barry Diller, chairman, Fox Broadcasting, and Alan Griffith, president, Bank of New York.

Greenfield opens Tuesday with a regulatory perspective, featuring FCC Commissioners James Quello, Sherrie Marshall and Ervin Duggan. Thursday, Greenfield's session, "How Does the Business Grow?" ends the convention. It includes John Malone, president and chief executive officer of Tele-Communications Inc.; Kevin Maxwell, managing director of Maxwell Communications Corp., and son of British media magnate Robert Maxwell; Craig McCaw, chairman, McCaw Cellular, and Andre Chagnon, chairman, Videotron.

Unofficially, the convention begins Saturday, March 23, and Sunday, March 24, with a series of internal industry meetings. NCTA's public policy roundtables with senators and congressmen are scheduled for Sunday afternoon. FCC Chairman Alfred Sikes will address a closed luncheon of the NCTA board on Monday, while Janice Obuchowski, assistant secretary of Commerce, and Brad Holmes, ambassador,

Bureau of International Communications & Information Policy, will address a similar luncheon gathering on Tuesday. There will be a CablePAC breakfast Monday morning and an NCTA board meeting on Thursday.

There will be only one set of concurrent general panel sessions each day, in addition to a series of infomart breakfast roundtables on Tuesday and Wednesday. The state of pay TV will be addressed in a Monday panel session, "How to Market Pay TV," moderated by Jerry Maglio, senior vice president, marketing, United Artists Cable, and including Rick Sperry, vice president, marketing, Comcast; John Mathwick, group vice president, Jones Intercable; Kevin Leddy, senior vice president, Warner Cable; Virginia Westphal, vice president, marketing, Viacom Cable, and Dan Basnight, vice president, marketing, TeleCable.

Ajit Dalvi, senior vice president, marketing and programing, Cox Cable, will moderate a Tuesday panel session on PPV. Speakers include Scott Beck, president and chief operating officer, Blockbuster Video; Mark Greenberg, vice president, Prime Cable; Robert Klin-

gensmith, president, video division, Paramount Pictures, and Scott Kurnit, president, Showtime Event Television.

There will be a Tuesday afternoon session with House and Senate staffers, while FCC staffers will appear at a Wednesday morning session.

Other topics to be addressed include Cable in the Classroom, creative financing, HLT's, interactive TV, cooperative promotions and ad sales. Technical sessions include a CableLabs update, as well as sessions on fiber optics, PCN's, video compression and signal security.

NCTA expects the same number of international attendees as last year, 600, and noted several new events, including international functions hosted by Communications Equity Associates, Daniels & Associates and the French Embassy. There will also be a dedicated international lounge in the convention center, in addition to the several international panel sessions throughout the show.

On Tuesday, the National Association of Minorities in Cable will hold its annual awards breakfast, while the 13th annual local Ace awards will be bestowed that evening. Wednesday evening, the national awards will be presented. —MS

CNN'S PRICE OF PEACE

Pace in the Middle East saw CNN's ratings the week of Feb. 25-March 3 stay fairly level with ratings it got when the ground war began the preceding week. In its cable universe, on a 24-hour basis, CNN had a 4.1 rating/12 share, up from 3.9/11.4 the week of Feb. 18-24. In prime time, CNN had a 5.5/8.7 Feb. 25-March 3, up from 5.1/7.8 the preceding week.

CNN's ratings throughout the crisis have peaked during key moments of the war, most notably at the beginning of the conflict. During the middle of the war, when reports were largely focused for weeks on daily bombing raids of Baghdad, CNN's numbers were at their lowest, a 3-4 24-hour rating and a 4-5 for prime time, although those were still way above pre-war ratings.

The perception that CNN's ratings will drop off as the Middle East crisis fades from headlines is making some advertisers reluctant to pay increased advertising prices, which CNN raised during the war; prime time increased from \$5,000 to \$20,000 for a 30-second spot. Jon Mandel, senior vice president, director of national broadcast, Grey Advertising, said CNN has negotiated down from that price. "We haven't paid \$20,000. I can't imagine anyone's paid that." But even with the negotiated price, Mandel maintained CNN was still asking too much. "They'll learn when they lose business a few times," he said.

CNN declined to speak about its advertising rates now that the war was over, saying it was too early for them to have made a judgment. But not all advertisers think CNN has gotten carried away with its rates. "Their rates are reasonable. They've always matched their rates to their ratings," and will continue to do so, said Tom Winner, executive vice president, media director, Campbell-Mithun-Esty, who noted that in some cases CNN has been asking even more than \$20,000 for spots.

CABLECASTINGS

USA VICTORY

The 30-month legal dispute between USA Network and Jones Intercable has been settled, with the programming network appearing to have gained the upper hand. USA will be reinstated on Jones systems serving 1.2 million subscribers beginning in April. Sources also say USA will receive a monetary settlement of \$8 million.

Jones dropped USA from its systems in September 1988, citing concerns over violent programming. At the time, USA was also instituting large rate increases to help pay for expansion into original movie production, among other things. USA sued for breach of contract, and the network won several preliminary court skirmishes before last week's settlement was announced.

Jones Chairman Glenn Jones said: "We like what they've done with programming over the last year" and "we think it will be a nice working relationship."

USA President Kay Koplovitz said: "We are delighted that USA Network will again be distributed" on Jones systems, and "we look forward to a long, positive relationship."

One of USA's demands in the suit was remuneration for the time Jones systems weren't carrying USA. At USA's current rate, the \$8 million figure would appear to be close to what Jones would have paid in affiliation fees had they been carrying the network for the past two-and-one-half years.

COUNTRY COMBO

Group W hopes to make its established The Nashville Network and newly acquired Country Music Television two compatible networks serving different audiences, like an AM and an FM station. TNN, with a 27% increase in advertising sales so far this year, will continue to be more musically conservative and go after an audience with a median age of 40 years old. With CMT, which unveils a funky on-air look March 12, Group W is looking to go after a younger (18-39), more urban viewer. But urban means "Kansas City, not New York City," said Lloyd Werner, Group W, senior vice

president, sales and marketing, noting that the networks are concentrating on picking up cable affiliations outside the Northeast and Los Angeles areas. CMT has a rate card of 8 cents, which can be discounted to 5 cents, and cable systems that take both TNN and CMT get a 10% discount on their TNN rate card, which normally is 15 cents.

PPV FOOTBALL CONCERNS

National Football League Commissioner Paul Tagliabue has responded to a letter from Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, concerning the NFL's pay-per-view plans.

Tagliabue's comments on ESPN—widely reported in the press—that the NFL might experiment with PPV near the end of the current television contracts drew a quick response from Markey, who was critical of seeing the NFL being outpriced and unavailable for many viewers.

An NFL spokesman said Tagliabue wrote back that Markey's fears were misplaced, that PPV would be a market test and would not alter the current contract, and that any PPV games would be in addition to the present broadcast and cable slate.

TIME WARNER TEST

Time Warner has offered a new standard for a behavior test in reply comments in the FCC's effective competition rulemaking. The company suggests a 10-channel antenna service priced at \$12.27. Operators would be free to add up to eight more channels at their discretion, at 76 cents per channel. The figures are based on FCC-GAO data and would make the top cost of the 18-channel service \$18.35. Installation and downgrade charges for such tiers, said TW, would be at cost.

TUNES FOR TOTS

Shelley Duvall and Nickelodeon are teaming up to produce and carry music videos aimed at the two-to-six-year-old age group.

Duvall's Think Entertainment

will work with record companies and artists to produce music videos aimed at that age group. Nickelodeon will carry the videos between 9 a.m. and 2 p.m., beginning July 1.

Duvall said the Nick Jr. Rocks! segment will launch with eight videos, and she hopes to have 36 videos shot in the first year. As more videos become available, the Nick Jr. Rocks! segment will expand within the five-hour time block.

The music will range from rock to reggae to rap to country to classical, and will include both new songs and older material. Children's artists, such as Raffi, will appear as well as pop stars. Some artists, such as Bobbi McFerrin, would cross over well, Duvall said. And many pop artists have recorded children's songs.

"What I'm looking to do is bring mainstream recording artists into children's music videos via original 'kid vids,' as well as providing a vehicle for some of the top children's artists," said Duvall. "Music is the universal language," she said. "Why couldn't Pavarotti do a children's video?" she asked, such as a number from a children's opera.

Duvall will be executive producer of the project, serving as go-between with record companies and artists.

MTV GOES 24 HOURS ON LENINGRAD CABLE

MTV Europe, already on the air in the Soviet Union with an hour per day insert into a magazine show, now claims it will be the first non-Soviet channel to broadcast 24 hours a day on Leningrad's 130,000-home cable TV system. Leningrad Cable is expected to grow to two million households by the end of 1996. The deal was made between MTV European and Lencetel, a joint venture of Leningrad Cable and the U.S. firm Rutter-Dunn Communications.

LOCAL NEWS IN SAN FRANCISCO

KRON-TV San Francisco will begin providing Viacom Cable with a local news update within Headline News on April 1. KRON-TV's hourly updates will be available in more than 150,000 Viacom subscriber homes.

BUSINESS

TVB 1990 RESULTS CONFIRM WEAK FOURTH QUARTER

Television revenues in fourth quarter up by less than 1%; total ad revenue in 1990 up 6% to \$22.6 billion; political advertising boosts local markets

Advertising totals compiled by Arbitron's Broadcast Advertisers Reports and released by the Television Bureau of Advertising document the fourth-quarter fallout that spoiled the holiday season for much of the Fifth Estate. For the four categories tracked by TVB—network, spot, syndication (including Fox) and local—ad revenue increased by 0.8%, to \$6,347,682,800, for fourth quarter 1990.

National spot advertising, the report says, grew only 0.6% in the fourth quarter, to \$1,606,325,900, compared to fourth-quarter 1989's total of

Fourth Quarter 1990 vs. 1989

	1989	1990	% chg.
Network	\$2,906,941,200	\$2,843,545,100	-2.2
Spot	\$1,596,449,000	\$1,606,325,900	+0.6
Local	\$1,406,908,200	\$1,439,735,900	+2.3
Syndication	\$389,074,700	\$458,075,900	+17.7*
Total	\$6,299,373,100	\$6,347,682,800	+0.8

*Includes Fox

Source Arbitron's Broadcast Advertisers Reports

Mr. David Corman
has agreed to sell the stock of
Boulder Broadcasting Corporation
licensee of
KNUS-AM
Denver, CO
to
Mr. Paul Stebbins

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Subject to FCC approval

\$1,596,449,000, which had been a 3% increase from fourth quarter 1988.

Bolstered by revenue from political advertising, local advertising managed to grow 2.3% in the fourth quarter, from \$1,406,908,200 in 1989 to \$1,439,735,900 in 1990. Even with the close to \$300 million spent on political advertising in 1990, the fourth-quarter growth, when compared to fourth-quarter growth in 1989 versus 1988, was up only 0.3%.

Besides local, only syndication advertising revenues grew by more than 1%. Syndication was up 17.7% to \$458,075,900. However, that 17% growth is down significantly from the 49% growth the syndication market enjoyed between fourth quarter 1988 and 1989.

For the year, spot television was up 5.1% to \$5,423,256,600, as Procter & Gamble and Philip Morris increased their spot spending by 38% and 22%, respectively.

Syndication increased 23.4% for the year. In that category, four of the top five advertisers increased spending compared to a year ago. Up from 1989 was Philip Morris at \$133,752,000 (up 25%), P&G at \$118,673,000 (up 31%), Warner-Lambert at \$48,430,100 (up 96%) and Grand Metropolitan at \$45,821,400 (up 81%). Kellogg Co., the number-five syndicated advertiser,

Continues on page 57.

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$144,100 □ 1

FM's □ \$2,085,000 □ 4

AM-FM's □ \$2,620,000 □ 6

TV's □ \$0 □ 2

Total □ \$225,766,350 □ 13

Year to Date:

AM's □ \$10,110,639 □ 38

FM's □ \$40,469,103 □ 47

AM-FM's □ \$88,712,617 □ 40

TV's □ \$86,474,000 □ 17

Total □ \$225,766,350 □ 142

For 1990 total see Jan. 7, 1991 BROADCASTING.

WEKZ-AM-FM Monroe, Wis. □ Sold by Green County Broadcasting Corp. to State-line Partnership for \$1.65 million cash at closing. **Seller** is headed by Kenneth W. Stuart and has no other broadcast interests. **Buyer** is headed by Harish C. Puri (37.5%), Busaba Imhoff (37.5%), Gary R. Probst (12.5%) and Timothy S. Carney (12.5%), and has no other broadcast interests. **WEKZ(AM)** has diverse format (local news, sports, music) on 1260 khz with 1 kw day. **WEKZ(FM)** has easy listening format on 93.7 mhz with 36 kw and antenna 581 feet above average terrain.

KTMX(FM) Colusa, Calif. □ Sold by Affinity Communications Inc. to Park Lane Colusa Partners Ltd. for \$900,000. Purchase includes \$250,000 three-year noncompete covenant and \$650,000 note payable at 10%. **Seller** is headed by Peter Miouli, and has no other broadcast interests. **Buyer** is headed by Park Lane Group Inc., general partner of assignee, which is headed by James Levy (38.832%), Richard Blue (18.302%), William Struck (8.775%), Paul Cook (29.076%) and Arthur Schneiderman (5.015%), and has no other broadcast interests. **KTMX** has CHR format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KSNO-AM-FM Aspen and Snowmass Village, both Colorado □ Sold by Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for \$800,000. Price includes \$700,000 cash at closing and \$100,000 five-year promissory note at 10% interest for first year, to be amortized over next four years in 16 quarterly installments; five-year noncompete covenant is included in purchase price. **Seller** is head-

ed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, Ky. **Buyer** is headed by Gardiner Broadcasting Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMx-AM-FM Hayden, Colo. ("Changing Hands," Feb. 4), and KSMT(FM) Breckenridge, Colo. ("Changing Hands," Feb. 18). Gardiner is also purchasing KZYR(FM) Avon, Colo. (see below). **KSNO(AM)** has new age jazz format on 1260 khz with 5 kw day. **KSNO-FM** has contemporary jazz/new age format on 103.9 mhz with 2.5 kw and antenna 85 feet above average terrain.

KZYR(FM) Avon, Colo. □ Sold by Rocky Mountain Wireless Inc. to Gardiner Broadcast Partners Ltd. for \$550,000. Price includes \$345,000 cash at closing, \$30,000 escrow deposit and \$175,000 promissory note at 10%. **Seller** is headed by Jerrell K. Davis, who is general partner in Roaring Fork Radio, applicant for new FM at Basalt, Colo. **Buyer** is headed by Gardiner Broadcast Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMx-AM-FM Hayden and KSMT(FM) Breckenridge, both Colorado, and is also purchasing KSNO-AM-FM (see above). **KZYR** has adult album rock format on 103.1 mhz with 1.5 kw and antenna 459.2 feet above average terrain.

WSLE(FM) Cairo, Ga. □ Sold by Orson Woodall (receiver) to Lovett Communications Inc. for \$510,000. Price includes \$10,000 cash at closing, \$210,000 five-year interest-bearing note and \$290,000 25-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Wendell Lovett (45%) and Jeffery Lovett (45%), father and son, and William O. Woodall Jr. (10%). Wendell Lovett is 75% stockholder in Lovett Broadcasting Enterprises Inc., owner of WGRA(AM) Cairo, Ga. **WSLE** has adult contemporary format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KFUN(AM)-KLTV(FM) Las Vegas, N.M. □ Sold by KFUN-KLTV Inc. to Dennis D. Mitchell for \$400,000. Price includes \$125,000 cash at closing, \$75,000 promissory note at 12% and \$200,000 promissory note at 7%. Licensee is headed by S. Carl Mark and son Henry G. Mark. **Transferor** is S. Carl Mark. **Transferee** is Mitchell (100%). Principals have no other broadcast interests. **KFUN** has Spanish and C&W format on 1230 khz with 1 kw. **KLTV** has adult contemporary format on 100.9 mhz with 3 kw and antenna 77 feet below average terrain.

CLOSED!

The sale of WJLQ-FM/WCOA-FM, Pensacola, Florida from Norman S. Drubner to BREM Broadcasting, Edmond J. Muniz, Principal for \$2,230,000.

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Overall market for week ending last Wednesday was split, with larger cap stocks up just over 2%, while smaller stocks rose roughly 5%. CBS climbed 10.6%, to 185 7/8, coincident with news that company had best household ratings during February sweeps, and just prior to expected FCC decision on revising financial interest and syndication rules. News Corp. continued to gain, up 8.6%, while another heavily leveraged company, Cablevision Systems, jumped 16%, to 27 3/4, and was among most active volume stocks last Wednesday on American exchange. Speculation continued that

"squeeze" of short sellers may be under way in latter stock. American Film Technologies rose sharply from 4 1/2 last week, reportedly on rumors about possible takeover by film studio. On Friday, March 1, the stock was at 6 3/4, despite denials of any imminent transaction by company's president. Some companies are taking advantage of stock market upswing to issue additional equity, including Omnicom Group, up 10% last week to 27 1/8, and New Line Cinema. All American Television has a new symbol: AACI, while TVX Broadcast Group stopped trading following tender by Paramount.

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 Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- station
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BROADCASTING

A BHC) BHC Comm.	53	3/8	51	1/2	1	7/8	03.64	13	1,563
N CCB) Cap. Cities/ABC	500		484	1/2	15	1/2	03.19	17	8,666
N CBS) CBS Inc.	185	7/8	168		17	7/8	10.63	14	4,400
A CCU) Clear Channel	11		11				00.00	-122	63
O JCOR) Jacor Commun.	2	7/8	2	5/8	1/4		09.52	-2	28
O OSBN) Oshorn Commun.	7		7	3/4	-	3/4	-09.67	-10	48
O OCOMA) Outlet Comm.	11		10	1/2	1/2		04.76	13	72
N PL) Pinelands	15	1/2	15	3/4	-	1/4	-01.58		261
A PR) Price Commun.		5/8		5/8			00.00	133	7
O SAGB) Sage Bsg.	1	1/8		7/8	1/4		28.57	-1	4
O SCRIP) Scripps Howard	49		50		-	1	-02.00	18	506
O SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	5
O TLMMD) Telemundo	4	3/4	5		-	1/4	-05.00	-2	108
O TVXGC) TVX Group	9	7/16	9	7/16			00.00		68
O UTVI) United Television	32		31		1		03.22	3	347

PROGRAMING

O IATV) ACTV Inc.	2	3/4	2	5/8	1/8		04.76		2
O ALLT) All American TV	3	5/8	3	5/8			00.00		7
N CRC) Carolco Pictures	9		9	1/4	-	1/4	-02.70	14	272
O DCPI) Dick Clark Prod.	4		3	3/4	1/4		06.66	25	33
N DIS) Disney	126	5/8	124		2	5/8	02.11	21	16,839
O FNNIC) FNN	11/32		13/32		-	1/16	-15.38	1	6
A FE) Fries Entertain.	5/8		5/8				00.00		3
A HHH) Heritage Ent.	7/8		5/8		1/4		40.00	-1	7
N HSN) Home Shop. Net.	5	3/8	4	5/8	3/4		16.21	15	484
O IBTV) IBS	1	5/8	1	5/8			00.00	20	5
N KWP) King World	32	3/4	30	7/8	1	7/8	06.07	15	1,244
O KREN) Kings Road Ent.	1/8		1/8				00.00		0
N MC) Matsushita	138	1/2	137	1/2	1		00.72	18	288,112
A NNH) Nelson Holdings	1	1/4	1	3/8	-	1/8	-09.09		5
O NNET) Nostalgia Net.	5/8		5/8				00.00		3
N OPC) Orion Pictures	10	1/2	9	5/8	7/8		09.09	26	236
N PCH) Paramount Comm.	41	1/2			7/8		09.09	28	3,893
N PLA) Playboy Ent.	5	5/8	5	3/8	1/4		04.65	29	105
O QNTXQ) Quintex Ent.	1/8		1/8				00.00		26
O QVCN) QVC Network	10	5/8	8	1/8	2	1/2	30.76	-27	184
O RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-16	85
O RPICA) Republic Pic.'A'	8		7	1/4	3/4		10.34	44	34
A S) Spelling Ent.	5	1/4	5	1/4			00.00	35	173
O LUKE) Video Jukebox	4	3/4	4	3/4			00.00	-36	45
O WONE) Westwood One	2	3/8	2	1/2	-	1/8	-05.00	-1	34

Closing Wed Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- station
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BROADCASTING WITH OTHER MAJOR INTERESTS

N BLC) A.H. Belo	31	1/4	30	1/8	1	1/8	03.73	24	583
A AK) Ackerly Comm.	3	3/4	3	1/2		1/4	07.14	-4	57
N AFL) American Family	23		23	1/2	-	1/2	-02.12	17	1,871
O ACCMA) Assoc. Cmnm.	28	3/4	28	1/4	1/2		01.76	73	536
N CCN) Chris-Craft	31		29	7/8	1	1/8	03.76	2	789
O DUCO) Durham Corp.	27		27	3/8	-	3/8	-01.36	13	228
N GCI) Gannett Co.	41		39	1/2	1	1/2	03.79	17	6,478
N GE) General Electric	68	1/2	69	3/8	-	7/8	-01.26	14	60,870
O GACC) Great American	3	1/8	2	7/8	1/4		08.69	-1	109
A HTG) Heritage Media	4		3	3/4	1/4		06.66	-6	180
N JIP) Jefferson-Pilot	40	1/8	40	1/2	-	3/8	-00.92	9	1,434
N LEE) Lee Enterprises	29	7/8	29	1/8	3/4		02.57	17	697
N LIB) Liberty	43	1/8	44	1/4	-	1/8	-02.54	9	337
O LINB) LIN	69	1/2	63		6	1/2	10.31	-19	3,570
N MHP) McGraw-Hill	58	1/2	57	1/4	1	1/4	02.18	124	2,847
A MEGA) Media General	22	1/8	21	1/2	5/8		02.90	26	560
N MDPI) Meredith Corp.	27	1/2	27	3/8	1/8		00.45	-22	495
O MMEDC) Multimedia	73		71		2		02.81	19	826
A NYTA) New York Times	23		22	5/8	3/8		01.65	51	1,751
N NWS) News Corp. Ltd.	14	1/4	13	1/8	1	1/8	08.57	8	3,825
O PARC) Park Commun.	15	1/2	15	1/2			00.00	17	320
O PLTZ) Pulitzer Pub.	23	1/4	23	1/2	-	1/4	-01.06	9	243
O STAUF) Stauffer Comm.	117		117				00.00	48	144
N TMC) Times Mirror	30	7/8	29	1/8	1	3/4	06.00	19	3,968
N TRB) Tribune Co.	43	3/4	42	1/2	1	1/4	02.94	16	2,881
A TBSA) Turner Bestg.'A'	14	3/4	14	7/8	-	1/8	-00.84	-98	2,200
N WPO) Washington Post	241				-	1/8	-00.84	16	2,900
N WX) Westinghouse	30	1/8	27		3	1/8	11.57	8	8,769

CABLE

A ATN) Acton Corp.	5	1/8	5	1/2	-	3/8	-06.81	-4	7
O ATCMA) ATC	42	1/4	40		2	1/4	05.62	40	4,607
A CVCC) Cablevision Sys.'A'	27	3/4	23	7/8	3	7/8	16.23	-2	616
A CTY) Century Comm.	9	5/8	8	1/8	1	1/2	18.46	9	629
O CMCSA) Comcast	15	1/4	14		1	1/4	08.92	-10	1,721
A FAL) Falcon Cable	7	3/4	8	1/4	-	1/2	-06.06	-5	49
O JOIN) Jones Intercable	9	1/2	8	3/4	3/4		08.57	-6	118
N KRI) Knight-Ridder	49	3/4	48	1/2	1	1/4	02.57	15	2,496
T RCI.A) Rogers'A'	12	1/2	9	3/4	2	3/4	28.20	-17	349
O TCAT) TCA Cable TV	15		15	1/2	-	1/2	-03.22	65	363
O TCOMA) TCI	15	7/8	14	1/2	1	3/8	09.48	-23	5,651
N TWX) Time Warner	108				1	3/8	09.48	-7	6,207
O UAECA) United Art.'A'	13		12	3/4	1/4		01.96	-18	1,825
A VIA) Viacom	24	3/8	25	1/4	-	7/8	-03.46	-81	2,601

STOCK INDEX (CONT.)

Closing Closing
Wed Wed
Mar 6 Feb 27
Net
Change
Percent
Change
P/E
Ratio(000,000)
Market
Capitali-
zation

Closing Closing
Wed Wed
Mar 6 Feb 27
Net
Change
Percent
Change
P/E
Ratio(000,000)
Market
Capitali-
zation

EQUIPMENT & MANUFACTURING

N (MMM) 3M	90	5/8	88	3/4	1	7/8	02.11	15	20,116
N (ARV) Arvin Industries	22	5/8	21	1/4	1	3/8	06.47	20	425
O (CBL) C-Cor Electronics	4	3/4	5			1/4	-05.00	5	20
O (CTEX) C-Tec Corp.	16	3/4	16	3/4			00.00	-32	275
N (CHY) Chyron	13/16		7/8			1/16	-07.14	-2	9
A (COH) Cohu	12	1/4	12	1/8		1/8	01.03	9	24
N (EK) Eastman Kodak	45	7/8	43	5/8	2	1/4	05.15	47	14,883
N (HRS) Harris Corp.	25	1/2	24	1/4	1	1/4	05.15	8	1,022
N (IV) Mark IV Indus.	11	5/8	11			5/8	05.68	2	158
O (MATT) Matthews Equip.	1	7/8	1	7/8			00.00	93	11
O (MCDY) Microdyne	8	3/8	6	13/16	1	9/16	22.93	119	35
O (MCOM) Midwest Comm.	23/32		3/4			1/32	-04.16	2	2
N (MOT) Motorola	64	1/4	61	1/8	3	1/8	05.11	16	8,450
A (PPI) Pico Products	1		1	1/8		1/8	-11.11		3
N (SFA) Sci-Atlanta	15	3/4	15	1/2		1/4	01.61	8	353
N (SNE) Sony Corp.	51	3/4	52	1/8		3/8	-00.71	27	17,177
N (TEK) Tektronix	22	1/4	20	1/8	2	1/8	10.55	-7	646
N (VAR) Varian Assoc.	42	1/2	40		2	1/2	06.25	-202	813
O (WGNR) Wegener	3/4		5/8			1/8	20.00	-4	5
N (ZE) Zenith	8	1/4	7	1/2		3/4	10.00	-3	220

SERVICE

O	(AFTI) Am. Film Tech.	6	1/4	4	1/2		1	3/4	38.88	20	61
O	(BSIM) Burnup & Sims	9	1/2	10			-	1/2	-05.00	105	119
A	(CLR) Color Systems	3	3/4	4			-	1/4	-06.25	-4	34
N	(CQ) Comsat	28	3/8	26	1/8		2	1/4	08.61	9	530
N	(CDA) Control Data	13		12	1/8			7/8	07.21	-3	552
N	(DNB) Dun & Bradstreet	47	5/8	44	3/4		2	7/8	06.42	17	8,690
N	(FCB) Foote Cone & B.	25	1/2	24	1/2		1		04.08	13	275
O	(GREY) Grey Adv.	145		135			10		07.40	13	163
O	(IDBX) IDB Commun.	8	3/4	8	3/4				00.00	97	55
N	(IPG) Interpublic Group	43	1/2	41			2	1/2	06.09	19	1,487
N	(OMC) Omnicom	27	1/8				2	1/2	06.09	13	711
O	(RTSY) Reuters	47	1/2	45	3/8		2	1/8	04.68	22	20,476
N	(SAA) Saatchi & Saatchi	1	3/8	1	1/8			1/4	22.22	-1	217
O	(TLMT) Telemation		1/4		1/4				00.00		1
O	(TMCI) TM Commun.		1/4		1/4				00.00	-1	5
A	(UNV) Unitel Video	7	7/8	7	5/8			1/4	03.27	-13	12
O	(WPPGY) WPP Group	411/16		2	1/2		2	3/16	87.50	1	192

Standard & Poor's 400 447.26 436.00 +11.26 +2.5%

TVB

Continued from page 54.

cut its syndicated spending by 11%, down to \$45,353,300.

Of 26 national and regional spot advertising categories, half cut back on their 1990 spending. Beer and wine advertising dropped 3% in 1990 to \$201,189,000; household furnishings dropped 31% to \$29,267,600; computer and office equipment advertisers cut back by 33% to \$21,164,700, and building material/equipment and fixture advertisers cut by 27% to \$57,628,800.

Locally, eight of 15 local-retail television advertisers cut their spending. In the automotive category—which includes dealerships, repair shops, gas stations and supply stores—spending dropped 11% to \$414,248,000. On the retail side, department, discount and variety stores cut spending by 11% to \$333,641,300. Clothing stores, fur salons, shoe stores and apparel stores cut ad spending by 12% to \$174,226,600.

Network television was up 6% in a non-Olympic, non-election year that saw 21 of 47 advertising categories reduce ad spending. Beer and wine advertising dropped by 19% to \$293,456,600. Among the top-25 network advertisers, Kellogg Co., the number-four network advertiser, cut spending by 7% to \$301,295,500.



THE SELLING OF KING

Steven Clifford, president and chief executive officer of King Broadcasting, told BROADCASTING that a definitive agreement will probably be signed in about a month to sell the TV stations and cable systems to a joint venture of the Providence Journal and Kelso & Co. (BROADCASTING, March 4). While saying the sale would be taxable to King and that the buyers would assume debt, which recently stood at \$170 million, Clifford declined to break out prices or multiples between the stations and cable: "There is only one price so I'm not sure what it says to the cable or TV industry; you can read into it whatever you want." Since the end of the fiscal year last June, King's broadcasting operations have been affected by the recession and events in the Middle East, but Clifford said he is optimistic about an upturn in revenue. Those making the sale announcement last week were (pictured, l-r) controlling owners of King, Harriett Stimson Bullitt and Priscilla "Patsy" Bullitt Collins, who are sisters, and chairman, publisher and chief executive officer of Providence Journal Co., Stephen Hamblett. Other owners of King include additional family members, executives, various trusts and an employee stock option plan (ESOP).

WASHINGTON

CITIES PETITION CONGRESS FOR CABLE LEGISLATION

Group wants bill with competitive franchise renewal process, programing access, consumer protection; NCTA says FCC is tackling those concerns

Some 700 elected city and county officials last week sent a letter to Congress calling for legislation aimed at insuring that "consumers receive high quality, yet affordable, cable service."

The letter and collection of signatures is the work of a coalition made up of the United States Conference of Mayors, the National League of Cities, the National Association of Counties and the Washington representatives of a number of municipalities.

"The letter is a reflection of the fact that cities of all sizes are concerned about cable," said Leslie Wollack, legislative counsel, National League of Cities. "We would like to have the tools to solve the problems as we see them."

"It shows a terrific amount of interest at the local level," said Nicholas Miller, of Miller & Holbrooke, who represents cities on cable matters and helped collect signatures. "There is an incredible groundswell of interest."

"It is hardly a groundswell," said NCTA spokesman John Wolfe. "By my count, only about 240 communities are represented on this letter," he said.

"That's only a fraction of the 28,000 communities served by 9,600 cable systems."

He added: "We don't want to trivialize the concerns of the communities on the letter, but the FCC has a proceeding underway to address those concerns."

The FCC has proposed rules that would expose most cable systems to municipal rate regulation. The FCC expects to take final action on the rules next May.

The letter, delivered last Monday (March 4) to every member of Congress, comes as both chambers are considering cable regulation legislation and planning hearings. The leadership of the Senate Commerce Committee introduced a tough measure last January and plans to hold hearings this Thursday (March 14). House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) introduced a bill last week. He has scheduled hearings for March 20.

The letter may signal a more active role for municipal associations in the upcoming battle over cable legislation. Although the associations have passed resolutions strongly favoring legislation, they have assigned a low priority to its

passage and were not major factors in the ultimately unproductive debate over cable legislation last year.

Wollack said cable will not be one of the NLC's top priorities in 1991. "But it is a very important issue to many cities, and we will work with the congressional committees and the other associations [to effect passage of the bills]," she said.

Robert Fogel, associate legislative director, NAC, acknowledged that the municipalities have not been as vocal as they might have been. "We had heard from Congress over the last couple of months that we had not heard enough from local officials on problems of cable," he said, explaining the origin of the letter. "This was our response."

"We urge Congress to adopt legislation insuring that consumers receive high quality, yet affordable, cable service," the letter says. "The price and quality of cable service now determines the level of television service to more than 55% of the television households in the nation. Protection of these cable consumers is vital."

"Our constituents have come to us with countless complaints concerning, among other things, poor signal quality; the failure of cable operators to respond to service requests within a reasonable time period and, of course, dramatic rate increases."

Attached to the petition is an outline of what the municipalities are hoping to accomplish through legislation:

- Access to cable programming for competitive cable systems and other multi-channel media such as satellite broadcasting and wireless cable.

- A competitive franchise renewal process that eliminates "what is now effectively a perpetual franchise."

- Municipal rate regulation "within a federal framework" to protect consumers until competition emerges.

- Consumer protection standards established by the FCC with local discretion to adopt more stringent requirements.

- Immunity for local governments from

NAB WILL FIGHT RADIO AND TV USER FEES

The broadcast industry will fight the FCC's plans to collect up to \$4.9 million in annual user fees from radio and television stations. Last week the National Association of Broadcasters executive committee instructed association lobbyists to "be aggressive" in opposing the fees.

NAB intends to seek an exemption from the fees based on the argument that broadcasters have public interest obligations to which other services regulated by the FCC are not subject.

The agency is asking Congress to authorize the fees in legislation this year. The subject was broached only briefly during last week's Senate Appropriations Subcommittee hearing on the FCC's \$133.4 million request for its fiscal 1992 budget. Subcommittee Chairman Ernest Hollings (D-S.C.) asked FCC Chairman Alfred Sikes to tell him about the fees... "because I am going to hear complaints." But Hollings did not follow up with any comments suggesting where he stood on the issue. The chairman of the Senate Communications Subcommittee, Daniel Inouye (D-Hawaii), told broadcasters attending an NAB conference that he personally opposes the concept of user fees (see story, page 59).

civil damages stemming from regulating and administering cable franchises.

The grassroots drive upset the United States Telephone Association due to the absence of language in the letter reiterating the municipal associations' endorsements of lifting the statutory ban against telephone companies owning and operating cable systems.

In its own letter to elected officials, which was obtained by BROADCASTING, USTA complained that the association's letter "only calls for Congress to consider 'new solutions to encourage competition' and to 'seriously review proposals which would promote the provision of video programming services by potential competitors.'"

"To many members of Congress,

statements such as these will leave the impression that legislation that removes the crossownership restriction for local telephone companies is not currently supported by the associations' members," the USTA letter said.

Gerry Lederer, USTA executive director, government relations, one of the signers of the letter, said USTA wanted the associations to amend their letter to clarify their support for telco entry, but settled for the attachment of the groups' communications policy statements endorsing it. After the organizers of the letter campaign had collected some signatures, he said, they were rightly "queasy" about going back and changing the language.

And in retrospect, Lederer said, "I

don't think there is any question in people's minds that when [the associations] say 'competition,' they mean telcos."

"We all support competition," said NAC's Fogel. "We all support telco entry as one form of competition," Fogel said. But, he said, the exclusion of an explicit reference to the telco issue in the letter was not an oversight. Telco entry is not as high a priority as rate regulation, consumer protection and immunity from damages, he said.

The telco issue aside, Lederer said he is pleased with the municipalities' initiative. "I think this effort alone is much stronger than anything they did in the last two years," Lederer said. "I think they understand that the onus is on them to get this thing moving." —NAJ

INOUE SYMPATHETIC TO PLIGHT OF FREE TV

Senator also tells NAB meeting he has reservations about FCC user fee proposal

Broadcasters have the ear of Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who told radio and television executives that "most of us in the Senate believe free TV is in trouble." The senator had even more encouraging words for the industry when he expressed "serious reservations" about the FCC's proposed annual user fee.

Inouye spoke last week to the National Association of Broadcasters annual state association conference in Washington. More than 250 broadcasters met to discuss NAB's legislative agenda and to meet with members of Congress. FCC Commissioner Andrew Barrett also spoke to the group. And FCC and congressional staffers presented their views on key communications issues (see box, page 60).

Inouye advised broadcasters to move quickly on such issues as must carry and retransmission consent, saying the "iron is hot."

Inouye said there is "no question that free over-the-air television is in jeopardy." The chairman acknowledged there is an "imbalance" in the current marketplace. He said Congress is looking to broadcasters for a "solution" to that problem.

As for his position on must carry and retransmission consent, Inouye only said it is incumbent upon the industry to resolve these issues by "working together." Not all broadcasters want must car-



Senator Daniel Inouye (l) of Hawaii was the keynoter at last week's National Association of Broadcasters annual meeting for state association presidents and executive directors. He's shown with NAB President Eddie Fritts (center) and FCC Commissioner Jim Quello.

ry, he said, referring to the fact that affiliate stations appear more interested in requiring cable to pay a retransmission consent fee. And Inouye voiced concern that such a fee would be passed on to consumers.

Inouye later told reporters that he does

not philosophically agree with the concept of user fees. Once the fees are established, the senator said, there is no way to keep them from rising. While he said Congress would give the idea "consideration," he said lawmakers would not act before hearing from the industry

on the matter.

He said the parent Commerce Committee will act on several key issues including cable reregulation and legislation that would lift restrictions that keep the Bell operating companies from manufacturing telephone equipment. Other committee priorities include codification of the fairness doctrine, on which Inouye said he hoped "we can work together." "We will do our best to codify it [fairness] this Congress," he added.

One of his highest priorities is passage of a bill that would reallocate 200 mhz of government spectrum for private use. Inouye said the measure died last year because of the Administration's insistence that the bill permit auctions. Inouye is no fan of auctions. Auctions, he said, are a good idea for "those who can afford it."

Inouye also rated the chances of passage of legislation revising the lowest unit rate broadcasters charge for political advertising as very slim. He said the measure would not become law unless the Senate passes a campaign reform bill, which, he said, "seems unlikely."

In addition, he urged broadcasters to

work with Capitol Hill to address the national problem of illiteracy. "I am not looking to impose additional obliga-

tions. I think you've got enough," said Inouye. "I would like to explore how we could work together." —KM

CABLE STILL AN ISSUE ON THE HILL

Key House and Senate staffers told the NAB audience that Congress is still hearing complaints about cable. "We're getting a steady stream of mail on cable rates," said Toni Cook, senior counsel for the Senate Communications Subcommittee. Gina Keeny, Republican counsel for the subcommittee, also told the NAB group that members continue to hear from constituents unhappy with their cable service. The Senate Commerce Committee will hold a hearing this week on cable reregulation.

The House Telecommunications Subcommittee is also receiving a lot of "correspondence," reported senior counsel Larry Irving. Irving expects the House to approve a cable bill this year. However, Terry Haines, counsel to the Republicans on the House subcommittee, said his members would not embrace a regulatory bill. "Why waste the time on something that is likely to be vetoed anyway?" asked Haines, referring to White House's continued opposition to cable reregulation.

As for other matters, Irving issued a warning to the FCC. He said the Hill is growing "suspicious" about the FCC's proposed "attic-to-basement" review of broadcast regulations. The agency is preparing to propose relaxation of its radio multiple and crossownership rules. "If the FCC's intent is further structural deregulation, they'll have a fight on their hands," said Irving.

BOUCHER TO INTRODUCE TELCO ENTRY BILL

Legislation to be similar to last year's effort that included bans on cross-subsidization and cross-marketing

Legislation allowing telco entry into video will be introduced in the House within the next month by Representative Rick Boucher (D-Va.). That's according to his legislative director Merrill S. Spiegel. The bill, she said, will be similar to the measure Boucher introduced last year that contained prohibitions against cross-subsidization and cross-marketing, while allowing the telcos to program as many channels as the market will support.

Spiegel spoke during the day's last panel, "Regulations and Politics: Slow Dancing in the Dark," with Glenn Jones, president of Jones Intercable; Leonard Kennedy, senior legal advisor to FCC Commissioner Ervin Duggan (Kennedy has recused himself from advising Duggan on this issue) and Brian Thompson, vice president of the Ashton Group and former MCI executive vice president.

Spiegel felt confident the measure (a combination of last year's H.R. 2437 and later drafts) would pass this term



Rep. Rick Boucher

and eventually become law, although she said "we suspect [the bill] will change after a period of negotiation."

She said two major political changes have occurred to push it over the edge: "The Administration has publicly stated that it supports competition as the appropriate resolution to the cable problem," and broadcasters "recognize the inevitability of telco entry."

An important part of Boucher's plan calls for a "death penalty" for telcos found to violate the cross-subsidization or cross-marketing restrictions. In other words they would be barred from the video delivery business. Cross subsidization is the use of funds from telephone subscribers to construct or operate video, or vice versa. Cross marketing is promoting or bundling packages of both video and telephone.

Whether Boucher's plan becomes law or not, it seems certain that the cable television marketplace will soon be changed by legislation or regulation. Kennedy said, "obviously there are some problems in the cable marketplace out there, there are real complaints that customers have, and that's why Con-

gress and the commission" are interested. But the fundamental questions, he believes, are: "Do we do more harm by imposing regulation on this business or will we do more good for the public?... Should you change the Cable Act solely to benefit one industry?"

Kennedy said the FCC "does not go out of its way to discourage good investments...the government ought to make it possible for new entrants to get out there and risk their money in the market...but sometimes it's not so easy to get out of the way."

Thompson said "our technologies have finally gotten us to a point where neither legislation nor regulation is necessary, except in the event of miscarriages that are egregious in the business of telecommunications...we should be looking for the future of allowing [alternative video delivery] technologies to find their way to the marketplace. There is nothing more brutally efficient in this world than the financial markets, and I think we should allow those markets to be played out in telecommunications."

Jones said "what is causing the turbulence in the marketplace is the breakdown of existing communication distribution monopolies and oligopolies."

Although Jones agreed with Thompson in general terms, he clearly believes legislation (both proposed last year and under consideration this year) which would let telcos offer video is "is ill-conceived...from an entrepreneur's outlook, it's absolutely devastating.... When you look at balance sheets...you have Godzilla [telcos] on one end, and the Easter Bunny [cable] on the other."

Kennedy said that even if the way was paved for telco entry at the federal level, there are still "state public utility commissioners [who] are very sensitive to the cost of telephone activity and the ramifications of certain investment for the general body of ratepayers...those commissioners will be asking who's going to bare the freight of this new investment."

He said "no doubt Congress will make some kind of policy overview and the regulators will flush out the details." One detail that seems to have been forgotten is the FCC's pre-emption of local and state laws regulating cable. "Pre-emption may be a sleeper issue."

Spiegel, however, "was optimistic" Boucher's bill will become law this term. She said "new ideas generally take at least two terms, if not more, to get passed...[but] the reality is that it would be some time before telcos could provide competition, even if the law was passed this year."

-PJS

FCC TO REVIEW WWOR SETTLEMENT

Commission wants to determine whether competing applicant was ever really interested in acquiring station

Garden State Broadcasting Ltd. was all set to pick up a check for \$2 million today (March 11) for dropping its four-year-old challenge at the FCC for the license of WWOR-TV Secaucus, N.J. (New York).

But to the surprise of the Garden State partners and the Washington law firm that represents them, Cohen & Berfield, the settlement was indefinitely postponed 10 days ago when the FCC, by a 5-0 vote, ordered further hearings to determine whether Garden State is in violation of the law by challenging the license solely to reap a settlement payoff (BROADCASTING, March 4).

The FCC's upsetting of the settlement was "totally unexpected," said Mort Berfield, of Cohen & Berfield. "But we are prepared to go forward," he said. "We will submit the additional information the FCC is looking for."

According to the FCC's order, which remands the license renewal case to Administrative Law Judge Richard Sippel, the FCC may approve settlement agreements only after determining that "no party to the agreement filed its application for the purpose of reaching or carrying out a settlement agreement."

Concerned about abuse of FCC process, the order says, the full commission without prompting from any of the parties reviewed ALJ Sippel's Jan. 11 approval of the Garden State-WWOR-TV settlement. Based on its review, it says, the FCC does not believe the record is "sufficient to conclude that Garden

State did not file its application with an intent to enter into a settlement agreement."

Sippel's approval of the settlement came shortly after MCA transferred WWOR-TV to former MCA shareholders reorganized as Pinelands Inc. The spin-off was precipitated by Matsushita's purchase of MCA and the FCC rules that prohibit foreign ownership of broadcast stations.

In remanding the case to the ALJ, the FCC has also blocked Pinelands from selling WWOR-TV, which many believe Pinelands is interested in doing. FCC rules prevents the sale of stations hung up in license renewal hearings.

Garden State, of which New Jersey resident Jean Wells is the general partner, applied for WWOR-TV's license in July 1987, claiming the station had failed to adequately serve to citizens of New Jersey. The challenge came just three months after MCA purchased the station from RKO for \$387 million and after RKO cleared the way for the sale by settling a license renewal challenge from Mainstream Television Limited Partnership by paying Mainstream \$5.37 million. Mainstream's general partner was Jean Wells and its law firm was Cohen & Berfield.

Among the "troubling aspects of the hearing record" the orders says, is the fact that all present at the meeting at which Garden State decided to challenge

Continues on page 69.

PORNOGRAPHY CONVICTION STANDS

In *Cinema Blue of Charlotte Inc. v. State of North Carolina*, the U.S. Supreme Court let stand a pornography conviction of two North Carolinians operating an adult movie theater and said results of public opinion surveys the defendants used to support their contention that the material was not obscene do not reflect "contemporary community standards."

KEEPING THEIR NOTES

Reporters David Ropeik of WCVB-TV Boston and Patricia Mangan of *The Boston Globe* will not have their notes subpoenaed implicating Matthew Stuart and John McMahon as accessories in Carol Stuart's murder in October 1989. Superior Court Judge Guy Volterra said the prosecutor's office should already have "sources of information" and should subpoena the sources directly.

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: Graphics & Effects.

GRAPHICS, VIDEO EFFECTS COLOR NEW TV WORLD

Convention expected to showcase special effects, cost-effective, multi-functional systems

New hardware and software for generating increasingly complicated and realistic computer graphics and special video effects are normal occurrences at this time of year. As engineers find new, creative ways to blend computer and video technology, enhanced graphics workstations, weather graphic generators and image services, character generators and still-stores are the most rapidly changing systems in TV production studios.

"Everybody is bringing out new stuff for this show," the 1991 National Association of Broadcasters equipment exhibition, said Mark Sanders, president, Pinnacle Systems Inc., Santa Clara, Calif. "This ought to be a significant show for special effects and graphics," he said. The show is set for the Las Vegas Convention Center, April 15-18.

A common trend, Sanders said, is increased concentration on workstations. "More and more people are coming out with more capability in a single box," he said. "As an example, Pinnacle Systems' revenue growth has tripled in size in six months. We are growing very rapidly, and that's great in a down market."

Making systems cost-effective for broadcast clients during the current recession is a main concern for manufacturers. Multi-functional devices "are saving labor, which is probably the most expensive component in production, and it does reduce capital requirements for new equipment.... Broadcasters and production people are going to get a better bang for their buck," said Isaac Hersly, president, Chyron Corp., Melville, N.Y.

Another economic variable in the market is what may happen in the wake of recent legal victories by Quantel, British manufacturer of graphics and paint systems. Quantel won a 1990 patent infringement suit in British court against Electronic Graphics, another UK graphics firm. Earlier this year, Quantel settled a second suit filed in New York to bar sales of Electronic Graphics' Pastiche systems in the U.S.

Under the agreement, Electronic Graphics admitted to patent infringement, acknowledged the validity of Quantel's patents in all countries and agreed to pay Quantel \$350,000 in damages.

The issues involved in the suits were

Quantel's patent rights for elements of its Paintbox system. Other manufacturers of paint systems in the U.S. say they fear Quantel's business objective is to eliminate its competition through patent litigation. So far, however, Quantel has not filed suit against any other graphics companies.

The graphics and effects community will also be paying attention to events in the Chyron booth. Chyron, leading manufacturer of character generators and owner of several other video graphics-related subsidiary companies, filed for Chapter 11 bankruptcy last fall. Chyron's financing agreements fell through following a dispute between its two main financial backers, Manufacturers Hanover and European American Bank (EAB). Following the Chapter 11 filing, Manufacturers Hanover extended a new line of credit to Chyron and filed suit against EAB for fraud and breach of contract. The discovery phase of the suit has passed and a trial date is expected to be set soon.

In the meantime, Chyron expects to announce its complete reorganization plan during NAB. Over the past several months, Hersly said, the company has

run smoothly, thanks in part to heavy sales of its iNFiNiT! system. "The iNFiNiT! is a winner for us. I think without the iNFiNiT! the situation would be somewhat different for us. It is a flagship piece of equipment," he said.

Perhaps the most significant new graphics technology at NAB will be the U.S. introduction of Quantel's Flash Harry, a major upgrade of the well-established Harry workstation. Flash Harry continues to combine the video and audio editing capabilities, effects and graphics of Harry, but processes at a much quicker rate. Quantel claims the new system quadruples the power of Harry.

Upgrades to currently operating Harry systems will begin at \$100,000. New workstations with Flash Harry capabilities will cost no more than new Harrys—about \$400,000—although a \$150,000 Quantel Paintbox is also needed to complete the Flash Harry system. No delivery dates for Flash Harry have been set.

Quantel is also introducing a low-cost version of the Paintbox. Most of the features of Paintbox have been built into Paintbox Junior, which will sell for about \$60,000.

ColorGraphics, a subsidiary of Dynatech Corp., Madison, Wis., specializing in paint and animation systems, will introduce its Video Workbench processing system. The system combines layering, transitions, time compression and expansion, as well as several other functions, in one box. "The name is very deliberate in that we think of this as analogous to the workbench in your basement," said ColorGraphics' Doug Hinahara. "We have all the tools collected in one spot to either create something or repair something."

MaxFrame, a new "video computer" to be introduced with the Video Workbench, is designed to increase animation processing time in the component digital domain. A third ColorGraphics introduction, DP MAX, is a new configuration of the DP4:2:2 paint and animation system, DP Mosaic and MaxFrame. The ColorGraphics components as a whole system are designed for tapeless video production in what the company calls a digital "suite in a box."

The graphics division of Symbolics Inc., Los Angeles, is introducing digital versions of its PaintAmation and XL Animation systems at NAB. Realtime D-1 (component digital) inputs and outputs will now be possible for the PaintAmation, which generates high-end paint and two-dimensional animation. XL Animation, introduced in 1989, integrates two- and three-dimensional



Ampex's ADAPT digital layering device

graphics capability in a system selling for less than \$100,000. Upgrades of existing systems are possible with the purchase of digital boards.

Pinnacle Systems will introduce new stillstore and montage options to its Prizm Video Workstation, introduced last fall at the International Broadcasting Convention in Brighton, England. "It is doing just great guns for us right now," Pinnacle's Sanders said. Pinnacle named BTS Broadcast Television Systems, Salt Lake City, as the international distributor of Prizm last January. BTS is also including Prizm in its turnkey systems service in the U.S. and Canada. Shipments through BTS have already begun, Sanders said.

Ampex Corp., Redwood City, Calif., has for several weeks been calling attention to its main NAB introduction, the ADAPT digital layering device (BROADCASTING, Jan. 28). The system is designed as part of a low-cost, five-step process toward full component digital editing for production or broadcast station suites by the mid-1990's. It is a composite digital layering device capable of complex, multi-generational effects interfacing with current composite analog production switchers. ADAPT sells for \$16,000-\$30,000, depending on the configuration. Deliveries are scheduled to begin in the third quarter of 1991. Ampex will also demonstrate a new two-channel version of its ADO 100 effects system and highlight its Warp Speed effects option to the ADO, introduced at last fall's Society of Motion Picture and Television Engineers

exhibition.

The Digital Multi Effects (DME)-9000 system, also known as System-G—Sony Corp.'s first graphics offering—will be shown in its final production version at NAB. "We want to be in the [graphics and effects] business. It's an important business to us. We think it's important in the digital age to be able to essentially provide all of these components," a Sony spokesman said last week. The company had originally planned to show the production model at NAB 1990, but later decided to delay shipments to further perfect the system. Sony will also show the production model of a less-expensive version of System-G, the DME-5000. WPIX(TV) New York has already ordered the DME-5000 for its planned new production studio, which will be among the first all-digital facilities in the U.S. (BROADCASTING, Feb. 11).

Series 2 and 3 of the IMPACT Three-Dimensional Variable Image Transformer, introduced at NAB 1990 by Microtime Inc., Bloomfield, Conn., will be introduced. IMPACT combines real-time video effects editing with computer graphics modeling. Series 2 and 3 are designed as lower-cost versions for later upgrade to the full Series 4 capacity. All three models are now available for delivery. Pricing information will be announced at the show.

The Grass Valley Group, Grass Valley, Calif., will introduce the DPM-700 Digital Picture Manipulator, an upgrade of its established DPM-100 system. DPM-700 will add three-dimensional ro-

tation and perspective of graphic images. The company has declined to give further information on the system before NAB.

In weather graphics, Accu-Weather Inc., State College, Pa., will show its new Ultragraphics 386AT, with high-resolution graphics, automatic graphics downloading, a complete paint system and real-time map generation. The system has been shown to individual customers on the road, but the official introduction is set for NAB, where the company will begin taking orders. The price, \$19,800, "is actually one of the most exciting things about it.... Comparable systems are generally at least twice that price," according to Accu-Weather Vice President Mike Steinberg.

Accu-Weather will also demonstrate enhancements to its UltraGraphix weather graphics service, introduced at last year's NAB. New images will include maps combining satellite and radar information. "They are two different types of data, but we've done some studies on the use of the appropriate colors and ways to depict it so that it's fairly clear which are clouds and which are rain and snow, and we think we have product that's very effective in showing both together," Steinberg said.

Another, a new weather graphics service set to be on-line by NAB, RADAC DBS, will be the first real-time, satellite-delivered weather radar maps available, according to Kavouras Inc., Minneapolis. Kavouras will gather radar data from the 120 areas in the continental U.S. monitored by the National Weather Service by satellite to Minneapolis and then uplink them directly to customers, said William Schlueter, vice president, marketing. "We'll have access to the individual radar sites every two minutes and then we will generate the composite of every site in the country and make that available in five minute intervals," he said.

The price range of RADAC DBS will be \$150-\$750 a month, depending on the amount of data collected by the individual customer. That should be a bargain to most stations, Schlueter said. "Many pay more than \$150 and upwards of \$400 or \$500 just to get a dedicated telephone line from the local radar service. We're saying: 'Trade the funds you're paying to Ma Bell and buy a whole bunch of sites around the country plus a composite service and come out ahead,'" he said.

Another Kavouras introduction will be 8-bit, real-time paint and animation capability for its TRITON system. "That's something that we should be able to demonstrate in its early forms,"

Schlueter said.

Another Minnesota weather graphics company, the start-up Earthwatch Communications Inc., will introduce its first available products at NAB. The Earthwatch software packages are designed to integrate radar, satellite and weather observation data with customized 3-D landscapes. A picture of a skyline can be rapidly manipulated to simulate changes in the weather pattern. The system will also simulate fly-bys of hurricanes, tornadoes or severe thunderstorms. The software was designed by company founder Paul Douglas, chief meteorologist, KARE(TV) Minneapolis. The station is currently using the software for its weather reports.

"Most of my colleagues are using hardware that is overpriced, based on technology that is over five years old. Earthwatch is an attempt to bring the full extent of the computer revolution into newsrooms and weather offices."

—Paul Douglas, Earthwatch Communications Inc.

"Earthwatch was developed out of a sense of frustration," Douglas said. "Most of my colleagues are using hardware that is overpriced, based on technology that is over five years old. Earthwatch is an attempt to bring the full extent of the computer revolution into newsrooms and weather offices." KARE also used Earthwatch extensively as a news graphics system during the Persian Gulf War.

ColorGraphics will add several features to its LiveLine 5 weather system, including field editing capability, custom graphics lists for stations for easy access to data and automatic plotting of systems moving into nonreporting cities.

Among character generator manufacturers, Chyron is continuing to perfect iNFiNiT!, which adds 3-D animation and paint capabilities to the standard Chyron Scribe functions. Since its introduction in fall, 1989, Chyron has sold about 200 of the \$60,000 iNFiNiT!s, including 30 units to two of the three major broadcast networks. Component

digital versions, compatible with the CCIR 601 standard, are especially popular with the networks and some post-production studios, said Chyron's Hersly. The networks "have asked for software enhancements that would help permit the machine to do more than just the one thing the machine is designed for," he said.

The company is responding with RGB Tools, a software upgrade to iNFiNiT!. "It operates as a stillstore and gives you some editing capabilities, which includes grabbing a full frame of video and shrinking it, compressing it, cropping it, outlining images and doing some interesting cut and paste. It gives you some creative capabilities," Hersly said. RGB Tools will be available at NAB as part of Chyron's Video Capture software package or sold separately at a price to be announced at the show. Another part of the iNFiNiT! demonstrations will be new networking techniques between two iNFiNiT!s or an iNFiNiT! and an Aurora paint system.

Another Chyron introduction will be a new (so-far unnamed) single-board character generator. "This is, we feel, a replacement to the original [Chyron] VP-1 character generator, which was also meant to be run by a host computer or a PC," Hersly said. "We see broadcasters using this in applications where they just want to have a dedicated machine for bulletins or for displaying their logo on the screen."

Dynatech's Quanta Corp., Salt Lake City, is introducing Orion SE, a low-cost (\$15,995) character generator with Y/C component color for editing with S-VHS tape equipment. Features include full compatibility with full Orion systems, 1 megabyte floppy disk storage, on-screen directories to view up to 20 images and enhanced borders, shadows and colors separate from characters. Orion SE deliveries will begin about 45 days after the show.

Quanta is also introducing Video Touch-Up, a software feature compatible with its Delta line of character generators. Video Touch-Up is not intended as a replacement for other paint or color correction systems, but intended to tweak hue, luminance or color saturation in a video frame. The option sells for \$5,000.

Ampex will show hardware and software advancements to its ALEX character generator, which began deliveries last fall after several delays. Over 100 have been installed. A 4:4:4:4 component digital architecture for improved animation, speed and video quality is included in the new package.

—RMS

NEXT WEEK: RADIO

INTERNATIONAL

MARKET TO DECIDE BRITISH TELCO-CABLE QUESTION

CSIS panel in Washington says final financial model for UK services will depend on how much consumers will be willing to pay

The outcome of the debate between private companies and government authorities concerning cable-telco matters in the United Kingdom won't rest with either side, but with consumers, who will vote with their dollars on what kind of infrastructure will be formed.

"The outcome will come from the hard theory of life," said Stewart Blair, vice chairman of United Artists Entertainment, at a telecommunications panel sponsored by the Center for Strategic & International Studies in Washington last week. The right model, suggested Blair, will be "driven by what the subscriber is willing to pay and for what services."

That was echoed on a later panel by Margaret Combs, president and chief operating officer of the Cable Television Administration & Marketing Society. "You can't apply the same format that worked here," she said, because "the value structures are different." She related a story of how the British version of CTAM wanted to advertise nationally that "cable is coming." Combs counseled against that tack, saying it would only play into the hands of cable's DBS competitors there, who can deliver the same type of programming today. Service providers will have "to learn how to market in their own environment," she said. "Let's make sure what we offer...is driven by their particular value systems," she said.

The timing of CSIS's panel was prescient, as the day of the conference, the British government approved changes in its rules governing cable and telephone service in the country to stimulate more competition. Cable companies will now be allowed to provide telephone service, with the British government hoping their entry will stimulate local loop competition. Until now, cable companies could provide telephone service, but only through an arrangement with one of two existing telephone companies, typically Mercury, a relatively new service provider. The changes also mean that British Telecom, U.K.'s version of AT&T, will be allowed to offer video services in



Panelists Robert Wussler, Stefan Lieser and Margaret Combs

10 years.

The cable business is operating in a tough environment today, said Blair. Lack of capital, program diversity and low penetration—in the 20% range—means "we're going to go through some problems over the next year or so." Allowing cable companies to offer telephone service directly will help that equation, panelists said.

One reason penetration is slow, said John Forrest, executive chairman of National Transcommunications, the company that has taken over the engineering functions of the former Independent Broadcasting Authority in the U.K., is that Britons are used to having television for free. Cable will have a chance at success if it offers more choice (i.e. movies and sports) as well as new telecommunications services. Forrest believes that between UHF broadcasting, cable and backyard dishes, there are too many competing technologies, and a shakeout is inevitable. "One needs to make sure there is an adequate business base" for any new services that are offered, said Forrest, and a convergence of

cable and telephone will help achieve that goal.

Mercury, the upstart telephone service in the U.K., said that, despite its existence, British Telecom very much con-

CARLTON TAPS WALMSLEY

UK media conglomerate Carlton Communications has named a British radio executive to head its bid for a regional TV broadcast franchise when the UK government begins auctioning existing franchises this spring. Nigel Walmsley, former managing director of Capital Radio, will join Carlton's existing franchise planning group, which includes Charles Denton, formerly director of programs at Central TV and head of the leading British independent production company, Zenith, owned jointly by Carlton and U.S. studio Paramount.

trols the local loop. John Taylor, head of public policy for Mercury, said duplicating phone service doesn't make economic sense since British Telecom is widely penetrated, at least until personal communications network technology develops. In the meantime, he said, partnering with cable is an attractive alternative.

Robert Wussler, president of Comsat Video Enterprises, said CVE looked at creating an international channel of weather, sports results, fashion, some music video and news headlines. The service would have been video driven, without a voiceover, but Wussler said the cost was prohibitive. Panelists cited that sports, comedies and even news presentations differ from culture to culture, making a worldwide programming service difficult to develop.

DIGITAL VIDEO COMPRESSION

The central topic of a CSIS technology panel was the recent attention digital video compression systems have received and how they are changing development plans for high-definition television, direct broadcast satellite, cable system architectures, MMDS and other technologies.

"A year or so ago, I thought that HDTV was going to be the third most significant event [in the cable industry's history, following the 'open-skies' policy of the 70's and the development of addressability]. I now feel it's going to be HDTV and video compression," said Sidney Topol, chairman emeritus, Scientific Atlanta.

The cable industry is increasingly committing itself to fiber optics, said Wendell Bailey, vice president, Office of Science and Technology, National Cable Television Association. With fiber trunk installations, a cable system will boost video quality, improve reliability, increase channel capacity and provide HDTV transmission capability. Fiber, combined with the existing cable infrastructures that now pass 90% of all U.S. households, provides the perfect opportunity for cable systems to develop personal communications networks (PCN), the next generation in mobile voice and data communications.

"Against that backdrop we come up against the recent announcements of work in digitizing TV and compressing it," Bailey said. "I have to say that we're still probably near the cusp of the question of whether this is just an engineering thing or a real business thing." Some forms of RF signal are more effi-

ciently transmitted in digitized forms than others. While digital manipulation of television pictures in the studio has been a useful tool, digital TV transmission is unproven, he said. "Of all the things you hear about compression, I want you to bear just one thought in mind," Bailey said. "There are only two questions about compression that are relevant: 'When you compress it, what does it look like?' and 'If it looks good enough, how much does it cost to paint that picture back on that TV set?'"

Consumer and private industry demand—not government initiatives—will determine whether compression systems progress further than the drawing board, panelists agreed. "I think it is interesting to note, speaking specifically about digital video compression, that, mathematically, theories have been around since the early 70's," said Alfred Norcott, vice president, technology, Comsat Video Enterprises. "Given the change in direction proponents of HDTV have taken recently, the process is going to occur without benefit of industrial policy."

The same has been true in HDTV development, Bailey said. Transmis-

sion-system researchers, including the all-digital system developers, have been driven by perceived consumer demand and not industrial-policy initiatives from the defense department or any other government agency.

U.S. researchers have been severely criticized for several years for trailing Europe and Japan in HDTV development. Digital compression advancements are changing that perception. "I think this HDTV development question is going to be a big victory for the American concept of competition," Topol said. "By [the FCC] putting it out and asking for proponents, we generated in the laboratories an understanding of what the market wants."

Europe plans to continue implementation of its enhanced-definition systems for the next several years, said Jean Guillermin, chairman and chief executive officer, ADETE, a subsidiary of Telediffusion France (TDF), in reply. (TDF has participated in the development of the D-2 MAC EDTV and Eureka HDTV systems.) "There's no real point for the consumer to have HDTV now. It needs large-screen display technology. It's four or five years away," Guillermin said.

—MS, RMS

FILM PREDICTIONS

Nearly half of the executives at U.S. entertainment firms believe foreign markets will generate more revenue for their industry than the domestic market by 2000, according to a survey conducted by the accounting firm Deloitte & Touche.

Regarding foreign investment in the U.S. filmed entertainment industry, the survey, which drew responses from 229 of 2,500 senior management executives surveyed, found 69% believe such investment will increase, and the same percentage said foreign lenders will be the greatest source of capital. But those surveyed were split over whether the companies that make up today's U.S. industry will be foreign owned by 2000.

Nearly all believe the U.S. industry will continue to dominate world trade at that time, and they predicted the U.S. would remain the center of worldwide production, but 71% said Western Europe poses a challenge to the U.S. dominance, and almost half cited international trade barriers as the greatest threat to industry leadership by the U.S.

ITALIAN PAY TV PLANS

The first of three new pay TV networks being planned by Italian media magnate Silvio Berlusconi will launch in April, with a second to follow next fall and the last in early 1992. Tele Piu 1 will air with a reduced menu until the end of April, however, apparently awaiting the completion of movie deals to feed the film channel. The services, collectively called Tele Piu ("piu" is Italian for plus), are to be broadcast terrestrially.

Tele Piu 1, to be completely encrypted, will air films, concerts and an entertainment magazine show. Tele Piu 2 will be an all-sports network and will leave unscrambled its most popular sports, such as soccer and boxing. Tele Piu 3 will air educational and news programming, scrambling only its top-ranking documentaries.

JOURNALISM

WAR CORRESPONDENTS BEGIN EXODUS FROM GULF

Journalists disappear while trying to cover civil unrest in Basra

Several network correspondents last week returned home after spending more than six weeks in the Persian Gulf, but many staffers remained as developments in the region continued to unfold. Those who stayed behind were reminded of the continuing dangers of reporting from the Middle East as at least 36 correspondents mysteriously disappeared trying to cover post-war unrest in southeastern Iraq.

"Although Kuwait has been liberated, there is still a very dangerous situation in the Middle East," said NBC News foreign editor John Stack, cautioning reporters in the region. "We're going into areas that are basically uncharted, and there are a lot of nasty people going around there with AK-47's."

While NBC News anchor Tom Brokaw and some exhausted NBC pool reporters were among those who returned home last week, said Stack, the network has basically maintained the same number of staffers in the region since the cease-fire. However, he said, the network plans to reduce staffing by one-third immediately following Secretary of State James Baker's trip through the region this week.

On Wednesday (March 6) all foreign journalists were ordered to stop transmitting from Baghdad and leave the country.

"We don't know for sure where the story will go," said CBS News vice president Joe Peyronnin. "At this point, the situation is very much in flux in Iraq; there's a lot of uncertainty. We are reviewing our staffing on a daily basis."

CBS News, by last week, brought home roughly half its staffers in the region, said Peyronnin. Among those who planned to return were anchor Dan Rather and correspondents Scott Pelley, Richard Threlkeld, Dr. Bob Arnot, Eric Engberg and Doug Tunnell.

Also leaving the region last week were CBS News correspondent Bob Simon and crew, released on March 2 following 40 days of captivity by the Iraqi military. Simon, joined by fellow captors Roberto Alvarez, Juan Caldera and Peter Bluff, said in interviews fol-

lowing their release that they rode an emotional "rollercoaster" during a harrowing confinement that included blindfoldings, beatings and starvation. "We all found out what the word hunger means," said Simon. Peyronnin said the former captives would be taking a "long-deserved time off" from reporting.

But while last week began with the welcome news of the release of Simon and crew, reports surfaced later in the week that at least 36 journalists had mysteriously disappeared in southern Iraq. Among the journalists who disappeared were Neal Conan of National Public Radio, and Greg Lamotte and Tyrone Edwards of CNN. The reporters, who disappeared Tuesday while trying to report on violence in the Iraqi city of Basra, were believed to have been taken captive by Saddam Hussein's Republican Guard.

Determining the whereabouts of the newly captured CNN reporters became a priority last week for CNN executive vice president Ed Turner. But the executive was also busy concentrating on expanding the cable network's news operation following weeks of successful war coverage. The network also shifted several of its anchors last week, including the placement of Bernard Shaw and Susan Rook as co-anchors of the 8 p.m. *Primenews* and the 10 p.m. *CNN Evening News*.

CNN's expansion plans in the next few months call for establishing an additional permanent bureau in the Middle East, where the network already maintains bureaus in Cairo and Jerusalem. Turner said the network might reopen its Beirut bureau and is looking to open additional bureaus in Central Europe, the Southern Asian Rim and Africa.

CNN's 150 staffers who have been covering the region would likely drop to a steady 100 by the end of the month, said Turner, depending on developments there.

ABC News, said to be reducing its staff in the region by about 50%, last week brought home a number of correspondents including Ted Koppel, Sam

Donaldson, Bill Blakemore, Jim Hickey and Mike Von Fremd.

Reporters on Wednesday were "standing in line" in Dhahran, Saudi Arabia, to board a 757 plane to London chartered by independent television organization ITN, according to ABC News correspondent Linda Pattillo, who was among those scheduled to make the flight.

Pattillo, who spent six-and-a-half weeks travelling in a press pool with the Second Marine Division, said she entered the military-organized pool with skepticism but was eventually impressed by the system. "I know for a lot of people it didn't work at all, but for me the pool system did work," said Pattillo.

THE NATIONAL ASSOCIATION OF BLACK JOURNALISTS IS PLEASED TO ANNOUNCE THE ANNUAL



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"The pool system forced me to see firsthand how the men who fought the war lived. Almost the entire time they were waiting for the ground war, we were, too. We wouldn't have gotten that if we

had just flown in with a helicopter."

But complaints about the pool system persisted among network news executives last week, with repeated calls for a joint review of the system by the Penta-

gon and the networks. "The pool system does not work," said CBS News's Peyronnin. "It needs reform. We need to be able to get access to the front lines in a timely and effective way." —B

BASEBALL 1991

Continued from page 32.

work, advertisers have been committing "later and later each year," not only to baseball, but also to professional basketball and hockey. But if they are committing late, they are committing, said Moss and others. Consequently, most local baseball outlets claimed confidence that 1991 budgets will be met.

Several cautioned, however, that even modest rights increases could threaten the continued profitability of local MLB packages.

Red Sox broadcaster WSBK-TV Boston has signed on Anheuser-Busch and is "doing fairly well" in ad sales, said Station Manager Stuart Tauber. Even during a tight economy, he said, "You still get business from a nucleus of traditional advertisers for which sports fit the bill." However, he said, "You do at some point hit a wall. If [the cost of] baseball gets too out of whack, you'll chase advertisers back into other kinds of programing." Tauber said there is evidence of "a ripple of growth" among media buyers that acquire spots in local baseball for national advertisers—a ripple that "must be" related to prices charged to meet record rights paid by CBS and ESPN.

Others point to increased saturation as a potential threat. KPLR's Koplar attributed gradual erosion of the local Cardinals audience to the combined 2 to 3 rating achieved by national baseball schedules on WGN-TV, WTBS(TV) and ESPN. "That impacts what we can bring to advertisers," he said. KPLR's 1990-93 agreement prohibits the Cardinals from selling games to regional cable, knocking out at least one potential competitor for audience loyalty.

Nevertheless, he said, "when you're talking about 40 to 45 channels [on cable], you've got to put your signature on the broadcast station. To localize is the best way" to establish that "signature" in a multichannel environment, he said. "The highest visibility you can get is through local sports and news, and we're doing both."

Koplar expects the next several seasons to settle much of the "turmoil" in sports rights. "We know that cable has



KPLR's Koplar

underachieved what they promised to advertisers" and may be forced either to negotiate reduced rights fees or raise subscriber rates when current deals expire.

In Baltimore, where WMAR-TV renewed its rights to Orioles broadcasts in 1991-93, Anheuser-Busch has committed to the entire three years, nine more advertisers have renewed for 1991 and the station is close to signing five more accounts, said Howard Zeiden, vice president of sales and marketing. "Obviously, we felt [the Orioles] were a valuable property," he said, noting that the schedule constitutes "the only fresh run programing" through much of March through September.

Although about 80% of regional cable sports service revenue comes from subscriber fees, MSG's Moss described advertisers as essential. Near the end of negotiations with WPIX in January 1991, MSG approached Anheuser-Busch, which committed to ad time if the agreement was consummated. "Knowing that Bud was going to be there certainly helped us close the deal" through which MSG will purchase time on WPIX(TV) New York to air up to 55 of its 150 Yankees games each of the next three seasons, he said. MSG sales on the cable side are "way ahead of last year," he said.

For Detroit-based Pro Am Sports System, which derives only 15% to 20% of its revenue from ad sales, the relation between rights and ad revenue is less direct, said General Manager William

Wishman. Still rewriting the second half of a 14-year deal with the Tigers last week, Wishman said regionals also enjoy an added cushion—rights fees paid each season are tied to subscriber numbers. Historically, he said, subscription counts have fluctuated with the health of the Tigers. As of last week, PASS reached about 750,000 of 1.8 million cable homes. However, he said, the general good health among the regionals should not portend further rights surges. "There is only X number of dollars in a market. I'm not enthralled with running something that has no chance of making money." □

Entering the fifth year of a five-year contract, but with renewed rights to the Chicago White Sox through 1995, WMAQ(AM) General Manager Rick Starr said his station is "going into the season with more sales than we had all last season—probably our best sales year ever. Forget this tough economy stuff."

Starr attributed WMAQ's upfront success to an overall strategy that has included gaining the rights to the Chicago Bulls NBA franchise and Notre Dame football, as well as to the Sox. "We did not want six months on, six months off," he said of the station's decision to renew its baseball rights early. "The explosion in rights fees" during the 1980's has run its course, he said. "I would expect to see modest increases."

Experiencing "good, not great," ad sales so far, Ed Kiernan, vice president and general manager of WBAL(AM)—which enters the first of three years as the Orioles radio flagship—said that "rights continue to go up on the local level. I can't think of anybody who is paying less than they did four years ago." However, he added, "I'm sure we'll be interested in renewing three years from now."

Kiernan said WBAL expects to make its Orioles budget, in part because "a great promotional vehicle" is gaining power from "an unusual situation": 1991 is the final season for 35-year-old Memorial Stadium and perhaps the return season for 45-year-old pitcher Jim Palmer. In general, he said, "rights are not going to decrease, but I think they will level off." —PDL

WWOR-TV

Continued from page 61.

WWOR-TV's license could not pinpoint the date of the meeting. "If Garden State had established that it decided to challenge the renewal of WWOR-TV after monitoring the station's programming for a reasonable period of time and then determining that WWOR-TV was not responsive to the needs of Northern New

Jersey, it would have greatly enhanced its argument that its challenge was bona fide," it says. "Garden State's purported inability to narrow down this time frame in any useful way, along with its witnesses' testimony that their only specific recollection of the meeting was that the settlement was not discussed, raises serious questions concerning its intent."

The FCC also took issue with the ALJ's conclusion that Garden State

could not reasonably hope for a settlement until after the discovery portion of the hearing. Such a finding "appears to negate the possibility of ever finding that an applicant filed with the intent to settle," it said. "Moreover, it ignores the fact that the same general partner [Wells] and the controlling limited partner...had recently participated in a substantial settlement related to the same station." -HAI

CRACKING THE DECODER DILEMMA

NCI, EIA take opposing sides on what standards FCC should use to implement TV Decoder Act

As the FCC tries to implement the Television Decoder Circuitry Act of 1990, it may find itself trying to unite a group led by the National Captioning Institute Inc. (NCI) and a group supporting the Electronic Industries Association (EIA) task force.

On one side are those such as NCI that believe the FCC does not have the authority to implement rules inconsistent with current Public Broadcasting Service/NCI decoder specifications. Those specifications insure that all decoders currently in use can provide uniform service to all viewers, including: italics (for dialogue emphasis), second channel data, color captioning and delivery of additional text such as C-SPAN program listings.

On the other side are those such as EIA who believe that other considerations (such as cost of implementation) give the FCC flexibility to deviate from the PBS/NCI specifications.

For the FCC, however, this split should not come as a surprise. It said in its Notice of Proposed Rule Making that "it was unclear" whether it had the authority to make some of the PBS/NCI specifications optional in the new rule.

NCI said the task force "impermissibly strayed from the statutory mandate to adhere to the PBS/NCI technical specification referenced in the Act." EIA proposals, NCI said, would eliminate "features to make it possible to rely on pre-existing video display devices and [would] introduce time delays and differences based on the resolution capabilities of television receivers that are contrary to Congress's expressed intent to make all receivers with 13-inch or larger screens fully subject to the Act in 1993." NCI said deviating from the specifications may "undermine the usefulness of existing decoders [and] dis-

criminate against households with lower incomes...[also,] those viewers who read English the most poorly are likely to be shortchanged."

But PBS said "perhaps not all features of the [PBS/NCI] specifications have proved to be technically practical, cost effective or in large demand." Where the Task Force has recommended a loosening or elimination of certain PBS/NCI specifications, PBS feels that these modifications are largely justified by considerations of "technical practicability, design flexibility and cost." PBS concluded that "taken as a whole...the Task Force is a commendable fulfillment of the goals of the Decoder Act."

The Consumer Electronics Group of

the Electronic Industries Association (EIA/CEG) said the task force "departs in certain respects from the PBS/NCI specifications, [but] those changes are fully consistent with the statute's provisions and the underlying legislative intentions."

Caption America called the task force proposal "an excellent compromise...insuring that the standards can be implemented by the 1993 deadline and at a reasonable cost."

But EEG Enterprises Inc., which sides with NCI, cautioned that "making any feature optional is tantamount to losing it forever.... [M]ost TV manufacturers will only do what they are required to do by the rules." -PJS

WASHINGTON WATCH

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) told telephone company executives "I don't blame you a bit" for wanting to get into the cable business. But the senator said he opposes the idea. He does not think telcos should control the conduit and content. "I don't think it is right," he said. Hollings, who spoke at a United States Telephone Association conference last week, does, however, think Congress will permit the telcos to offer cable services on a "video dial tone" basis.

Also addressing the telephone executives was House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). In looking at the future, Markey said he foresees a merging of technologies, where it will be difficult to distinguish between telephones, TV's and computers, a world, he said, with "interconnected information appliances."

Ken Robinson, aide to FCC Chairman Al Sikes, told the USTA group that the commission will take up its cable-telco crossownership proceeding "sometime before summer." Robinson said he did not know what the FCC will recommend on cable-telco, but he thinks there will be "significant" change to the cable-telco crossownership exemption for small rural phone companies.

□

The FCC's freeze on applications for new commercial FM translators will be lifted May 1, the agency said. Applications must comply with new operating and financial support rules that went into effect March 1. Among other things, new rules restrict translators to the traditional role of rebroadcasting the signals of full power stations.

FOR THE RECORD

As compiled by BROADCASTING from Feb. 28 through Mar. 6 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

- **WKRQ-AM-FM-TV** Mobile, AL (AM: BTC910215KQ; 710 khz; 1 kw-D; 500 w-N; FM: BTCH910215KR; 99.9 mhz; 100 kw; ant. 1,754.8 ft.; TV: BTCCT910215KP; ch. 5; 100 kw-V; 20 kw-A; ant. 1,906 ft.)—Seeks transfer of control from Kenneth R. Giddens to Ansley G. Green et al for no financial consideration in stock transfer. Kenneth Giddens has no other broadcast interests. Transferees are Giddens and wife Zelma K. Giddens, and daughters Ansley G. Green, Therese G. Greer and Kay Giddens Glenday, who have no other broadcast interests. Filed Feb. 15.
- **KWRF-FM** Warren, AR (BTCH910207HZ; 105.5 mhz; 3 kw; ant. 265 ft.)—Seeks transfer of control from Pines Broadcasting Inc. to Jimmy L. Sledge and Gwen Sledge for \$125,000. Transfer includes KWRF(AM) Warren, AR. Transferors are Weldon and Violet Sledge, husband and wife, and has no other broadcast interests. Transferees are Jimmy L. Sledge (50%) and Gwen Sledge (50%), and has no other broadcast interests. Filed Feb. 7.
- **KTMX(FM)** Colusa, CA (BALH910214GM; 107.5 mhz; 28 kw; ant. 600 ft.)—Seeks assignment of license from Affinity Communications Inc. to Park Lane Colusa Partners, Ltd. for \$900,000. Seller is headed by Peter Micolli and has no other broadcast interests. Buyer is headed by Park Lane Group Inc., general partner of assignee, and is headed by James Levy (38.832%), Richard Blue (18.302%), William Struck (8.775%), Paul Cook (29.076%) and Arthur Schneiderman (5.015%), and has no other broadcast interests. Filed Feb. 14.
- **KSNO-AM-FM** Aspen and Snowmass Village, both Colorado (AM: BAL910220EC; 1260 khz; 5 kw-D; FM: BALH910220ED; 103.9 mhz; 2.5 kw; ant. 85 ft.)—Seeks assignment of license from Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for \$800,000. Seller is headed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, KY. Buyer is headed by Gardiner Broadcasting Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMx-AM-FM Hayden, CO ("Changing Hands" February 4), and KSMT(FM) Breckenridge, CO ("Changing Hands" February 18). Gardiner is also purchasing KZYR(FM) Avon, CO (see below). Filed Feb. 20.
- **KZYR(FM)** Avon, CO (BALH910212GN; 103.1 mhz; 1.5 kw; ant. 459.2 ft.)—Seeks assignment of license from Rocky Mountain Wireless Inc. to Gardiner Broadcast Partners Ltd. for \$550,000. Seller is headed by Jerrell K. Davis, who is general partner in Roaring Fork Radio, applicant for new FM at Basalt, CO. Buyer is headed by Gardiner Broadcast Corp. (100% GP), Clifton H. Gardiner (75%), Rex R. Miller (15%) and Patrick J. O'Keefe (10%). Gardiner recently purchased KKMx-AM-FM Greely and KSMT(FM) Breckenridge, both Colorado, and is also purchasing KSNO-AM-FM (see above). Filed Feb. 12.
- **WSLE(FM)** Cairo, GA (BALH910207GE; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Orson Woodall (receiver) to Lovett Communications Inc. for \$510,000. Woodall has no other broadcast interests. Buyer is headed by Wendell Lovett (45%) and Jeffery Lovett (45%), father and son, and William O. Woodall Jr. (10%). Wendell Lovett is 75% stockholder in Lovett Broadcasting Enterprises Inc., owner of WGRA(AM) Cairo, GA. Filed Feb. 7.
- **WRDW-AM-FM** Wrens, GA (AM: BAL910212GO; 1480 khz; 5 kw-U; FM: BALH910212GP; 96.7 mhz; 1 kw; ant. 489 ft.)—Seeks assignment of license from A. Stephenson Wallace (bankruptcy trustee) to Advertisement Network Systems for \$150,000. Wallace has no other broadcast interests. Buyer is headed by Betty Williams Beard (50%) and Norma Williams Delley (50%), and has no other broadcast interests. Filed Feb. 12.
- **WTTT(AM)-WRNX(FM)** Amherst, MA (AM: BAL910215GH; 1430 khz; 5 kw-D; FM: BAPH910215GI; 100.9 mhz; 6 kw; ant. -32 ft.)—Seeks assignment of license and CP from Hampshire County Broadcasting Co. (HCB) to Hampshire County Broadcasting Ltd. (HCBLL); HCB will assign station and assets to HCBLL as capital contribution in return for partnership interest and other monetary consideration to be filed within 30 days. Sellers are Edward F. Perry Jr. and Thomas G. Davis. Perry is 80% stockholder of Marshfield Broadcasting Inc., licensee of WATD(FM) Marshfield, MA. Buyer is headed by Grandbill Inc. (50.98% GP, headed by E. William Henry), Hampshire County Broadcasting Co. (49% GP, headed by Robert Morley, Davis and Bruce Stebbins), and has no other broadcast interests. Filed Feb. 15.
- **WNLF(AM)** Charlotte, MI (BAL910220EE; 1390 khz; 5 kw-D)—Seeks assignment of license from Sharon Broadcasting Co. to ERC Media Inc. for \$144,100. Seller is headed by A. R. Umans, Robert L. Haag, Howard N. Gilbert, Avis Cohn Primack and Samuel Feigenbaum. Umans, Haag, Gilbert and Cohn have interests in WBCM(AM) Bay City, MI. Buyer is headed by Richard T. McIntosh and Margaret K. McIntosh, and has no other broadcast interests. Filed Feb. 20.
- **KSCE(TV)** El Paso, TX (BAPET910221KE; ch. 38; 730 kw-V; 73 kw-A; ant. 1,828 ft.)—Seeks transfer of control from St. Clement's Episcopal Parish to Channel 38 Christian Television for no financial consideration to change business classification to corporation. Seller has no other broadcast interests. Buyer is headed by William S. Francis, and has no other broadcast interests. Filed Feb. 21.
- **WHSN-AM-FM** Hayward, WI (AM: BTC910204GF; 910 khz; 5 kw-D; 75 w-N; FM: BTCH910204GG; 101.7 mhz; 1.45 kw; ant. 466 ft.)—Seeks transfer of control from Lowrey Communications Inc. to Arlie L. Davison and Ross A. Fleischmann for \$20,000. Transferor is headed by Paul E. Lowery, and has no other broadcast interests. Transferee is headed by Ross A. Fleischmann (44.5%), Arlie L. Davison (44.5%) and Jerome Russo (11%). Fleischmann has 5% ownership interest in Foxfire Communications, licensee of KJFM(FM) Louisiana, MO. Filed Feb. 4.
- **WEKZ-AM-FM** Monroe, WI (AM: BAL910214GK; 1260 khz; 1 kw-D; FM: BALH910214GL; 93.7 mhz; 36 kw; ant. 581 ft.)—Seeks assignment of license from Green County Broadcasting Corp. to Stateline Partnership for \$1.65 million. Seller is headed by Kenneth W. Stuart, and has no other broadcast interests. Buyer is headed by Harish C. Puri (37.5%), Busaba Imhoff (37.5%), Gary R. Probst (12.5%) and Timothy S. Carney (12.5%), and has no other broadcast interests. Filed Feb. 14.

Actions

- **WKNI(AM)** Lexington, AL (BAL901203EJ; 620 khz; 5 kw-D; 99 w-N)—Granted assignment of license from Doris Harrison to Creative Broadcasting Co. Inc. for \$220,000. Seller is headed by Doris W. Harrison, and has no other broadcast interests. Buyer is headed Creative Equity Inc. (100%), Jeff Pierce and Bill Glass, and has no other broadcast interests. Action Feb. 25.
- **WCFT-TV** Tuscaloosa, AL (BALCT901224KG; ch. 33; 1,225 kw-V; 203 kw-A; ant. 540 ft.)—Granted assignment of license from Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for \$7.5 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser, and is also licensee of WDAM-TV Laurel/Hattiesburg, MS, and KYEL-TV Yuma, AZ. Gilbertson and Duncan also have interests in Beacon Communications Corp., ultimate shareholder of WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Buyer is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting is licensee of WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, MS, and KTVO(TV) Kirksville, MO. Action Feb. 20.
- **KOCM(FM)** Newport Beach and KSRF(FM) Santa Monica, both California (KOCM: BALH901130HN; 103.1 mhz; 2 kw; ant. 300 ft.; KSRF: BALH901130HF; 103.1; 3 kw; ant. 265 ft.)—Granted assignment of license from Ocean Broadcasting Inc. to Brentwood Communications Ltd. for \$17.675 million. Seller is headed by Jack Siegal, Steve Hazy and Leonard Weinberg, and has no other broadcast interests. Buyer is headed by Kenneth J. Roberts. Roberts was sole stockholder of Mandeville Broadcasting Co. Inc., formerly licensee of KROQ-FM Pasadena, CA. Roberts was also party to proceedings involving renewal applications for KROQ-FM and KROQ-AM Burbank, CA, settlement of which resulted in renewal assignment of KROQ-FM license to Mandeville and dismissal of application to renew license of KROQ-AM. Action Feb. 15.
- **KGRE(AM)** Greeley, CO (BAL910109EC; 1450 khz; 1 kw-U)—Granted assignment of license from New Directions Media Inc. to Keith M. Ashton Sr. for \$275,000. Seller is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRZD(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD FM Broadcasters, licensee of KKDD(FM) Brush, CO. Buyer, Ashton, along with Valerie Ashton jointly own minority stock interest in assignor, and have no other broadcast interests. Action Feb. 21.
- **WDKC(AM)** Fort Pierce, FL (BAL901212EF; 1330 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Treasure Coast 1330 Corporation to Fairbanks Communications Inc. for \$365,000. Seller is headed by Daniel W. Wallace and has no other broadcast interests. Buyer is headed by Richard M. Fairbanks, Richard C. Hinds, George E. Mills and James R. Cande, and is licensee of WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida, and

WKOX(AM)-WVBF(FM) Framingham MA. Action Feb. 21.

● **WMMC(FM)** Marshall, IL (BAPH901224GN; 105.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Illini Broadcasting Inc. to J & J Media Inc. for \$125,000. Seller is headed by E. T. Baldrige and Todd W. Dumas, and has no other broadcast interests. Buyer is headed by John McDaniel (49%), Joyce McDaniel (51%) and Joanne Hires. Joyce and John McDaniel own 100% of stock of Ford FM Inc., licensee of WKZI(AM) Casey, IL. Action Feb. 22.

● **KKSI(FM)** Eddyville, IA (BTCH901220HW; 101.5 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control from "O"-Town Communications Inc. to Don Linder for \$1,240 in transfer within company. Transferor is Mark McVey. Transferees are Don and John Linder, father and son. "O-Town" is headed by Don Linder (60%), John Linder (20%) and McVey (20%). Linder is 92.34% voting shareholder of Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-KDOG(FM) Mankato, MN, and 100% owner of KMHL Broadcasting Co., licensee of KMHL(AM)-KKCK(FM) Marshall, MN; and 80% voting shareholder of Linder Broadcasting of Fort Dodge Inc., licensee of KRIT(FM) Clarion, IA. Action Feb. 15.

● **KFRM(AM)** Salina, KS (BAL900227EA; 550 khz; 5 kw-D)—Granted assignment of license from H.R.H. Broadcasting Corp. to Great American Broadcasting of Kansas Inc. for \$250,000. Seller is headed by Herbert R. and Ruby J. Hoefflicker, husband and wife, and has no other broadcast interests. Buyer is headed by Mack and Sherry Sanders, husband and wife, Ernest McRae, John and Janet Bozeman and Robbie Swinney, and is 100% stockholder of Ward of Kansas Inc., licensee of KVGB-AM-FM Great Bend, KS. John Bozeman is individual licensee of WPF(AM) Fairview, TN. Action Feb. 15.

● **WHQO(FM)** Skowhegan, ME (BAPH901231GK; 107.9 mhz; 1.3 kw; ant. 680 ft.)—Granted assignment of CP from Dark Communications Inc. to Robert R. Harvey for \$185,000. Seller is headed by Dennis A. Tallyn, Diane Saltzman and Donald Martin, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

● **WBCM(AM)** Bay City, MI (BAL901203EK; 1440 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Kathi Broadcasting Co. to Nicholas Communications Corp. for \$117,500. Seller is headed by Alvin R. Umans, Howard N. Gilbert, Robert C. Haag and Avis Cohn Primack, who have interests in Sharon Broadcasting, licensee of WNLF(AM) Charlotte, MI. Haag, Gilbert and Umans also have a 36%, 15% and 7.3% interest, respectively, in Monroe Communications Corp., applicant for new TV on ch. 44 in Chicago. Application (BPCT821101KH) is involved in comparative renewal proceeding with Video 44, current licensee of WSNS(TV) Chicago; decision released is presently under review by courts. Buyer is headed by Paul E. Nicholas, and has no other broadcast interests. Action Feb. 20.

● **WMJT(FM)** Pinconning, MI (BALH901221GG; 100.9 mhz; 3 kw; ant. 500 ft.)—Granted assignment of license from BC Communications Inc. to P & G Media Corporation for \$55,000. Seller is headed by Floyd Biernat and has no other broadcast interests. Buyer is headed by Thomas J. Beauvais (50%) and Gregory P. Theokas (50%), and has no other broadcast interests. Action Feb. 13.

● **WEW(AM)** St. Louis (BAL910109EB; 770 khz; 1 kw-D)—Granted assignment of license from Radio WEW Inc., debtor in possession, to Alliance Broadcasting Co. for \$300,000. Seller is headed by Doug Huber, who has interests in WDXR(AM) Paducah, KY. Buyer is headed by Richard R. Frame, and has no other broadcast interests. Action Feb. 20.

● **WUTQ(AM)-WOUR(FM)** Utica and WABY(AM)-WKLI(FM) Albany, both New York (WUTQ: BAL901220HT; 1550 khz; 1 kw-D; WOUR: BALH901220HU; 96.9 mhz; 16 kw; ant. 790 ft.; WABY: BAL901220HR; 1400 khz; 1 kw-U; WKLI: BALH901220HS; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Paul N. Bendat to Bendat Communications & Broadcasting Inc.; Bendat is exchanging assets of stations for common stock in his company. Buyer is headed by Paul N. Bendat (50%) and Laura Ann Machlin (50%), brother and sister, and has no other broadcast interests. Action Feb. 15.

● **KBTO(FM)** Bottineau, ND (BALH901231GJ; 101.9 mhz; 51.5 kw; ant. 492 ft.)—Granted assignment of license from D & H Broadcasting Inc. to Standef Broadcasting Corp. for \$330,000. Seller is headed by Alan Henning, and has no other broadcast interests. Buyer is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonville, NY. Action Feb. 20.

● **KGLC(AM)-KSSM(FM)** Miami, OK (AM: BTC901231EC; 910 khz; 1 kw-U; FM: BTCH901231ED; 100.9 mhz; 3 kw; ant. 273 ft.)—Granted transfer of control from Duke Corporation to Harvest Time Tabernacle Inc. to transfer 100% of outstanding shares, agreement to be submitted to commission when completed. Seller is headed by Larry Duke Sr., and has interests in Duke Broadcasting Corp., licensee of KFIN(FM) Jonesboro, AR, and has application pending to increase power of KSSM. Buyer is headed by Gordon K. Chirillo (100%) Linda M. Chirillo, husband and wife, and Donald L. Williams, and has no other broadcast interests. Action Feb. 15.

● **KBIX-FM** Wagoner, OK (BAPH901220HX; 102.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Bix Broadcasting Co. to RJR Broadcasting Inc. for \$75,000. Seller is headed by David E. Webb and

Lloyd Watson, and has no other broadcast interests. Buyer is headed by Ronald L. Jones, and has no other broadcast interests. Action Feb. 22.

● **WVSN(TV)** Humacao, PR (BALCT901228KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Granted assignment of license from Bocanegra Giraldo Broadcasting Group to Tito Atilas Natal for \$500,000. Seller is headed by Angel F. Bocanegra Giraldo, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

● **WVSN(TV)** Humacao, PR (BALCT900727KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Dismissed app. of assignment of license from Bocanegra Giraldo Broadcasting Group to Aerco, Broadcasting Corp. for \$122,100. Seller is headed by Angel F. Bocanegra and Estrella Bocanegra and has no other broadcast interests. Buyer is headed by Angel E. Roman and has interest in WFAB(AM) Ceiba and WVOZ(AM) San Juan, both Puerto Rico. Action Feb. 20.

● **WHHR-AM-FM** Hilton Head Island, SC (AM: BAL901217HJ; 1130 khz; 1 kw-D, 500 w-N; FM: BALH901217HK; 106.1 mhz; 50 kw; ant. 300 ft.)—Granted assignment of license from Hilton Head Broadcasting Corp. to Adventure Communications Inc. for \$300,000. Seller is headed by J. N. Richardson Jr., Thomas H. Harvey III and Ernest Williams II, and has

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL
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

no other broadcast interests. Buyer is headed by Michael R. Shott (87%), Karen A. Shott, John H. Shott and John C. Shott (13%), and has no other broadcast interests. Action Feb. 11.

■ **WEYE(FM)** Sargolnsville, TN (BTCH901218HH; 104.3 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from Woth Radio Inc. to C. Philip Beal for \$20,000. Seller is headed by Jerrold Miller, Marc Berman, Scott Bacherman and Kathleen Lynch. Miller is 100% owner of KPOR(FM) East Porterville, CA, and 50% owner of WYBJ(FM) Greenville, MS. Buyer is headed by C. Phillip Beal and Debbie M. Beal, husband and wife, and Stephen M. Waller. C. Phillip Beal and Waller are 100% stockholder and vice president, respectively, of WRGS Inc., licensee of WRGS(AM) Rogersville, TN. Action Feb. 15.

■ **KEGG(AM)** Daingerfield, TX (BAL901012EC; 1560 khz; 1 kw-D)—Granted assignment of license from Breckenridge Broadcasting Co. to DBA Network Communications Co. for \$50,000. Seller is headed by Owen Woodward and Doug Williams, and is licensee of KILE(AM) Galveston, KROO(FM)-KSTB(AM) Breckenridge, all Texas; KNOR(AM) Norman and KTAT(AM)-KYBE(FM) Frederick, all Oklahoma. Buyer is headed by Ruth Allen Ollison and Quincy L. Ollison. Ruth Ollison owns 700 shares of non-voting

stock in Lin Broadcasting. Action Feb. 21.

■ **KMG(CF)** Dallas (BALH901210GL; 102.9 mhz; 100 kw; ant. 1,570 ft.)—Granted assignment of license from Shamrock Broadcasting Inc. to Nationwide Communications Inc. for KWSS(FM) Gilroy, CA and \$11 million (see KWSS(FM) Gilroy, CA above). Seller is headed by Roy E. Disney, Patricia A. Disney Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of KABL(AM) Oakland and KABL(FM) San Francisco, both California; KMLE(FM) Chandler, AZ; KUDL(FM) Kansas City, KS; WHB(AM) Kansas City, MO; KXKL-AM-FM Denver; KRRX(FM) Seattle; KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, GA; WWSW-AM-FM Pittsburgh; WCXI(AM) and WWW(FM), both Detroit, and WTVQ-TV Lexington, KY. Shamrock is also sole stockholder of Big Country TV of Abilene Inc., licensee of KTAB-TV Abilene, TX. Buyer is headed by Charles L. Fuellgraf Jr., John E. Fisher, Steven P. Berger, Peter F. Frenzer, Thomas E. Kryshak and Gordon E. McCutchan. Nationwide Communications is wholly owned subsidiary of Nationwide Mutual Insurance Company, and is licensee of WATE-TV Knoxville, TN; WBAY-TV Green Bay, WI; WRIC-TV Petersburg, VA; KITT(TV) Minneapolis; WPOC(FM) Baltimore; WGAR-FM Cleveland and

WNCI(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, FL; KZAP(FM) Sacramento, CA; KNST(AM)-KRQQ(FM) Tucson and KZZP-FM Mesa, both Arizona; WKZL(FM) Winston-Salem, NC; KISW(FM) Seattle, and KHM-FM Houston. Action Feb. 13.

■ **KLZK(FM)** Farwell, TX (BALH901010GW; 98.3 mhz; 3 kw; ant. 190 ft.)—Granted assignment of license from Dominion Communications Inc. to Southwestern Broadcasting Corp. for \$65,000. Seller is headed by Peter Winslow, Nanette Markunas and Alton Finley, and has interests in KLZK(FM) Farwell, TX. Buyer is headed by Thomas Joseph Crane, and has interests in KMUL-AM-FM Muleshoe and KLCU-FM Brownfield, both Texas, and KICA(AM) Clovis, NM. KLCU is currently dark. Action Feb. 15.

■ **WLVA(AM)** Lynchburg, VA (BAL901231EB; 590 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from W. Alan Smith Jr., trustee in bankruptcy of Stereo 59 Inc., to Madison Broadcasting Group Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by James M. Strong Jr. (50%) and Ben L. Armstron (50%), and has no other broadcast interests. Action Feb. 15.

■ **KSKN(TV)** Spokane, WA (BALCT901025KG; ch.

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22; 1396 kw-V; 139.6 kw-A; ant. 2,100 ft.—Granted assignment of license from Whitehead Broadcasting Co. to KSKN Inc. for undisclosed price. Seller is headed by Stephen Whitehead and William R. Romine. Whitehead is general manager of channel 40, licensed to Cascade Video of Oregon, Portland, OR (not on air). Buyer is headed by Melvin J. Querio (80%), Whitehead (10%) and Romine (10%). Querio is general manager of KCPM(TV) Chico, CA. Action Filed Feb. 15.

NEW STATIONS

Applications

- **California City, CA (BPH910222MA)**—Kathryn J. Efford seeks 106.9 mhz; 3 kw; ant. 246 ft. Address: 6508 California City Blvd., California City, CA 93505. Principal has no other broadcast interests. Filed Feb. 22.
- **Healdsburg, CA (BPH910211MB)**—Healdsburg Broadcasting Inc. seeks 95.9 mhz; .48 kw; ant. 1,112 ft. Address: 1500 Sansome St., Suite 201, San Francisco, CA 94111. Principal is headed by Michael Akana, Julia Akana, David Hernandez and Batista Vieira. Vieira and wife Delores own Ethnic Radio of Los Banos Inc., licensee of KLBS(AM) Los Banos, CA. Filed Feb. 11.
- **Healdsburg, CA (BPH910208MB)**—Deas Communications Inc. seeks 95.9 mhz; .85 kw; ant. 866 ft. Address: 126 Mill St., Healdsburg, CA 95448. Principal is headed by Mario Edgar Deas, Sherryll A. Petersen and Fred Haley, and has no other broadcast interests. Filed Feb. 8.
- **Healdsburg, CA (BPH910211MA)**—Dragonfly Communications Inc. seeks 95.9 mhz; 6 kw; ant. 328 ft. Address: 10998 Peaks Pike, Sebastopol, CA 95472. Principal is headed by Peggy Berryhill and Philip A. Tymon, and has no other broadcast interests. Filed Feb. 11.
- **Healdsburg, CA (BPH910211MI)**—Linda D. Beckwith seeks 95.9 mhz; 1.56 kw; ant. 640 ft. Address: 661 Bridgeway Lane, Naples, FL 33963. Principal has no other broadcast interests. Filed Feb. 11.
- **Healdsburg, CA (BPH910211MJ)**—R W Communications seeks 95.9 mhz; 2.98 kw; ant. 466 ft. Address: 1275 4th St. #119, Santa Rosa, CA 95404. Principal is headed by Stephen Michael B. Wattz and Joseph Rowell Jr. Wattz has interest in Sunrise Broadcasting, licensee of KRPO(FM) Rohnert Park, CA. Filed Feb. 11.
- **Healdsburg, CA (BPH910211ML)**—Desert Rock Ltd. seeks 95.9 mhz; 3.4 kw; ant. 446 ft. Address: 39 Santos Way, Chico, CA 95926. Principal is headed by Gary D. Herron, Charles M. Wilkinson and Laura W. Herron, who have interests in McNulty Broadcasting Corp., licensee of KALF(FM) Red Bluff, CA. Filed Feb. 11.
- **Healdsburg, CA (BPH910212MM)**—Empire Broadcasting Corp. seeks 95.9 mhz; 6.0 kw; ant. 328 ft. Address: P.O. Box 995, San Jose, CA 95108. Principal is headed by Robert S. Kieve, and is licensee of KLIV(AM) San Jose, CA, and KARA(FM) Santa Clara, CA. Filed Feb. 12.
- **Susanville, CA (BPH910204ME)**—Antelope FM Partnership seeks 96.3 mhz; 25 kw; ant. 328 ft. Address: P.O. Box 159, Fayetteville, GA 30214. Principal is headed by Larry G. Fuss and Daryl N. Fredine. Fredine is general manager of WISM(AM) Eau Claire, WI; is 24% stockholder in Baraboo Broadcasting Inc., licensee of WRPQ(AM) Baraboo, WI. Fuss is 12% stockholder of KIXK Inc., licensee of KIXK(FM) El Dorado, AR; is president and 51% stockholder of South Ark Broadcasting Inc., permittee of KWLTV(FM) North Crossett, AR, and is permittee of KOOZ(FM) Great Falls, MT. Filed Feb. 4.
- **Thousand Palms, CA (BPH910212MF)**—Susan E. Marcotte seeks 94.7 mhz; .57 kw; ant. 603 ft. Address: 1610 Tamarisk Rd., Palm Springs, CA 92262. Principal is holds 50% of equity of permittee of LPTV in Barton, VT. Filed Feb. 12.
- **Thousand Palms, CA (BPH910212ME)**—Keith B. Bussman seeks 94.7 mhz; .75 kw; ant. 544 ft. Address: 221 W. Pearl Ave., Stockton, CA 95207. Principal has no other broadcast interests. Filed Feb. 12.
- **Thousand Palms, CA (BPH910211MH)**—Jeffrey Rochlis seeks 94.7 mhz; .51 kw; ant. 581 ft. Address: 4344 Promenade Way, Marina Del Rey, CA 90292. Principal has no other broadcast interests. Filed Feb. 11.
- **Thousand Palms, CA (BPH910211MG)**—B.F.J. Timm seeks 94.7 mhz; 3 kw; ant. -52.48 ft. Address: P.O. Box 1874, Tallahassee, FL 32302. Principal is 100% shareholder of WANM Inc., licensee of WANM(AM) Tallahassee, FL; 51% shareholder of Tallahassee Broadcasting Co., licensee of WGLF(FM) Tallahassee, FL, and 100% shareholder of WDMG Inc., licensee of WDMG-AM-FM Douglas, GA. Filed Feb. 11.
- **Thousand Palms, CA (BPH910212MB)**—Sam J. Walters seeks 94.7 mhz; 3 kw; ant. 298 ft. Address: 12326 Granada, Leawood, KS 66209. Principal is headed by has no other broadcast interests. Filed Feb. 12.
- **Thousand Palms, CA (BPH910211MD)**—seeks 94.7 mhz; 3 kw; ant. 292 ft. Address: 1624 SE 12th Court, Fort Lauderdale, FL 33316. Principal is headed by Sam Idas, and has no other broadcast interests. Filed Feb. 11.
- **Thousand Palms, CA (BPH910211MC)**—JLD Ltd. seeks 94.7 mhz; .63 kw; ant. 581 ft. Address: 2107 Carterdale Rd., Baltimore, MD 21209. Principal is headed by Jannette L. Dates, and has no other broadcast interests. Filed Feb. 11.
- **Thousand Palms, CA (BPH910207MC)**—Douglas Johnson seeks 94.7 mhz; .55 kw; ant. 623 ft. Address: 3101 Interlaken Rd. West Bloomfield, MI 48323. Principal is has interests in 2.65% interest in WXON-TV Inc., licensee of WXON(TV) Detroit, and is president and 100% owner of Johnson Broadcasting Inc., permittee of KNWS(TV) Katy, TX. Filed Feb. 7.
- **Bethany Beach, DE (BPH910213ME)**—Jeffery Scott seeks 103.5 mhz; .83 kw; ant. 338 ft. Address: 12 The Narrows, Fenwick Island, DE 19975. Principal has interest in Great Scott Broadcasting, licensee or permittee of WSSR(AM)-WZBH(FM) Georgetown, DE; WPAZ(AM) Pottstown, WKST(AM) New Castle, WKST(FM) Elwood City, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WMOB(AM)-WPCX(FM) Auburn, NY; KXDE(FM) Merced, CA, and KWQL(FM) Dishman, WA. Filed Feb. 13.
- **Bethany Beach, DE (BPH910213MF)**—Eicher Communications Inc. seeks 103.5 mhz; 3 kw; ant. 328 ft. Address: 18 Terrac Rd., Rehoboth Beach, DE 19971. Principal is headed by Elaine C. Eicher, and has no other broadcast interests. Filed Feb. 13.
- **Fort Pierce, FL (BPED910201MM)**—Black Media Works Inc. seeks 91.1 mhz; 3 kw; ant. 157 ft. Address: 1150 W. King St., Cocoa, FL 32922. Principal is headed by Kimberly E. Holman, Josephine A. Lian and Janie C. Holman, and has no other broadcast interests. Filed Feb. 1.
- **Hilo, HI (BPH910206MF)**—Pacific View Broadcasting seeks 95.9 mhz; 50 kw; ant. 230 ft. Address: P.O. Box 38, Carlisle, PA 17013. Principal is headed by David A. Gardner and Jon C. Gardner. David Gardner has interests in Raystar Company, licensee of LPTV W40 at Dillsburg, PA, and permittee of LPTV's W38BE and W55BP both Lebanon; W31AX and W23AW both Lancaster, and W56CJ Red Lion, all Pennsylvania. Filed Feb. 6.
- **Hilo, HI (BPH910207MB)**—Visionary Related Entertainment Inc. seeks 95.9 mhz; 35 kw; ant. -164 ft. Address: P.O. Box 15261, Santa Rosa, CA 95402. Principal is headed by John Detz Jr., and is licensee of KAOI(FM) Wailuku and KAOI(AM) Kihei, both Hawaii. Filed Feb. 7.
- **Hilo, HI (BPH910206ME)**—B.F. Dillingham Co. seeks 95.9 mhz; 50 kw; ant. -6.56 ft. Address: P.O. Box 3436, Honolulu, HI 96801. Principal is headed by Harold G. Dillingham Jr., and has no other broadcast interests. Filed Feb. 6.
- **Monticello, NY (BPH910214MD)**—Larry Fishman seeks 99.7 mhz; 6 kw; ant. 328 ft. Address: 117 Highland Lake Rd. Highland Lake, NY 11423. Principal has no other broadcast interests. Filed Feb. 14.
- **Monticello, NY (BPH910215MS)**—Nubian Media seeks 99.7 mhz; 6 kw; ant. 328 ft. Address: 25 Ander-
- son Rd., Parkville, NY 12768. Principal is headed by Thomas Chism, Richard Martinez, Rodney Lundon, Gregory Phillips and Yaddullahi Muhammad, and has no other broadcast interests. Filed Feb. 15.
- **Monticello, NY (BPH910214MA)**—John Colagrande seeks 99.7 mhz; 6 kw; ant. 328 ft. Address: 4 Yankee Court, Clifton Park, NY 12065. Principal has no other broadcast interests. Filed Feb. 14.
- **Monticello, NY (BPH910213MD)**—William H. Walker III seeks 99.7 mhz; 2.8 kw; ant. 466 ft. Address: P.O. Box 1341 Highland, NY 12515. Principal is president and 100% owner of Walker Broadcasting Co. Inc., licensee of WRWD(FM) Highland, NY. Filed Feb. 13.
- **Morristown, NY (BPH910206MB)**—Northstar Broadcasting Corp. seeks 102.9 mhz; 3 kw; ant. 328 ft. Address: Box 63, Rd. #2, Watertown, NY 13601. Principal is headed by Jeffrey D. Shapiro, Jeffrey D. Shapiro, Bruce G. Danziger, William Goddard and Edmond J. Ford, and has interests in WNCQ(AM)-WCIZ(FM) Watertown, NY. Shapiro and Goddard each own 12.3% of WTSV(AM)-WHDQ(FM) Claremont, NH. Filed Feb. 6.
- **Syracuse, NY (BPED910212MA)**—State University of New York seeks 90.3 mhz; .5 kw; ant. 528 ft. Address: State University Plaza, Albany, NY 12246. Principal is headed by D. Bruce Johnstone, and is licensee of WCDB(FM) Albany; WETD(FM) Alfred; WHRW(FM) Binghamton; WBFO(FM) and WBNY(FM), both Buffalo; WSUC-FM Cortland, and WCVF-FM Fredonia, all New York. Filed Feb. 12.
- **Beulah, ND (BPH910213MA)**—Patricia L. Leighton seeks 97.9 mhz; 6 kw; ant. 328 ft. Address: 127 Manvel Place, Grafton, ND 58237. Principal has no other broadcast interests. Filed Feb. 13.
- **Dickinson, ND (BPH910201ML)**—Roughrider Broadcasting Co. seeks 99.1 mhz; 100 kw; ant. 712 ft. Address: P.O. Box 1478, Dickinson, ND 58602. Principal is headed by Ray David, Marguerite Kleven, Duane Liffing, Dana Caldwell and Larry Bolinske. David, Kleven, Liffing and Caldwell have interests in Western Media Inc., licensee of KLTC(AM) Dickinson, ND. David is also 40% stockholder of Clinton Broadcasting Co., licensee of KCLI(FM) Clinton, OK. Filed Feb. 1.
- **Maumee, OH (BPED910225MC)**—Side By Side Inc. seeks 89.3 mhz; 6.3 kw; ant. 321 ft. Address: 9035 Salisbury Rd., Moulouva, OH 43542. Principal is headed by James L. Oedy, Cheryl Oedy, David Yonke, James Aston and Lynn Aston, and has no other broadcast interests. Filed Feb. 25.
- **Newport, OR (BPH91027MA)**—Keith L. Miller Jr. seeks 92.7 mhz; 3.8 kw; ant. 836 ft. Address: 1776-2 Adkins St., Eugene, OR 97401. Principal has no other broadcast interests. Filed Feb. 7.
- **Emory, VA (BPED910219MA)**—Emory & Henry College seeks 90.7 mhz; .1 kw; ant. 95 ft. Address: Emory & Henry College, Emory, VA 24327. Principal is headed by Eugene M. Banc and has no other broadcast interests. Filed Feb. 19.
- **Portage, WI (BPH910206MA)**—Magnum Communications Inc. seeks 95.9 mhz; 6 kw; ant. 328 ft. Address: 13 Captain's Court #5, Madison, WI 53719. Principal is headed by Lynn E. Magnum and David R. Magnum, and has no other broadcast interests. Filed Feb. 6.
- **Portage, WI (BPH910206MG)**—WIBU Inc. seeks 95.9 mhz; 6 kw; ant. 328 ft. Address: N2349 Wibou Rd., Poynette, WI 53955. Principal is headed by Harry D. Jacobs Jr., Lyle Dean Leback and David H. Bornstein, and is licensee of WIBU(AM) Poynette, WI. Jacobs is 50% owner of WKTT Inc., licensee of WKTT(FM) Cleveland, WI. Filed Feb. 6.

Actions

- **Ledyard, CT (BPH880714NL)**—Granted app. of Ledyard Community Broadcasting for 106.5 mhz; 3 kw H&V; ant. 289 ft. Address: Woody Hill Rd, Hope Valley, RI 02832. Principal is headed by Gloria E. Fuller, and has no other broadcast interests. Action Filed Feb. 13.
- **Sun Valley, ID (BPED890810MG)**—Granted app.

55101. Principal is headed by Daniel J. Schmidt, and operates noncommercial FM's throughout Minnesota, and stations in Iowa, Michigan and South Dakota. Action Feb. 25.

■ **Newton, IL** (BPH880727M)—Granted app. of Stuart Kent Lankford for 106.9 mhz: 3 kw H&V; ant. 328 ft. Address: Rte 3, Box 409, Lawrenceville IL 62439. Principal has no other broadcast interests. Action Feb. 13.

■ **Kennebunk, ME** (BPH850712RK)—Granted app. of Brenda R. Tanger for 99.3 mhz: 3 kw (H&V); ant. 804 ft. Address: 35 Fox Lane, Newton Centre, MA 02159. Principal owns 12.25% of voting stock of Marlin Ltd. Broadcasting Inc., licensee of WTMJ(FM) Miami, FL. Action Feb. 12.

■ **Kennebunk, ME** (BPH850711NL)—Dismissed app. of Nancy P. Searway for 99.3 mhz: 3 kw H&V; ant. 1,076 ft. Address: P.O. Box 245, Exeter, NH 03833. Principal has no other broadcast interests. Action Feb. 12.

■ **Kennebunk, ME** (BPH850712GK)—Dismissed app. of Close Communications for 99.3 mhz: 3 kw; ant. 938 ft. Address: 7 Emerald St. Ste 206, Keene, NH 03431. Principal is headed by E.H. Close, and has no other broadcast interests. Action Feb. 12.

■ **Trenton, NJ** (BPED891122M)—Granted app. of New Jersey Public Broadcasting Authority for 88.1 mhz: .015 kw; ant. 787 ft. Address: 1573 Parkside Ave. CN777, Trenton, NJ 08625. Principal is headed by Robert G. Ottenhoff, and is licensee of WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair, WNJS(TV) Camden, all New Jersey; and is permittee of ITFS WHR821 Montclair/Newark and WHR822 New Brunswick, both New Jersey. Action Feb. 26.

■ **Youngstown, NY** (BP900702AF)—Granted app. of Jeffrey N. Eustis for 770 khz. Address: 862 Lathrop Dr., Stanford, CA 94305. Principal has no other broadcast interests. Action Feb. 4.

■ **Brockway, PA** (BP900328AE)—Granted app. of Tri-County Broadcasters for 800 khz. Address: 611 W. Cliveden St., Philadelphia, PA 19119. Principal is headed by Mark Graves, and has no other broadcast interests. Action Feb. 4.

■ **Ridgway, PA** (BP900702AG)—Dismissed app. of Charles L. Imray for 770 khz. Address: 19120 Swinging Bridge Rd., Boonsboro, MD 21713. Principal has no other broadcast interests. Action Feb. 4.

■ **Johnsonville, SC** (BPH860407MF)—Granted app. of William H. Burckhalter and Cynthia B. Merrithew for 105.1 mhz: 3 kw H&V; ant. 1,076 ft. Address: 106 McLauren St., Summerville, SC 29438. Principals have no other broadcast interests. Action Feb. 13.

■ **Cookeville, TN** (BPED901019MD)—Returned app. of Somerset Educational Broadcasting Foundation for 90.9 mhz: 20 kw; ant. 656 ft. Address: 2034 N. Hwy. 39, Somerset, KY 42501. Principal is headed by S. David Carr, who is a trustee of WTHL(FM) Somerset, KY. Action Feb. 14.

FACILITIES CHANGES

Applications

AM's

■ **Leicester, MA** WVNE(AM) 760 khz—Feb. 19 application for mod. of CP (BP881003AD) to make changes in antenna system.

■ **Auburn, WA** KBSG(AM) 1210 khz—Feb. 19 application for mod. of CP (BP880315AE) to reduce night power to 6.5 kw DA-2 and make changes in antenna system.

■ **Neenah-Menasha, WI** WNAM(AM) 1280 khz—Feb. 15 application for mod. of CP (BP890720AG) to change TL: adjacent to E Frontage Rd. of U.S. Hwy. 41, .3 km N of Indian Point Rd., Vinland Township, WI make changes in antenna system and operate by remote control from studio.

FM's

■ **Prescott Valley, AZ** KIHx-FM 106.3 mhz—Feb. 19 application for CP to change freq: 106.3 mhz: ERP: 3.715 kw H&V; change ant.: 1.615 ft.; TL: 7.5 mi SW

of Prescott, AZ: class: C2.

■ **Show Low, AZ** KVWM-FM 93.5 mhz—Feb. 19 application for CP to change ERP: 25 kw H&V; class: C3 (per show cause order MM docket #89-157).

■ **Friendship, NY** WCID(FM) 89.1 mhz—Feb. 13 application for CP to change TL: Jordan Hill on Richburg Rd., (2.3 mi) 332 degrees from Richmond, NY.

■ **Fuquay Varina, NC** WNND(FM) 103.9 mhz—Feb. 12 application for CP to change ERP: 10.1 max kw H&V; ant.: 522 ft.; change TL: .5 km SW of intersection of SR 1404 and SR 1393, 6.8 km NE of Fuquay-Varina, change channel to 280C3 (per docket #89-435).

■ **Montpellier, OH** (no call letters) 104.5 mhz—Feb. 14 application for mod. of CP (BPH890731MJ) to change TL: 5.4 km from Melbourne, OH, at a bearing of 170.7 degrees: change coordinates 41 30 54N 84 39 43W.

■ **Klamath Falls, OR** KTEC(FM) 89.5 mhz—Feb. 19 application for CP to change ant.: 597 ft.; change TL: 1.5 mi W of Courthouse.

■ **Moncks Corner, SC** WJYQ(FM) 105.5 mhz—Feb. 19 application for CP to change ERP: 4.5 kw H&V; ant.: 374 ft. (equivalent to 6 kw @ 328 ft.).

■ **Sulphur Springs, TX** KDxE(FM) 95.9 mhz—Feb. 15 application for mod. of license (BLH820818AC) to increase ERP: 6 kw H&V; (pursuant to docket #88-375).

■ **Farmville, VA** WLCX(FM) 90.1 mhz—Feb. 15 application for CP to change freq: 91.7 mhz: ERP: 1.5 kw V; ant.: 413 ft.; TL: atop Frazer Dormitory Bldg. intersection of Franklin, Spruce and Main St., on Longwood College Campus: class: A.

■ **Pulaski, VA** WPSK-FM 107.1 mhz—Feb. 7 application for CP to change ERP: 1.75 kw H&V; ant.: 1,207 ft.; change channel to 269C3 (per docket #89-444).

■ **Rural Retreat, VA** (no call letters) 103.1 mhz—Feb. 12 application for mod. of CP (BPH890420MK)

to change freq: 95.3 mhz: change ERP: 6 kw H&V; ant.: 190 ft.; TL: N of I-81, 1.1 km E of SR 680, 4 km NE of Rural Retreat, VA.

TV's

■ **Flagstaff, AZ** KKTm(TV) ch. 13—Feb. 4 application for mod. of CP (BPCT831110KE) to change 1 kw; ant.: 1,778 ft.; TL: top of Devils Head on Elden Mtn. 2 mi N of Flagstaff, AZ: antenna: SWR Inc. SWLP2(BT): 35 14 29N 111 36 33W.

■ **Rogers, AR** KFAA(TV) ch. 51—Feb. 14 application for CP to change ant.: 476 ft.; ERP: 79.4 kw (vis): change antenna: Bogner B8UOH.

■ **Linville, NC** WUNE-TV ch. 17—Feb. 19 application for CP to change ERP: 2,139 kw (vis): ant.: 1,807 ft.; change TL: 1.3 mi E of Linville, atop Grandmother Mountain, NC: ANT: Andrew ATW25HS5-ETC-17H (DA)(BT) 36 03 47N 81 50 33W.

■ **Eugene, OR** KEVU(TV) ch. 34—Feb. 14 application for mod. of CP (BPCT860711KE) to change ERP: 3070 kw (vis): ant.: 850 ft.; TL: Antenna Farm, Southern area of Eugene Oregon. Location: .5 mi SE of Blanton Rd., on a Mountain Ridge Access Rd.: antenna: Jampro Antennas, Inc., JSM-2434 -L-100-JCR8V, (DA) 44 00 04N 123 06 22.

■ **Longview, TX** KLMG-TV ch. 51—Feb. 15 application for CP to change ERP: 4682 kw (vis): ant.: 1,249 ft.; change TL: 1 mi NW of Rte. 42 and Rte. 1513 intersection, New London, TX. 32 15 35N 94 57 02W: ANT: RCA TFU-30JDAS(DA).

Actions

AM's

■ **Grayson, KY** WGOH(AM) 1370 khz—Feb. 25 application (BP900917AC) granted for CP to correct coordinates to 38 19 44N 82 58 33W.

■ **Nashua, NH** WMVU(AM) 900 khz—Feb. 21 application (BMP900921AC) granted for mod. of CP

Continues on page 83.

Broadcasting

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RADIO

HELP WANTED MANAGEMENT

General sales manager wanted for WILS/WKPP Lansing. We need an energetic hard working leader who is streetwise. Resumes to Box 25008, Lansing, MI 48909. EOE.

Sales oriented GM needed. Energetic, community active, promotionally minded. Resume to Box 381, Mt. Sterling, KY 40353. Include compensation expectations. EOE.

Come home to Long Island. WBAZ, 101.7FM, Eastern Long Island's market leader, seeks a mature, experienced station manager/general sales manager. Intelligence, innovation, integrity and hands-on sales leadership are mandatory. Call Jana, 516-765-1017 today. M/F, EOE.

Station manager: Powerhouse FM/AM in competitive small northern Michigan market. Great sales, promotions and community involvement are requisites. EOE. Reply: Box E-2.

Sales manager: Local sales manager wanted for WPLR New Haven, CT. Number one station and legendary AOR has an opportunity for an organized, energetic leader. Experienced tenacious staff already in place. All replies to: WPLR, Personnel Director, 1191 Dixwell Avenue, Hamden, CT 06514. EEO.

GSM: Immediate and extraordinary opportunity. #1 AM/FM combo in top 100 Northeast market is looking for a people oriented, highly motivated person to train and lead our staff. Proven track record in sales and management required. Excellent compensation and benefits package. Group owned. Send resume and salary history in confidence to Box E-27. EOE.

GSM: Group operator has positions at two medium market coastal properties in NC/SC. Experienced leader, strong sales, promotion and training skills. No desk jockeys. If you want to make big dollars by working for it, send resume, references and salary history to Gary S. Morris, Jones-Eastern Radio, Box 15401, Surfside Beach, SC 29587. EOE.

Florida super-power FM seeks station manager. Must carry list and sell at retail level. Southern Gospel format, so commitment to religious broadcasting vital. call 305-566-1981. EOE. M/F.

HELP WANTED SALES

Georgia/sm market: Exciting AM/FM combo near Macon will soon go to city grade signal. Need aggressive sales manager who is not afraid to make sales calls. Young, eager staff needs peer who can give guidance and leadership as well. Candidate selected will work a list. Salary + commission + benefits, negotiable. Call Mr. Price 1-800-833-7742. EOE.

Midwest dominant AM station seeking professional salesperson. Minimum 5 years selling experience preferred, proven track record required. Excellent station, people, benefits, income. Applications held in strictest confidence. EOE. Reply to Box E-5.

Florida killer closer: New hot FM, Central Florida. County population over 200,000. Big bucks! Call owner direct. 904-622-9550. EOE.

Account executive: Top-rated Santa Barbara AOR seeks energetic, motivated AE for established list. Consultant selling, promotional skills and desire to make lots of money essential. Contact Mark Duncan, KCQR-FM 805-964-7670. EOE.

National radio representative seeks one experienced and one entry level account executive for Chicago office. Experienced position requires prior national radio sales background. Entry level position requires local radio sales or radio buying experience. Please send resume to Broadcast Radio, 1-B Quaker Ridge, Box 141, New Rochelle, NY 10814. EOE.

Account executive: 100,000 watt AC needs person with experience in agency and direct business. Must be professional and able to generate a substantial amount of billing. Send resume to Kathy Free, PO Box 24902, Greenville, SC 29616. EOE.

HELP WANTED ANNOUNCERS

Morning personality: Great Midwest city. Must be fun, fresh approach, up, sometimes controversial. Send tape, resume, EOE replies to Box E-23.

Morning announcer/music director for KARS AM/FM, Belen, New Mexico (Albuquerque area). T&R: Cliff Somers, Box 860, Belen, NM 87002. EOE. M/F.

HELP WANTED TECHNICAL

Experienced chief engineer needed at 100,000 FM and 4 tower directional AM. Successful applicants should possess a knowledge of directional AMS and studio trouble shooting. Send work history and related materials to: Tom Thies, KLIK/KTXY, PO Box 414, Jefferson City, MO 65102. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Wanted: Producer/talent coordinator for Sports Entertainment Radio Show. On-air time a possibility. Must have extensive contacts in sports. Fax resume: 213-287-0776. EOE.

Research manager Birch Scarborough Research. Experience and knowledge in designing, executing, and analyzing primary research studies. Work with research analysts in conducting studies. Masters required; PhD or ABD preferred. SPSS, Lotus, dbase, WordPerfect and background in radio/TV/agency preferred. Send resume to Dr. Ed Cohen, Director of Research, 12350 NW 39th St., Coral Springs, FL 33065. EOE.

SITUATIONS WANTED MANAGEMENT

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

Sizzle! Sizzle! Does your station sparkle and shine to attract listeners and sales? Experienced GM available with strong sales, programming, and engineering background. Develop sales programs to generate new business and train salespeople. Make your station sizzle with Jim Meeker, 206-353-1668. Prefer to stay in the West.

Leader available for station or group. 25+ years including major market & ownership. Let me control your bottom line, improve your profits and make you #1. Let's talk now or at NAB. Reply Box E-6.

Top 100 GM with excellent 20 year track record seeks new medium market challenge. Billing up 78 percent in last 2 years, now current station is being sold to owner operator. Community involved family man does it all: sales up, expenses down, great results in profits, people and programming. Invest in the best. Box E-26.

Aggressive bottom line VP/GM/GSM with proven sales track record! Prefer top 100 market! Call Tim Bryan, CRMC. 919-256-4091.

GM: 1990, top 75 \$700K loser turned, profit sale; 1989, doubled top 140 sales in six months; prior top 35 FM doubled sales, upped ARB to #3. BBA, MS, 1991, ready to do it again. Reply Box E-25.

Struggling small market FM or start-up construction permit? Let me profitably operate your Northeast FM using satellite delivered programming, computer stored commercial audio and dial-up remote control. Reply Box E-24.

CFO/finance director-please see Television-Situations Wanted Management. 213-656-7730.

SITUATIONS WANTED ANNOUNCERS

Slash your costs! Native New Yorker seeks part-time radio challenge. Potent phone salesman: Writes copy that spells \$\$\$; adult DJ. Knows MOR; Jazz; Sports; World events. Voice-over tape available. Wants San Diego area. Available Winter '91. Write Dean FAVOR, 9060 Palisade Ave., North Bergen, NJ 07047.

SITUATIONS WANTED TECHNICAL

Veteran engineer available, temporary or permanent. Very experienced: studio, satellite, automation, RF facilities from translators through 50 KW AM-DA; construction, budgeting. Also management, on-air, news, computers, and television. Reply to Box E-8.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

21 year radio veteran seeking long term country programming position in Midwest or South. Mike 419-243-0043.

Versatile and mature broadcaster with a professional attitude seeks programming/operations position. Experienced enough to lead, and still eager to learn. Reply to Box E-10.

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.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager: Houston, TX independent is seeking a unique individual to manage and lead the promotion department. Knowledge of sports promotion is desirable. Please send resume and reel to Jim Boaz, GM KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. EOE.

Immediate opening with television syndicator. Seeking person with station clearance experience. Send resume to Box E-11.

HELP WANTED SALES

Account executive needed for strong NBC station. Send resume to Stan Kaye, GSM, KTPX-TV, PO Box 60150, Midland, TX 79701. EOE.

General sales manager wanted for 100 plus Southwestern Network Affiliate. Successful candidate will have local and national experience with strong emphasis on local sales management and should have knowledge of marketing, research and traffic operations. Must be a people motivator with good communication skills and an idea person who is goal oriented. If you've been waiting for the opportunity to move up to a GSM position, this could be it. Please send a letter of introduction and resume to Box E-12. EEO M/F.

Small market affiliate in Sunbelt looking for aggressive, high energy, hard working salespeople for expanding local staff. If you're looking for a challenge - let's talk. Jack Paris, GSM, KLAX-TV, PO Box 8818, Alexandria, LA 71306. Phone: 318-473-0031. EOE.

Local sales manager: WGME-TV, the CBS affiliate in Portland, Maine is looking for a successful local or regional sales manager with a proven history of accomplishments in local TV sales management. Candidates should be thoroughly knowledgeable with vendor and Co-op programs, Marshall Marketing, NSI & ARB rating books, TV sales techniques, research, packaging and must possess strong written and verbal communication skills. Our 8 person sales team is highly motivated and expects to be challenged. Call or send resume to: Paul Saltin, GSM, WGME-TV, Northport Business Park, Portland, ME 04101. M-F equal opportunity employer. Cutoff date for applications is March 29th, 1991.

Dominant small market west Texas affiliate is expanding its local sales department. We are seeking energetic and dedicated self-starters to complement our 6-person local sales team. Experience in radio-TV sales & marketing and/or degree preferred. Excellent compensation package and benefit plan. Send detailed resume to: Personnel Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

HELP WANTED TECHNICAL

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.

Maintenance engineer: Fox Television, KRIV, Houston is seeking a maintenance engineer. Applicants must have at least (5) years minimum television broadcast maintenance experience. Must be familiar with small format videotape and Sony betacam format. Must have FCC license or SBE certification. Interested applicant should contact: Wendell Wyborny, V/P Chief Engineer, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

Assistant chief engineer: Competent in administrative and engineering functions; provide expertise in planning and execution of operation and capital budgets; good supervisory skills; excellent technical skills in all areas of broadcast technology. Responsible for the implementation and correct operation of new technologies; consistently improve technical performance of the station; implement technical standards set by chief engineer; provide leadership in the engineering department to various supervisors reporting to that position; coordinate efforts of numerous engineering personnel in an efficient and effective manner; interface with representatives of other departments in an effective and positive manner. Individual will have ability to perform chief engineer's duties during his absence. Require two year degree in electronics technology and ten years broadcast engineering experience, five years as assistant chief engineer or equivalent. S.B.E. senior television certification desired. Need component level repair ability for all broadcast technologies. Applicant finalists will be required to furnish evidence of employment authorization and identification. EOE. Resumes only to Chief Engineer, KHOU-TV, PO Box 11, Houston, TX 77001.

Maintenance engineer: Applicant must have knowledge in the repair and maintenance of video tape recorders, cameras and TV broadcast electronics in general. 3-5 years previous experience required. FCC General Class license or SBE certification required. Send resume to Chief Engineer, Fox Television Inc., KDAF-TV 33, 8001 John Carpenter Frwy., Dallas, TX 75247. No telephone calls will be accepted. EOE, M/F.

Chief engineer. Opening with opportunity for growth at highly successful group-owned Fox affiliate in SE location in state capital. UHF transmitter experience mandatory. Strong maintenance skills will assure success in this key position. Staff includes 2 assistant engineers. Radiotelephone license and/or SBE certification desirable. Send cover letter and resume to Rick Jordan, Corporate Engineer, D&K Broadcasting, 402 Peyton Dr., Hixson, TN 37343. EOE.

Chief engineer: KTNV, the ABC affiliate in Las Vegas is seeking applicants with strong supervisory skills, computer know-how, and transmitter experience. Send resume with salary requirements (no calls) to: General Manager, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102. KTNV is an equal opportunity employer.

HELP WANTED NEWS

Producer/reporter for syndicated medical news program. On-camera work not required. Candidates would prepare in-depth, news-style packages for physicians to narrate. 23k to 30k, depending on skill and experience. No calls. Send VHS tape, resume and letter to Healthvision, Inc., 6508 Westfield Blvd., Indianapolis, IN 46220. EOE.

Anchor: After 12 years as the dean of Idaho anchormen, our lead anchor is retiring. We're looking for someone with impeccable journalistic credentials, a warm and involving on-air style, a commitment to public service, and a desire to put down roots in the beautiful Boise market. Resume and non-returnable tape to Chris Huston, News Director, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687. EOE.

Weekend sports anchor/reporter: A west Texas CBS affiliate has an opening for a full-time weekend sports anchor/reporter to anchor weekend sports and report for the sports department three days/week. A journalism degree is required, extensive knowledge of national, state, area and local sports is preferred. Must be able to shoot, edit and write creatively. Please apply in writing to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Co-anchor/reporter. Journalism degree and 2 years reporting experience required. Female and minority candidates are encouraged to apply. Tapes and resumes only. Phone calls will disqualify candidates. Gene Edwards, WCBI-TV, PO Box 271, Columbus, MS 39703. EOE.

Reporter who can show and tell medical and feature stories. 3/4 tapes and resumes to John Sears, News Director, KPTV, PO Box 3401, Portland, OR 97208. EOE.

Immediate opening for a photographer with at least 1 year news experience. Non-returnable tapes and resumes to Roger Follebout, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

Executive producer: 6:00 p.m. newscast. Prefer person with 3-5 years producing experience; journalism degree; must be hands-on; strong leadership; must be innovative. Send resume detailing experience, along with salary requirements to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

News photographer with a minimum of one year experience as a photographer in commercial television preferred. Must be proficient in editing on Betacam equipment and knowledgeable of live remote equipment. Send resume and non-returnable 3/4" tape to Chief Photographer, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. EOE.

News director. Dynamic individual to provide inspiration and leadership to create exciting, relevant, people-oriented newscasts in medium Midwestern market. Must have experience as successful producer of imaginative, viewer-focused newscasts. Ideal opportunity for innovative producer or EP to move into management. Samples of recent produced newscasts required. Replies in confidence to: Newspeople, 20300 Civic Center Dr., Suite 201, Southfield, MI 48076. EOE.

6pm co-anchor, WLBZ-TV, candidate should have 5 years experience, some anchordesk experience preferred. Candidate will have general assignment reporting responsibilities in addition to anchoring our highest rated program. Our staff has a tremendous team spirit. We want someone who can complement a staff that is already moving in the right direction. Non-returnable tapes and resume to Dave Gwizdowski, News Director, WLBZ, PO Box 415, Bangor, ME 04402. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Vice President: Local program production and community development: WTVS/Channel 56 Detroit PBS affiliate seeks highly motivated and creative individual to oversee local television production and community development activities focusing on youth and urban concerns. Successful applicant must have demonstrated leadership and extensive professional experience in television production management, content development, budget control, personnel management and a working knowledge of state-of-the-art television production facilities. Excellent communication and organizational skills required. Send resume to: Human Resources, WTVS, 7441 Second Blvd., Detroit, MI 48202. An equal opportunity employer. Women and minorities are encouraged to apply.

KPNX-TV, the Gannett owned NBC affiliate in Phoenix is seeking a design director. Minimum 5 years art direction and computer design experience including project and art staff management. Previous television station experience in daily news graphics and print production also required. We're looking for an individual who can do it all while managing a diversity of projects. Success in this position requires extensive experience on the Aurora paint system and on the MAC. Send tape & resume to: Promotion Manager, KPNX-TV, PO Box 711, Phoenix, AZ 85001. EOE.

Leading ad agency seeks immediate hire. Top-flight producer/writer/director with 5-10 years experience in documentary, spot advertising and D.R. TV. Informal experience a plus. Small town, midwest location. Send resume and demo tape to T. Prechtel, HCL, Box 1366, Fairfield, IA 52556. EOE.

Art director: WBFF Fox 45 is creating an in-house graphic arts department to support our aggressive expansion in the market. Applicant will work with all departments including news, promotion and sales. Five years broadcast experience preferred. Applicant must be skilled in mechanical, animation, advertising and set design and have a good business sense to bring in projects on budget. Computer animation skills a must, preferably with ArtStar/Live line Five 5, MAC experience preferred. Competitive salary and benefits. Send resume, demo tape and samples, by March 15th, to: Program/Promotion Manager, WBFF Fox 45, 3500 Parkdale Ave., Baltimore, MD 21211. Tapes and samples will not be returned. WBFF Fox 45 is an equal opportunity employer.

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

Producer/director: With national public broadcasting credits needed for the production of PBS bound historical (video) documentary. Letter, resume and 2 program samples to: Personnel Dept., WPBY-TV, 3rd Ave., Huntington, WV 25701. Accepting materials till the end of March. No phone calls, please. EOE.

Traffic position for WHCT-TV18 CT. Home of the Celtics and Mets. Must be experienced and responsible. Columbine experience preferred. Call Tom Forst, GSM 203-525-1800.

SITUATIONS WANTED MANAGEMENT

GM ready to lead. Motivator, trainer, producer, twenty year sales pro, programming, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box E-30.

Does anyone out there want a good, honest, hardworking, experienced, cost conscious, profit minded, employee 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

Operations/production manager with extensive experience in the development and direction of local programming and special projects and their impact and benefit to local sales, seeks a challenging position with a growing and aggressive company. Strong background in station operations, news, production and employee relations. Troubleshooter and innovator who knows how to get the job done. Excellent references. Will relocate anywhere for the right opportunity. Call William Martin at 603-623-7016 and leave message. I will return your call.

Let my 25+ years in all areas of broadcasting including major market TV. Radio ownership. Let me control your bottom line, improve your profits and lead your station's community involvement. Let's talk now or at NAB. Reply Box E-14.

General manager-plus past 25 years! Outstanding record of achievements! Has produced spectacular ratings, sales, profits; prestige nationwide! Expertise: Management, sales, programming, news, promotion; turnarounds! Compensation based on performance! Also, excellent outside board-director! Box E-28.

CFO/finance director for group, division or large station. CPA/MBA. Financial EVP of NYSE motion picture/TV corporation. Director of accounting and auditing Big-6 CPA firm. Client companies in New York included three networks/broadcast groups. Broad international experience. Many accomplishments. Will relocate. 213-656-7730.

SITUATIONS WANTED TECHNICAL

Experienced master control operator, 15 years in all phases of master control and tape operations, including supervisory positions. Network and affiliate operations experience. Excellent references. 612-432-6430.

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box E-29.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

News directors: Freelance news photographer/editor available in Pittsburgh PA and surrounding area. Betacam SP or 3/4". Ron Bruno 412-276-0497.

Meteorologist: BS, MS, AMS, NWA, NABJ. Genuine, amiable, versatile, experienced and community-oriented. Seeks rise from weekends in 20's. Alan 414-962-5123.

Sportscaster, NYU educated, who is young & aggressive, seeks on-air position. Currently produce and host several local live sports talk shows. Would consider producers role. Call Joe Wiz at home 201-437-9159 or at work 201-915-7190.

SITUATIONS WANTED PROGRAMMING 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.

Production facility general manager, looking for a new challenge. Twenty years of production management experience: broadcast, agency and teleproduction. Bottom line oriented, strong technically, good people skills, prefer hands-on operations. If your operation's out-of-pocket expenses cost are out of control write Box E-20.

MISCELLANEOUS

Primo People is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

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ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor full time position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary \$23,000+ with additional summer teaching possible. Start September 1, 1991. Application review begins March 15, 1991. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001. An affirmative action/equal opportunity employer.

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.

Assistant professor of radio-television. Eastern Washington University invites applications for this probationary, tenure-track position which will be available commencing Fall quarter of the 1991/92 academic year. Responsibilities include teaching approximately thirty-six (36) credits per academic year in radio production, programming, and audio performance. Some operational and supervisory oversight of the University's 10,000 watt FM station will be expected. Doctorate preferred, but Master's with significant professional experience in radio production will be seriously considered. Salary commensurate with qualifications and experience. Review of applications will begin April 1, 1991. Submit letter of application, resume, official transcripts, and three references to: Mr. Lew Boles, Chair, Search Committee, Department of Radio-Television, MS #104, Eastern Washington University, Cheney, WA 99004. AA/EOE.

The Department of Communication Studies at the University of Alabama at Birmingham is seeking an instructor/assistant professor to teach production courses as well as introductory courses in mass communication and broadcasting. Additional duties include directing and editing internal television productions. Position to begin September 1, 1991. Master's degree plus production experience required. PhD required for assistant professor rank and tenure-accruing position. Send resume and names of three references to: R.K. Scott, Chair, Search Committee, 1612 10th Ave. South, UAB Station, Birmingham, AL 35294. Position will be held open until May 1 or until a suitable candidate is found. The University of Alabama at Birmingham is an EEOC/Affirmative Action employer.

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

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Business opportunity: CASCOS Syndication is seeking individuals who want their own business. You should have broadcast advertising sales experience and/or video production knowledge. You will become a full-time exclusive Cascom representative responsible for marketing a wide variety of industry-related products including a library of stock graphic animated effects, custom character productions like Ernest P. Worrell and Jose Jimenez, pre-produced generic commercials, station image packages, a music library, and many other related products. You must be a self-starter and want to earn a minimum six-figure income. This is a rare opportunity for the right individual! If you meet the above criteria and are seriously interested, please call Lee Michaels at 615-242-8900. EOE.

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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. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

News, video & teleconference producer for Purdue University's Agricultural Communication Department. Responsible for news, teleconference and instructional production. BA/BS required plus three to six years experience. Purdue is an equal opportunity/affirmative action employer. Send resume, production history and letter of application to: Mike Kerper, ACS Visual Media Center, Purdue University, B-31 Stewart Center, West Lafayette, IN 47907.

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AM transmitters: Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3, 20KW (1972), RCA BTA 20E1, 20KW (1973), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

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UHF transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media 303-786-8111.

News gathering van, 1982 complete except electronics. Rough but ready to work; new generator. \$10,000. Paul at 703-818-8666.

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Sony BVW-300. \$27,000 O.B.O. Sony BVW-507, new chips, includes adaptors. \$22,000 O.B.O. Sony BVP-3A Dockable Betacam with recorder, cables, accessories, etc. \$6,500. Miami Video Arts, 305-757-1813.

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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 rate-card. 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.

FOR THE RECORD

Continued from page 75

of Minnesota Public Radio Inc. for 91.9 mhz; .1 kw; ant. -512 ft. Address: 45 E. Eighth St., St. Paul, MN (BP21101) to change TL: to Millyard Park. End of Pine St. Nashua, NH and make changes in the antenna system 42 45 34N 71 28 37W.

■ **Amsterdam, NY** WSGD(AM) 1570 khz—Feb. 20 application (BP890821AB) dismissed for CP to change city of license to Ballston Spa, NY; change TL: .3 km SW of the intersection of State Rte. 67 and E Line Rd., 1.9 km S of SE of Ballston Spa, NY and make changes in antenna system. 42 58 14N 73 50 00W.

■ **Germantown, TN** WNWZ(AM) 1430 khz—Feb. 21 application (BP900405CV) granted for CP to increase day power to 2.8 kw and relocate daytime site to .2 km S of Mineral Wells, MS & make changes in antenna system 34 59 22N 89 51 45W.

FM's

■ **Linden, AL** WDAL(FM) 107.1 mhz—Feb. 14 application (BMPH900904IC) granted for mod. of CP (BPH890526ID) to change ERP: 100 kw H&V; ant.: 817 ft.; TL: 20.3 km SE of Linden, AL; change to class C1 (per docket #89-409).

■ **Russellville, AR** KAIQ-FM 100.9 mhz—Feb. 19 application (BPH901101IB) granted for CP to change ERP: 6 kw H&V; change ant.: 295 ft.

■ **Leesburg, FL** WXXL(FM) 106.7 mhz—Feb. 19 application (BMPH900927IA) granted for mod. of CP (BPH860310II) to change ant.: 823 ft.

■ **Dundee, IL** WABT(FM) 103.9 mhz—Feb. 22 application (BPH890929IS) granted for CP to change ERP: 2.55 kw H&V; change ant.: 321 ft.; TL: .67 km NE of State Rte. 72 and interstate Rte. 90, adjacent to Gilberts, IL.

■ **Wichita, KS** KZZD(FM) 90.7 mhz—Feb. 19 application (BPED891122MQ) granted for CP to change ERP: 25 kw H; change 23.03 kw V; ant.: 335 ft.; class: C2; TL: Sumner County, .5 mi S and 2.5 mi E of Riverdale, KS 37 21 53N 97 20 30W.

■ **Brandenburg, KY** WMMG-FM 93.5 mhz—Feb. 22 application (BMLH900515KH) granted for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ **Worcester, MA** WAYW(FM) 91.9 mhz—Feb. 15 application (BMPED901010IF) dismissed for mod. of CP (BPED840912AC as mod.) to change ant.: 400 ft.; TL: 183 m N of the intersection of Main St. and Burncoat St., Leicester, MA.

■ **Detroit** WMXD(FM) 92.3 mhz—Feb. 25 application (BPH900814ID) granted for CP to change ant.: 754 ft.

■ **Poughkeepsie, NY** WVKR-FM 91.3 mhz—Feb. 15 application (BPED880812MI) granted for CP to change ERP: 3.7 kw H; change ant.: 820 ft.; TL: 2.2 km S of Milton Turnpike & 1.3 km E of S St., near Marlboro, NY.

■ **Rochester, NY** WIRQ(FM) 90.9 mhz—Feb. 15 application (BPED900615MJ) granted for CP to change freq: 94.3 mhz.

■ **Dayton, OH** WGXM(FM) 97.3 mhz—Feb. 22 application (BPED901113MA) granted for CP to change freq: 98.1 mhz.

■ **Harrisonburg, VA** WXJM(FM) 88.7 mhz—Feb. 14 application (BMPED901010IB) granted for mod. of CP (BPED880321MD) to change ant.: 62 ft.

TV's

■ **Huntsville, AL** WHIQ(TV) ch. 25—Feb. 21 application (BPET900108KE) granted for CP to change ERP: 685 kw (vis); ant.: 1,177 ft; TL: 706 Read Dr., SE, Huntsville, AL; antenna: DielectricTFU-33J 34 44 14N 86 31 46W. Amended: to change ERP: 1.652 kw; ant.: 1,161 ft.

■ **Live Oak, FL** WTLL(TV) ch. 57—Feb. 15 application (BMPCT901023KE) granted for mod. of CP (BPCT860328KM) to change ERP: 1.858 kw (vis); antenna: AndrewALP32L3-HSBR(DAXBT).

ACTIONS

■ **Oro Valley, AZ**—Dismissed Classic Media Inc.'s petition for reconsideration of commission's previous memorandum opinion and order affirming dismissal of Classic's application for new FM. MM docket 88-137 (report DC-1811, action in docket case).

■ **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 construction permit for new TV booster station near Fawnskin, CA. Commission did, however, grant PZ's request for extension of time to build KBBL(TV). (By MO&O [FCC 91-47], adopted Feb. 11 by commission.)

■ **Miami**—Shut down unlicensed and illegal FM identifying itself as "WMAB" and transmitting on 91.9 mhz. U.S. Marshal's Service seized radio transmitter and/or station equipment owned by Archie Bruton of 18019 Homestead Court, Miami. Action Feb. 1 by Richard M. Smith, Chief, Field Operations Bureau, and Dexter Lehtinen, United States Attorney for Southern District of Florida.

■ **Mount Vernon, IL**—Affirmed decision by Review Board which granted application of Daniel S. Stratemeyer for new FM on ch. 271B1 (102.1 mhz), and denied competing applications of CR Broadcasting and Saga Communications of Illinois Inc. MM docket 88-523 (Report DC-1810, Action in docket case).

■ **Kalispell, MT**—Dismissed proposal to allot ch. 292A (106.3 mhz) to Kalispell. (MM docket 90-484, by R&O [DA 91-185], adopted Feb. 11 by acting chief, Allocations Branch.)

■ **Germantown, TN**—Granted application of Eugene Walton for new FM on ch. 298A (107.5 mhz) at Germantown; denied nine competing applications. (MM docket 88-429, by ID [FCC 91D-8], issued Feb. 20 by ALJ Joseph P. Gonzalez.)

■ **Beaumont, TX**—Denied reconsideration of earlier decision disqualifying CHM Broadcasting and Texas Communications LP and granting application of Beaumont Skywave Inc., for new FM on ch. 273C2 (102.5 mhz) at Beaumont. (MM docket 88-358, by MO&O [FCC 91R-16], adopted Feb. 13 by Review Board.)

■ **Churchville and Luray, both Virginia**—Denied Commonwealth Audio Visual Enterprises Inc. reconsideration of order amending FM table for these communities. (MM docket 89-95, by MO&O [DA 91-220], adopted Feb. 15 by chief, Policy and Rules Division.)

■ **Richmond, VA**—Granted application of James River Communications Corp. for new FM on ch. 266A (101.1 mhz) at Richmond; denied seven competing applications. (MM docket 87-352, by decision [FCC 91R-17], adopted Feb. 13 by Review Board.)

■ **Roanoke, VA**—Denied request of WROV Broadcasters to decrease \$5,000 forfeiture its former station WROV(AM) Roanoke, VA, incurred for repeated failures to comply with commission affirmative action rules. (Report MM-525, Mass Media Action.)

ALLOCATIONS

■ **Angola, Berne, Decatur, LaGrange, and Roanoke, all Indiana, and Brooklyn and Hudson, both Michigan**—Effective April 11, substituted ch. 262A (100.3 mhz) for ch. 261A (100.1 mhz) at Angola, and conditionally modified license of WLKI(FM) accordingly; substituted ch. 231A (94.1 mhz) for ch. 286A (105.1 mhz) at Roanoke, and conditionally modified construction permit of WQTX(FM) accordingly; substituted ch. 286B1 (105.1 mhz) for ch. 224A (92.7 mhz) at Decatur, and conditionally modified license of WQTZ(FM) accordingly; and ordered ultimate permittee for ch. 288A (105.5 mhz) at LaGrange to reimburse licensee of WIFF(FM) at Auburn for cost of substituting ch. 288A (105.5 mhz) for ch. 272A (102.3 mhz). (MM docket 88-284 by Second R&O [DA 91-180], adopted Feb. 6 by acting chief, Allocations Branch, Mass Media Bureau.)

■ **Marquette, MI**—Effective April 12, allotted ch. 231A (94.1 mhz) to Marquette as its third FM service. Filing window: April 15-May 15. (MM docket 90-567

by R&O [DA 91-193], adopted Feb. 11 by acting chief, Allocations Branch, Mass Media Bureau.)

■ **Coleraine, MN**—Effective April 12, allotted ch. 241C1 (96.1 mhz) to Coleraine as its first FM service. Filing window: April 15-May 15. (MM docket 90-463 by R&O [DA 91-190], adopted Feb. 11 by acting chief, Allocations Branch.)

■ **Deer River, MN**—Effective April 12, substituted ch. 288C1 (105.5 mhz) for ch. 288A at Deer River, and conditionally modified construction permit of KXGP accordingly. (MM docket 90-565 by R&O [DA 91-192], adopted Feb. 11 by acting chief, Allocations Branch.)

■ **McLain, MS**—Effective April 12, allotted ch. 245A (96.9 mhz) to McLain as its first broadcast service. Filing window: April 15-May 15. (MM docket 90-528 by R&O [DA 91-191], adopted Feb. 11 by acting chief, Allocations Branch.)

■ **Portageville and New Madrid, both Missouri**—Change of community of license for ch. 292A from Portageville to New Madrid; substitution of ch. 293C2 (106.5 mhz) for ch. 292A (106.3 mhz) and modification of license for KMIS-FM Portageville, ch. 292A (106.3 mhz), to specify operation on ch. 293C2 (106.5 mhz) at New Madrid (MM docket 91-43, DA 91-217).

■ **Warrenton, MO**—Substituted ch. 260C3 (99.9 mhz) for ch. 260A and modification of CP for KFAV(FM), accordingly (MM docket 91-44, DA 91-216).

■ **Belvidere, NJ, and Scranton and Tannersville, both Pennsylvania**—Allotted ch. 296A (107.1 mhz) to Belvidere; substituted ch. 295A (106.9 mhz) for ch. 296A (107.1 mhz) at Scranton; modified license of WEZX(FM) Scranton, accordingly. (MM docket 89-328, Feb. 15, DA 91-212.)

■ **Lady's Island and Ridgeland, SC**—Substituted ch. 285C3 (104.9 mhz) for ch. 285A at Ridgeland; reallocation of ch. 285C3 from Ridgeland to Lady's Island; modification of license of WSHG to specify Lady's Island and ch. 285C3 (MM docket 91-41, DA 91-219).

CALL LETTERS

Applications

Existing AM's

KHSP(AM)	KTFS Beat of His Heart Broadcasting Inc.; Texarkana, TX
WJNX(AM)	WDKC Fairbanks Communications Inc.; Ft. Pierce, FL
WYFN(AM)	WSIX Bible Broadcasting Network Inc.; Nashville, TN

Existing FM's

KHSP-FM	KTFS-FM Beat of His Heart Broadcasting Inc.; Ashdown, AR
KVTY(FM)	KITM RGV Broadcasting Inc.; Mission, TX
WFXH(FM)	WHHR-FM Adventure Communications Inc.; Hilton Head Island, SC
WKDZ-FM	WBZD Ham Broadcasting Company Inc.; Cadiz, KY
WTKB(FM)	WBVD Big Tenn Communications Co. Inc.; Huntingdon, TN

Grants

New AM

WYGH(AM)	Somerset Educational Broadcasting Foundation; Paris, KY
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New FM's

KBSO(FM)	Reina Broadcasting Inc.; Corpus Christi, TX
KCLG(FM)	Ear Inc.; St. George, UT
KYIX(FM)	Linda Adams; South Oroville, CA
KYIY(FM)	Minnesota Public Radio; Moorhead, MN
KYIZ(FM)	KSNE Christian Broadcasting Inc.; Hutchinson, KS

FATES & FORTUNES

MEDIA

Jeffrey A. Schwall, senior VP, finance, and CFO, Warner Cable, Dublin, Ohio, named president, national division.

Kevin T. Bethke, former fund business manager, Jones Intercable Inc., named general manager, Jones Intercable, Albuquerque, N.M.

Bill Milam, general sales manager, KVVU-AM-FM Phoenix, joins WZBA(FM) Mobile, Ala., as general manager.

Joseph C. Drilling, president, Retlaw Broadcasting Co., Fresno, Calif., retired.

Cathryn K. Green, director, marketing planning, Showtime Networks Inc., New York, named director, special projects, office of chairman.

Richard E. Young, attorney, Denver, elected board member, Jones Intercable Inc., Englewood, Calif.

Nanette Dudar, manager, KPMG Peat Marwick accounting firm, joins Public Broadcasting Service, Alexandria, Va., as director of budget and finance.

Frank McMeans, chief operator, WOIO(TV) Shaker Heights, Ohio, named operations manager.

Wayne K. Brown, general sales manager, WCBS(AM) New York, joins WGIV(AM)-WPEG(FM) Charlotte, N.C., as president and general manager.

Doug Finck, local sales manager, WPTX(TV) Portland, Me., named executive VP and general manager.

SALES AND MARKETING



Mann

Peter Mann, VP, network broadcast division, Western International Media, Los Angeles, joins NBC Cable division, there, as VP, cable sales, selling advertising time for Cable News and Business Channel and SportsChannel America.

Robin Sloan, local sales manager, WCBS(AM) New York, named general sales manager.

Christine Flaherty, account executive, WJR(AM) Detroit, joins WLUP-AM-FM Chicago, in same capacity.

Randy Davis, creative group head, Turner Broadcasting System Inc., Atlanta, named creative director, RET advertising and marketing.

Kenneth C. Hoffman, account executive, WFEA(AM)-WZID(FM) Manchester, N.H., joins WGIR-AM-FM there, as general sales manager.

Linda DeBusman, former director of marketing, Germain Automotive, Naples, Fla., joins WAVV(FM) there, as account executive.

Sam Porritt, account executive, DDB Needham Worldwide, Chicago, named account supervisor. **Lance Vanderhye**, art director, DDB Needham, Chicago, named associate creative director.

Appointments at Abramson Associates Inc., Washington: **Ellen Kramer**, promotion manager, *USA Today*, named account executive; **Timothy Voit**, continuity director, WMAL(AM) Washington, named account coordinator; **Michelle Billingsley**, from Stackig Sanderson & White, named assistant account executive, entertainment division, and **William Deichler**, publisher, Loudoun Wide direct mail magazine, named production assistant.

Appointments at Katz Communications Inc.: **Jay Friesel**, VP, national sales manager, Katz Continental Television, Southeast Station Group, named general sales manager, New York ("Closed Circuit," Feb. 18); **Michael Spiesman**, VP, national sales manager, Southeast Station Group, New York, named VP, team manager, New York; **Paul Bowlin**, sales executive, East Station Group, Katz Continental Television, named sales manager, New York; **Linda Hardin**, account executive, McGavren Guild Radio, St. Louis, named KRG marketing sales manager there; **Stan Elgart**, VP, senior account executive, Christal Radio, Philadelphia, named VP, sales manager, and **Susan Mahoney**, sales assistant, Christal Radio, New York, named market research specialist.

Appointments at WPTT-TV Pittsburgh: Account executives **Fred Segal** and **Brian C. Butz**, named senior account executives, and **Mark Grasso**, art director,

named art director and creative services coordinator.

Jacqueline Majers, kids club coordinator, Fox Broadcasting Co., joins WOIO(TV) Shaker Heights, Ohio, as marketing executive.

Dona Douglass and **Bob Ansheles**, account executives, WPTX(TV) Portland, Me., named local sales managers.

Barbara Cooke, broadcast consultant, KQCR(FM) Cedar Rapids, Iowa, and **Sharon Burr**, account executive, Telecom U.S.A., join KETV(TV) Omaha, as account executives.

Pamela Bradshaw, from Ben Taub General Hospital, joins KPRC(AM) Houston, as account executive.

Susan W. Sylvia, associate creative director, and **Jody Seibert**, media communications director, D'Arcy Masius Benton & Bowles, St. Louis, named VP's.

Marti Kavalier, network supervisor, McCann Erickson, joins Arts & Entertainment Network, New York, as account executive, advertising sales.

Tony Palminteri, general sales manager, WPXT(TV) Portland, Me., named VP, general sales manager.

Don Barr, national sales manager, WMGC-TV Binghamton, N.Y., joins WBNG-TV there, as local sales manager.

Appointments at Bender Browning Dolby & Sanderson Advertising, Chicago: **Verna Hoefer**, recent graduate, Northwestern University, Evanston, Ill., named account executive; **Douglas Haight**, marketing director, Imprints Inc., Washington, named manager of computer services, and **Bonnie Heinsohn**, proofreader and audio visual coordinator, Ketchum/Mandabach & Simms, named proofreader and traffic coordinator.

PROGRAMING

John V. Berna, director of taxes and senior tax counsel, Viacom International Inc., New York, named VP, taxes. **Anthony L. Ippolito**, tax manager, Viacom International Inc., named director of taxes.

Zoe C.W. Tan, research consultant, Ethnic Marketing Group, Los Angeles, joins Intercontinental Television Group, there as director of research.

Peggy Allen, executive producer, Hearst/ABC News Services, adds duties as executive producer, program development, Hearst Broadcasting, and remains located at Hearst-owned ABC affiliate WCVB-TV Boston.



Allen



Willis

Dan Willis, VP, international sales administration, Worldvision Enterprises, New York, joins Capital Cities/ABC Inc., there, as director, international television sales, ABC Distribution Co.

Sandra Furton Gabriel, head, Gabriel Productions, and **Donna F. Wright**, producer, *Personalities*, Lifetime Television, join *The Joan Rivers Show*, New York, as producers.

Jill Taffet, on-air designer, Home Box Office, joins E! Entertainment Television, Los Angeles, as creative director.

Joe del Cueto, commercial manager, network productions, Univision, Miami, named VP, sales, domestic productions. **Giora Breil**, director of merchandising, Univision, Miami, named VP, director of merchandising.

Ronald J. Norberg, VP, affiliate sales, national accounts, Mizlou Sports News Network, joins Action Pay Per View, Chicago, as VP, sales, Central Region.

Evanne L. Levin, from Weinberg, Zipser, Arbiter & Heller law firm, joins Zodiac Entertainment Inc., Los Angeles, as VP, general counsel.

Anne Feit, Western region marketing manager, American Movie Classics, Los Angeles, named regional sales manager. **Douglas Hurst**, executive co-producer, *Nantucket Tonight*, joins American Movie Classics, Los Angeles, as marketing manager, Western region.

Rick Kendall, director, market planning, Home Box Office and Cinemax, New York, named director, Cinemax marketing.

Beth Sanford, from Time Warner Inc., joins Lifetime Television, New York, as VP, marketing.

Jerry Bernstein, former VP, production, Columbia Pictures, joins Jewish Television Network, Los Angeles, as executive producer, *A Conversation with Robert Clary*.

Ian Hogg, program manager, Channel Ten, Sydney, Australia, joins TV3, Encino, Calif., as program manager.

Jennifer Vanderwerf, programing director and operations manager, WPXT(TV) Portland, Me., named VP, programing and marketing.

NEWS AND PUBLIC AFFAIRS

Michael Yuen, formerly from *Houston Post*, joins National Public Radio, Washington, as editor, South, national desk.



Savage

Tracie Savage, crime beat, investigative reporter and general assignment reporter, WHIO-TV Dayton, Ohio, joins KCAL(TV) Norwalk, Calif. (Hollywood), as general assignment reporter.

Drew Berry, assistant news director, WCAU-TV Philadelphia, named director of news.

Kimberly Godwin, producer and consumer reporter, WPTV(TV) West Palm Beach, Fla., joins WTAE-TV Pittsburgh, as producer.

Richard Moore, news director, WSOC-TV Charlotte, N.C., joins WSB-TV Atlanta, in same capacity, succeeding **David Lip-poff**, station manager.

David James, sports director, KEYT-TV Santa Barbara, Calif., joins KQVR(TV) Stockton, Calif. (Sacramento) in same capacity.

Dana Rosengard, associate producer, WCVB-TV Boston, named producer.

Harry King, director of media relations, The Monitor Channel, Boston, named news director.

Larry Frum Jr., weekend producer, WOWK-TV Huntington, W.Va., joins WGAL-TV Lancaster, Pa., as farm report producer. **Dan Weiser**, executive producer, WGAL-TV, named acting news director.

Dave Humphrey, executive producer, KETV(TV) Omaha, and **Rose Ann Shannon**, assignment editor, KETV, named assistant news directors.

Bill Phillips, sports director, WJKA(TV) Wilmington, N.C., joins WTOV-TV Steubenville, Ohio, as weekday sports anchor. **John Ziegler**, associate producer, Mizlou Sports Network, Arlington, Va., joins WTOV-TV Steubenville, Ohio, as weekend sports anchor.

TECHNOLOGY

John Webb, sales manager, Ikegami Electronics, joins Fujinon, Wayne, N.J., as national sales manager.

Michael O'Neill, general manager, Edit Express, Chicago, joins Editel, there as client services/post production representative.

Cathlyn Cantone, former account executive, Telezign Computer Animation/National Video Center, New York, joins Broadway Video Graphics there as sales representative.

Joseph Stanko, assistant chief engineer, WPTT-TV Pittsburgh, named chief engineer.

Kevin Johnston, from Goldsholl Film Group, joins Northwest Teleproductions, Chicago, as agency representative.

Dave Marcis, chief engineer, WKNR(AM) Cleveland, joins WOIO(TV) Shaker Heights, Ohio, as transmitter engineer.

Cindy Powell, district sales manager, Shoreline Professional Video System, joins Copy Right Duplication Co., Hollywood, Calif., as VP, sales and marketing.

Eric Dausman, director of engineering and operations, WNBC-TV New York, joins KGW-AM-TV-KINK-FM Portland, Ore., as director of engineering.

Kim Gericke, director of promotion and publicity, WTXN(TV) Waterbury, Conn. (Hartford/New Haven), joins Digital Images, Boston, as broadcast graphics consultant.

Anthony J. Mark, from Compass Inc., joins Avid Technology, Burlington, Mass., as VP, engineering. **Eric C. Peters**, VP, sales, Avid Technology, named VP, sales and marketing.

Robert B. Mueller, president, Greenwich Management Associates Ltd., joins Panasonic Communications & Systems Co., Secaucus, N.J., as general manager, professional/industrial video division.

PROMOTION AND PR

Kitsie Bassett Riggall, director of corporate communications, Turner Broadcasting System Inc., Atlanta, named public relations director, entertainment division.

Barry Kluger, VP, public relations, VH-1 and HA! The TV Comedy Network, New York, named VP, public re-

lations, MTV Network and VH-1.

Susan Roth, VP, consumer television division, Bender Goldman Helper, joins Universal Television, Universal City, Calif., as director of publicity.

Steve Johnson, promotion manager, WPRI-TV Providence, R.I., joins KYW-TV Philadelphia, as creative services manager.

Donald H. Cady, administrator, Porter/Novelli, Washington, named executive VP.

Judy Hackett, director of marketing and public relations, WOIO(TV) Shaker Heights, Ohio, named creative services director. **Michelle Matheis**, intern, public relations department, WOIO, named special events coordinator.

Sheila Phipps, promotion manager, KOCO-TV Oklahoma City, named program and promotion manager.

Lisa Revare, from Proffer Productions, joins WDAF-TV Kansas City, Mo., as operations manager, succeeding **Andre Renaud**, operations manager.

Allen D. Payne, assistant to promotion director, WOWK-TV Huntington, W.Va., named promotion director, succeeding **Robert D. Willis**, retiring.

ALLIED FIELDS



Watts

Douglas R. Watts, legislative counsel, National Cable Television Association, Washington, joins Tele-Communications Inc., there as senior Washington counsel.

Paul Steinle, former president and COO, United

Press International, and owner of television production and video publishing company, Steinle Communications, Alexandria, Va., appointed communication studies chair, University of Miami, Coral Gables, Fla., school of communication.

John Evenson, broadcasting coordinator, PGA Tour, Ponte Vedra Beach, Fla., named director of broadcasting.

Pat Thompson, owner, Pat Thompson Co. cable brokerage company, joins Daniels & Associates, Denver, as VP, director of small systems brokerage.

1991 banquet committee members appointed at Radio and Television News Directors foundation: **Gene Mater**, John Adams Associates, Washington; **Carol Vernon**, National Cable Television Association, Washington; **Fred Young**, Hearst Broadcasting, New York, and **Bob Zito**, Sony Corp., New York.

New executive committee for California Cable Marketing Council, Los Angeles: **Chris Daly**, Continental Cablevision, chairman; **Peter Ruben**, Paragon Cable, VP, operators; **Bob Shurtleff**, Home Box Office, VP, programmers; **Cynthia Wurtz**, USA Network, secretary, and **Joe Lawson**, Comcast Cable, treasurer.

Elizabeth Canelake, directory of library services, Film Bank Inc. library and research service, Burbank, Calif., named VP.

Bob Blanchard, former consumer reporter, WABC-TV New York, forms Skuttlebut nationwide data base, Providence, R.I.

Linda Searing, former bureau news editor, *The Baltimore Sun*, Washington, joins Society of Professional Journalists, Greencastle, Ind., as director.

Peter J. Walsh, staff VP, components and industrial electronics group, Electronic Industries Association, Washington, named VP.

Vanessa Potts, assistant to syndication manager, BizNet broadcast services of United States Chamber of Commerce,

Washington, named assistant syndication manager.

Jim Cullins, general manager, Cencom Cable Television, Marlin, Tex., presented with APIL Award from Community Antenna Television Association.

DEATHS



Tucker

Lemuel Tucker, 52, radio and TV correspondent, CBS News, Washington, died of liver failure March 2 there. Tucker began his career in 1965 with NBC News as copy boy and had stints as assistant bureau chief in Vietnam and floor reporter for NBC Radio at 1968 political conventions. He worked at ABC News from 1972 to 1977 before joining CBS as Washington correspondent in May of that year. While at CBS, Tucker covered political conventions and campaigns, Iranian hostage crisis, air controllers strike, gave eye-witness account of assassination attempt on President Ronald Reagan and was medical and science correspondent for *CBS Evening News with Dan Rather*. He is survived by wife, Reney; one daughter; one granddaughter; his mother; two sisters, and two brothers.

Jack Jones, 41, weekend anchor, KYW-TV Philadelphia, died March 5 in Marion, Pa., of pancreatic cancer. His last day on air was Feb. 2. Jones worked at WCAU-AM-TV Philadelphia from 1967 to 1976 before joining KYW-TV that year. He left in 1979 for WLS-AM-TV Chicago, and returned to KYW-TV in October of 1984. He is survived by his wife, Susan; parents, John and Grace, and sister, Regina.

Vernon Alton Levon (Val) Linder, 77, air personality, KBCH(AM) Lincoln City, Ore., died of heart attack Feb. 1 there. During World War II, Linder worked at WMT(AM) Cedar Rapids, Iowa, later joining KEX(AM) Portland, Ore. from 1946 to 1950. He worked as air personality and producer at WCCO(AM) Minneapolis from 1952 to 1975. He is survived by two sons, Michael and Robert, and one granddaughter.

Edwin B. Haakinson, 88, retired Senate correspondent, Associated Press, Washington, died March 2 of cancer in Silver Spring, Md. He covered Senate for 30 years. Survivors include two sisters, Frances and Cathryn.

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FIFTH ESTATE

BOB FULLER: FROM IMAGINATION TO REALITY

As a boy growing up in Newburyport, Mass., Bob Fuller dreamed of owning radio stations. At the age of 10, he had compiled profit and loss statements for an imaginary group of broadcast properties. Several years later he constructed a small radio studio in the basement of his home connected by wire to the house of a friend next door. "I had an audience of one," Fuller recalls.

This solo experience prepared him for his first professional radio job at 16 when, as a high school junior and part time announcer, he signed the new WNBZ(AM) on the air on its first broadcast day. While conceding he was "a bit rough around the edges," Fuller says he was better than the full-time people the station had hired. "At that point I knew radio probably was going to be my career," he said. "I'd thought of becoming a singer or an actor, but radio was right there, and once the bug bit it was hard to cure the wound."

He never did. As President/CEO of Fuller-Jeffrey Broadcasting, based in Sacramento, Fuller's childhood dream has largely been realized. The company he founded with fellow disk jockey J.J. Jeffrey in 1973 now encompasses nine properties in six markets. In helping build this slate of properties, Fuller earned a reputation as a hard-working entrepreneur not afraid of turnarounds, upgrades, mistakes or hard work.

Fuller landed his first "big-time" job at WMEX(AM) Boston. Broadcasting from studios inside Fenway Park, Fuller recalls that he was "a skinny little kid with a big voice." Still, he says, at that point he knew he wasn't ready for Boston, "and Boston wasn't ready for me." Several years later, after a stint in the U.S. Army, Fuller concluded that life in a broadcast booth was far better than life in a tank.

For the next 13 years he experienced the typical radio career, moving on an almost yearly basis to such diverse jobs as announcer at WJAB(AM) Portland, announcer at KGO(AM) San Francisco, account executive at KROY(AM) Sacramento, national sales manager for Chuck Blore's Programming DB and consultant to Broadcast Programming International in Seattle. By that time Fuller was in his mid-30s, and he decided that if he didn't



get into station ownership soon, he probably never would. He and long-time friend Jeffrey, who was a disk jockey at WLS(AM) Chicago, pooled their resources and, after a number of false starts, located a small FM property in Lewiston, Me.

From day one, when Fuller walked into the tiny trailer housing WBLM(FM), at that time licensed to Lewiston-Litchfield, Me., Fuller envisioned a powerhouse station that would operate on a tight budget with foresight and diligence. That effort saw full fruition in 1989, when he swapped frequencies with WTHF(FM) Portland to boost its power to 100 kw and moved the station's facilities to swank studios in downtown Portland.

The WBLM(FM) story foreshadowed the success Fuller has had with many of his other properties. In the company's 15-year history, Fuller has upgraded the signal on several stations, led the charge at the FCC to ease restrictions on FM class A co-channel or adjacent channel upgrades and has brought several negative-billing stations well into the black.

In the past few months Fuller has sold

what he considers the group's under-achievers—KSCO(AM)-KRILS(FM) Santa Cruz, Calif. "We got a little caught up in the buying frenzy, as did most entrepreneurs," he acknowledges. "We were fortunate in that we sold our only negative-flowing station and that has put the company back into much better condition than a lot of other people out there."

Fuller says that at age 51 he'd like to take some money out of the company, either "by reducing the number of our stations by one or bringing in another equity partner and getting larger." He concedes he has entertained the idea of an additional investor expanding the company's assets, but "if we ever did go that route it would have to be absolutely the right chemistry."

In the near future Fuller-Jeffrey is looking to close a deal on a Sacramento AM that will help the company greatly improve its position in that market. It also is buying an FM station in Mariposa, Calif. that should help increase coverage of Modesto-Stockton.

"Once we conclude the Sacramento AM upgrade and the Mariposa purchase, we may just stay put for awhile," he says. "We're under no pressure to make any moves one way or the other."

Fuller has a great respect for people, both those who work for him and those who work across the street. Among all this admiration is a profound respect for his partner, J.J. Jeffrey, who "has opted to semi-retire and learned how to enjoy life."

Fuller admits this with respect and, perhaps, a touch of envy. Although only a touch.

"I can't see myself ever retiring. I'm a born optimist, and there are an awful lot of positive things on the horizon that I want to be a part of."

Robert Fellows Fuller

President and CEO, Fuller-Jeffrey Broadcasting, Sacramento, Calif.; b. April 20, 1940, Newburyport, Mass.; attended University of Maine, 1962; U.S. Army, 1960-62; announcer, WNBZ(AM) Boston, 1957; announcer, WMEX(AM) Boston, 1958-60; program director, WJAB(AM), Portland, 1962-65; announcer, WTRY(AM) Troy, N.Y., 1965; operations/station manager, WLOB(AM) Portland, 1965-67; announcer, KGO(AM), San Francisco, 1967; account executive/announcer, KMAK(AM) Fresno, Calif., 1967-68; account executive, KROY(AM) Sacramento, 1969; sales manager, KMAK(AM) Fresno, 1970; national sales manager, Programming DB, Los Angeles, 1971-73; consultant, Broadcast Programming International, Seattle, 1973; present position since 1973; m. Linda Lindquist, Sept. 6, 1977; child—William, 9.

IN BRIEF

Iraqi forces released 40 Western journalists last Friday (March 8) to Red Cross in Baghdad. CNN video of group identified only ITN correspondent Andrew Simmons, CNN cameraman Tyrone Edwards and CNN correspondent Greg La-motte, who said he, Edwards and two U.S. servicemen were "well taken care of" during three days held in small room at Basra University in southern Iraq. Simmons told CNN, however, that captors had blocked captives' repeated efforts to reach Red Cross. Earlier Friday, CBS cameramen Chris Everson and Tim Dickey were discovered alive in Iraqi desert by U.S. Army. Red Cross told NPR that correspondent Neal Conan was among those returned. ITN producer Michael Gillens and ITN cameraman Sam Gracie had also been reported in earlier wire and other reports as missing.

NBC, in cost-cutting effort, is offering voluntary contract buyouts for employees that are members of National Association of Broadcast Employees & Technicians at network and its O&O's. Network spokesman said that NBC is hoping to get 100 volunteers or roughly 5% of NABET

workforce. News comes month after NBC and NABET reached agreement on new contract that said that if sufficient number of employees refuse buy-outs, NBC may lay off, but layoffs cannot exceed 4% of NABET staff on regular payroll at each location for two-year period retroactive to Aug. 15.

Latest numbers for animated children's programs from February national Nielsen ratings (NTI) has Warner Bros. Domestic TV's *Tiny Toon Adventures* on top coveted 2-11 age group with 10.1 rating, followed by Buena Vista's *Tale Spin* (10.0) and *Chip 'n' Dale's Rescue Rangers* (10.0) and Group W's *Teenage Mutant Ninja Turtles* (9.5). During last November's rating period, *Tiny Toons* was third in household ratings (4.4) and children 2-11 (8.7) behind *Ninja Turtles* (4.5, 8.9) and *Tale Spin* (4.4, 8.9), but from November to February *Tiny Toons* exhibited 16% growth in 2-11 demographic group to take lead. However, February household ratings race remained tight with *Tale Spin*, *Chip 'n' Dale* and *Tiny Toons* locked in three-way 4.8 rating tie. *Ninja Turtles* (4.5), BVT's *DuckTales* (4.1), Warner's *Mer-*

rie Melodies (2.7), BVT's *Gummi Bears* (2.7), Claster's *Muppet Babies* (2.5), Warner's *Alvin and the Chipmunks* (2.1) and Claster's *G.I. Joe* (1.8) filled out top 10 household ratings race.

McKinnon Broadcasting, licensee of KUSI(TV) San Diego, **filed petition for rule-making requiring FCC approval for network affiliation with foreign-based station** if U.S. station serves market and wishes affiliation with network. KUSI has been unable to reach agreement with Fox, which has XETV-TV Tijuana, Mexico, serving San Diego.

Bankruptcy judge in New York last week ruled that **competing bids for Financial News Network**, which signed definitive agreement with NBC at end of last month, **must be in by March 25**. Any bidder must come in at least \$10 million higher than NBC's \$105 million offer, which scuttled Dow Jones-Group W's agreement in principle to pay \$90 million for FNN.

CBS News made it official last week: **Ted Savaglio is new executive producer of CBS This Morning**, replacing Erik Sorenson, who moved to *CBS Evening News* executive producer slot. Savaglio, longtime CBS News veteran, most recently served as senior broadcast producer for *This Morning*. Meanwhile, **negotiations appear to be moving along with Leslie Stahl to become correspondent for 60 Minutes**. No official comment from CBS, but sources expressed optimism that Stahl announcement will be made in next week or two.

NAB Executive Committee last week approved policy recommended by its Task Force **to press for allocation of L-band spectrum** (band near 1500 MHz) **for terrestrial digital audio broadcasting service**. Following executive committee's action, NAB President Eddie Fritts, in March 6 letter to FCC Chairman Alfred Sikes, urged commission's support for international L-band allocation for terrestrial DAB on "co-primary" basis with satellite DAB services.

New England branches of NAACP filed petitions to deny license renewal of WINE(AM)-WRKI-FM Brookfield, Conn.; WWBB-FM Providence, R.I., and WCDJ-FM Boston, WHMP-AM-FM Northampton, WJDA(AM)

NBC MOVES FOUR SHOWS, ABC REVIVES 'TWIN PEAKS'

NBBC last week announced schedule changes for *Dear John*, *Seinfeld*, *Hunter* and *Dark Shadows*, and ABC will bring back *Twin Peaks* on Thursday nights beginning March 28.

Starting March 13, *Dear John* will air in the Wednesday, 9:30-10, time slot following *Night Court*. *Quantum Leap* moved from Friday night to Wednesday at 10 effective last Wednesday, March 6. *Seinfeld*, currently on Wednesday at 9:30, moves to Thursday at 9:30, effective March 28, replacing *Wings*, which will have completed its original run.

Hunter moves to Friday at 9-10 from Wednesday, 10-11, beginning March 8. *Dark Shadows*, currently at 9-10 slot on Friday, moves to 10 p.m. until March 22 when it will have completed its original run and will make way for *Midnight Caller*, which returns to the schedule on March 29.

Also, *Super Bloopers & New Practical Jokes* joined NBC's Sunday night schedule on March 3 at 7 p.m. replacing the canceled *Sunday Best*, which met its demise after three airings.

ABC announced the return of *Twin Peaks* just two weeks after pulling the show from its Saturday night lineup. The series returns to Thursday nights at 9 p.m., the time slot in which the show aired last year. The final six episodes of this season's order will begin airing on March 28. The show replaces *Gabriel's Fire*, which went on hiatus following last Thursday's airing. *Gabriel's Fire* will return to the schedule in late April. At the beginning of the March 28 episode of *Twin Peaks*, the network will recap what has transpired since the start of this season.

Quincy, WESX(AM) Salem, and WHYN-AM-FM Springfield, all Massachusetts. NAACP said stations had "no more than token employments of blacks and other minorities during the license term."

C-COR Electronics announced last Friday development of 1 ghz amplifier, day after Time Warner announced it would need such equipment (but had signed no manufacturers) to expand Queens, N.Y., cable system from 75 to 150 channels (see story, page 21). Richard Perry, C-COR chairman and president, said company had not talked with Time Warner about its need for amplifier prior to its announcement, but has now scheduled meeting for this week. Perry said C-COR has applied for patent on amplifier.

Comcast moves to new temporary quarters today (March 11) at 1234 Market St. in Philadelphia 19107, two weeks after fire gutted building that housed company's headquarters. Phone number remains same: 215-665-1700.

NBC affiliate **KOB-TV Albuquerque has reached agreement to air all station newscasts outside market on independent KZLZ-TV Las Cruces**. KOB-TV produces 12 hours of news programming a week, including New Mexico's only hour-long weekday morning local news broadcast.

KQLZ(FM), "Pirate Radio" in Los Angeles, is moving closer toward full AOR sound this week after **hiring Carey Curelop**, former program director at KLOS(FM) there, to replace Scott Shannon, programmer who left station last month (BROADCASTING, Feb 18). Westwood One Stations Group Executive VP Bob Moore said Curelop would be foundation of new team for "the new Pirate Radio," and Curelop said his role at KQLZ is to "redefine the AOR format for the 1990's." Curelop has also been PD at WYNF(FM) Tampa and WABX(FM) Detroit.

NAB announced that Ray Dolby, founder and chairman, Dolby Laboratories Inc., and inventor of well-known audio noise reduction system, **will give keynote address at annual engineering luncheon**, April 16, during its upcoming convention in Las Vegas. Keiji Shima, chairman, Japan Broadcasting Corp. (NHK), is also scheduled to speak at luncheon. Shima will be in Las Vegas for NHK's Open House, demonstration of company's most advanced consumer electronics developments, to be held at NAB's HDTV World Conference & Exhibition, at Las Vegas Hilton, concurrent with NAB convention.

VIACOM PLANS FURTHER DEBT RESTRUCTURING

Viacom Chairman Sumner Redstone said last week the company has some "fairly definite" plans to reduce the company's interest costs, perhaps within the next couple of months. The disclosure was made at a press conference at which Redstone and chief executive officer Frank Biondi also gave a bullish report on the company's cable operations (see page 51). Combined with continued operating income growth, particularly in cable system and basic programming operations, the reduced interest costs should help the company move toward positive net earnings for the first time since Redstone's 1987 acquisition.

Of particular concern are two issues of debt securities that will total close to \$800 million by June, at which time roughly half of the debt starts requiring cash interest payments. By "calling" or by repurchasing in the open market the two issues, which yield 14.75% and 15.5%, Viacom might be able to save roughly \$25 million in annual interest costs. Chief financial officer George Smith said the company would also consider "calling" roughly \$190 million in other securities, depending how their interest rates are "reset" this June—they currently pay interest at 11.5%.

Redstone told BROADCASTING that paying down the debt with cheaper bank and other debt was the most likely possibility. As for issuing new stock or equity-related securities, the Viacom chairman said: "It doesn't necessarily appeal to me" in part because Viacom's stock price, though recently risen, is still underpriced. Biondi said the company has been approached by outsiders to buy part or all of certain Viacom operations: "That would be a preferred way (of raising money)...but values have fallen and are not going to come back in the next 60 days."

Edward Morowitz, senior VP, Viacom International Inc., New York, **has been selected as chairman of new video compression subcommittee within Cable Television Laboratories Inc.'s technical advisory committee**. First order of business for subcommittee will be to send inquiry to about 35 companies active in digital compression research and to establish technical guidelines for transmission of compressed signals on cable systems.

Justice Department last Friday sued Cox Enterprises Inc. for failing to seek federal approval before buying 2.25 million shares of Knight-Ridder Inc. stock between January and November 1986 for \$101 million. Cox attorney was quoted by AP as saying company believed it was "acquiring the stock solely for investment and therefore did not have to file."

Among those **testifying at Senate Communications Subcommittee hearing this Thursday on cable reregulation bill**: NCTA President James Mooney; Ted Turner; Jim Kennedy, Cox Enterprises; NAB President Eddie Fritts; INTV President Jim Hedlund; D.J. Everett, Community Broadcasters Association; Bob Schmidt, Wireless Cable Association; Chuck Hewitt, Satellite Broadcasting and Communications Association; Newark, N.J., Mayor Sharpe James, and David Adkinson, mayor of Owensboro, Ky.

CBS will debut *The Antagonists* and returns

Northern Exposure to prime time. ***Antagonists***, drama starring David Andrews, debuts in special movie preview on Tuesday, March 26, at 9:30-11 p.m. before moving to its regular slot on Thursday at 9-10 on March 28. ***Northern Exposure***, which had successful summer run, returns on April 8 on Monday at 10-11. Also, ***The Flash***, currently on Thursday, 8:30-9:30, moves to Saturday at 8 on April 6.

Last Friday (March 8) **NPR executive committee approved 8% increase in member dues for FY 1992**. Vote followed public comment period that heard six regional groups representing 257 stations warn that proposed 10% increase, combined with recession and widespread decreases in state funding, could force many stations to drop core NPR news or other services and, said one, force 20-30 stations to go dark in single year. Full board will exercise final vote on budget (including dues figure) at end of annual Public Radio Conference, May 15-19.

Shares of largest video rental company, Blockbuster Video, were down 7% on heavy volume last Friday, following Time Warner announcement that new technology would enable it to use coax-fiber optic combination to offer 40 channels of PPV programming on Queens, N.Y. cable system, possibly affecting video rental business (see page 21).

EDITORIALS

Committed to the First Amendment and the Fifth Estate

TIME FOR A TIME OUT

The Federal Communications Commission is about to act on a new financial interest/syndication proposal that no one had seen before last Thursday, that departs radically from the official commission proposal that has been advancing for months (years, if one takes the historical perspective) and that will change the way television does business for still more years to come. It is a last-minute rush to judgment that has the potential of seriously retarding over-the-air television's ability to compete. Someone ought to call time.

By that we mean, time for a fully empaneled FCC to solicit industry reaction—from all sides—to the particulars of the Barrett plan before it goes to a final vote. Time, at the minimum, for that same FCC to meet en banc to thresh out the pros and cons of this and other proposals. If ever sunshine were needed on a critical commission proceeding, now's the time. It may be that the Barrett proposal, crafted behind closed doors, is the answer so many have sought to sever the Gordian knot of fin/syn. Still, we'd like to see it tested in the open.

Failing that, the parties will likely see themselves in court. Fox, which had the initiative to create this country's first fourth network, will be asking the government to prove how 11 hours of programming is the determinant of market power in a fractionating television universe. All networks will challenge the notion that they should nurture hits and then be forced to put them up for open bidding after two years.

There's no magic in March 14.

BATTLE PLAN

According to a study commissioned by the Radio Advertising Bureau, radio has a 36% share of the consumer's media time, and with that impressive reach grabs only 6.8% of the total advertising dollar. It is an old story that improves none in the retelling. Radio continues to be the most underutilized of advertising media. In contrast, newspapers boast a 25.7% share of the advertising dollar for their 9% share of the consumer's attention. Something's definitely wrong with this equation.

There are few people more interested in the success of radio than the people who sell advertising on it. For that reason, the rep-driven marketing plan currently being circulated by The Interop Radio Store is worth studying. Critics argue that the rep firm is trying to drum up business for itself. True enough, but business for the Radio Store is business for radio as well—self-interest being a powerful motivator—and competing reps are free to adopt similar marketing strategies or come up with their own.

The Interop Radio Store suggests that rather than simply selling its empty spaces, radio needs to market the medium's power, and in ways it has yet to exploit fully, including borrowing a page or two from direct marketers. The Radio Store's "Radio 2000: An Alliance For Growth" marketing plan has set some long-range goals: to increase radio's share of

total advertising from its current 7% to 9% by the year 2000. The Interop plan assumes the reality of an increasingly fragmented market, then proposes the marketing of "brand-specific consumer networks" (see story, page 39), groups of stations that together target specific advertiser needs as defined by any number of factors (the plan talks of the importance of targeting "geo-demographic" and "psychodemographic" groups, for which we will have to take its word). As such, the primary target of the campaign will be national advertisers, who, as the Radio Store points out, use radio as little more than an afterthought in their media buys.

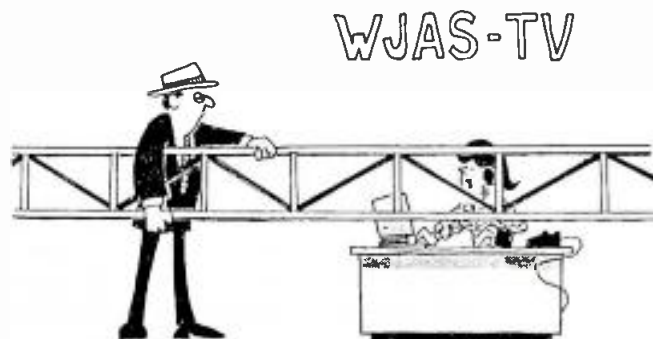
The plan is not an answer but a "work in progress," and treads some familiar ground, as the Radio Store concedes, but it is ground not yet won and worth winning.

TAX TALK

The tax committee of the New Mexico state legislature has tabled a bill that would have wiped out broadcasters' exemption from a 5% gross receipts tax—in effect levying a 5% tax on their national advertising—while maintaining the exemption for the print medium (BROADCASTING, March 4). We anticipated the measure might make it through committee (given its support by the house majority leader), as had observers closer to the action. We're happy to have been wrong.

It would be nice to think the discriminatoriness of the tax and its potential negative economic impact were self-evident to everyone, but we realize that in tough economic times the goldbug's bite can cloud the judgment of even the most farsighted legislator. That is why the perspective supplied by local ad clubs and broadcast associations, and the firepower of national groups like the American Association of Advertising Agencies and the Association of National Advertisers, remains an important resource, as it was in helping defeat this and an earlier ad tax measure in New Mexico in the past month.

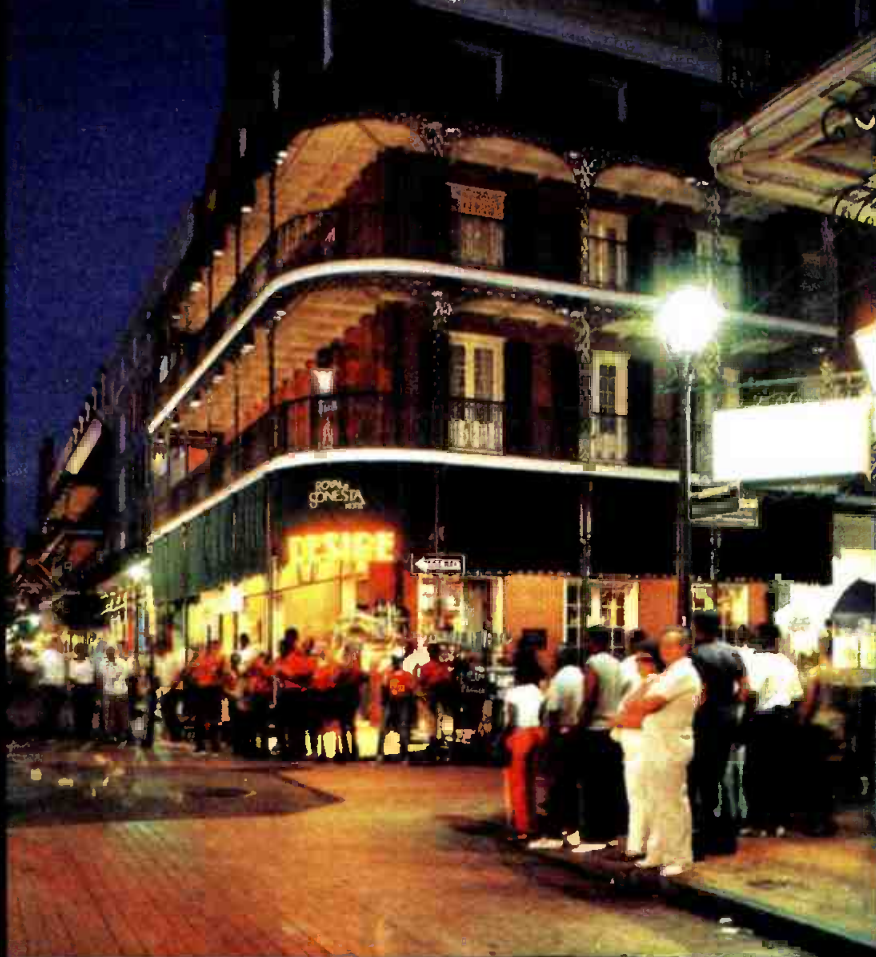
There are 49 other states with budgets to balance; we again remind broadcasters to keep their guard up and their eyes peeled.



Drawn for BROADCASTING by Jack Schmidt

"I believe there's a tower salesman here to see you."

NCTA. NEW ORLEANS.



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Featuring the complete convention agenda. An overview of the show and the issues facing the industry from the convention chairman. A listing of the top 50 MSO's. Where things stand on the FCC's effective competition rulemaking and the status of legislation on the Hill.

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