

Broadcasting Jul 1

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CNN has plans to recover high ratings of Persian Gulf war

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*Top jobs filled at Orbis, Universal TV
'Personalities' remake*

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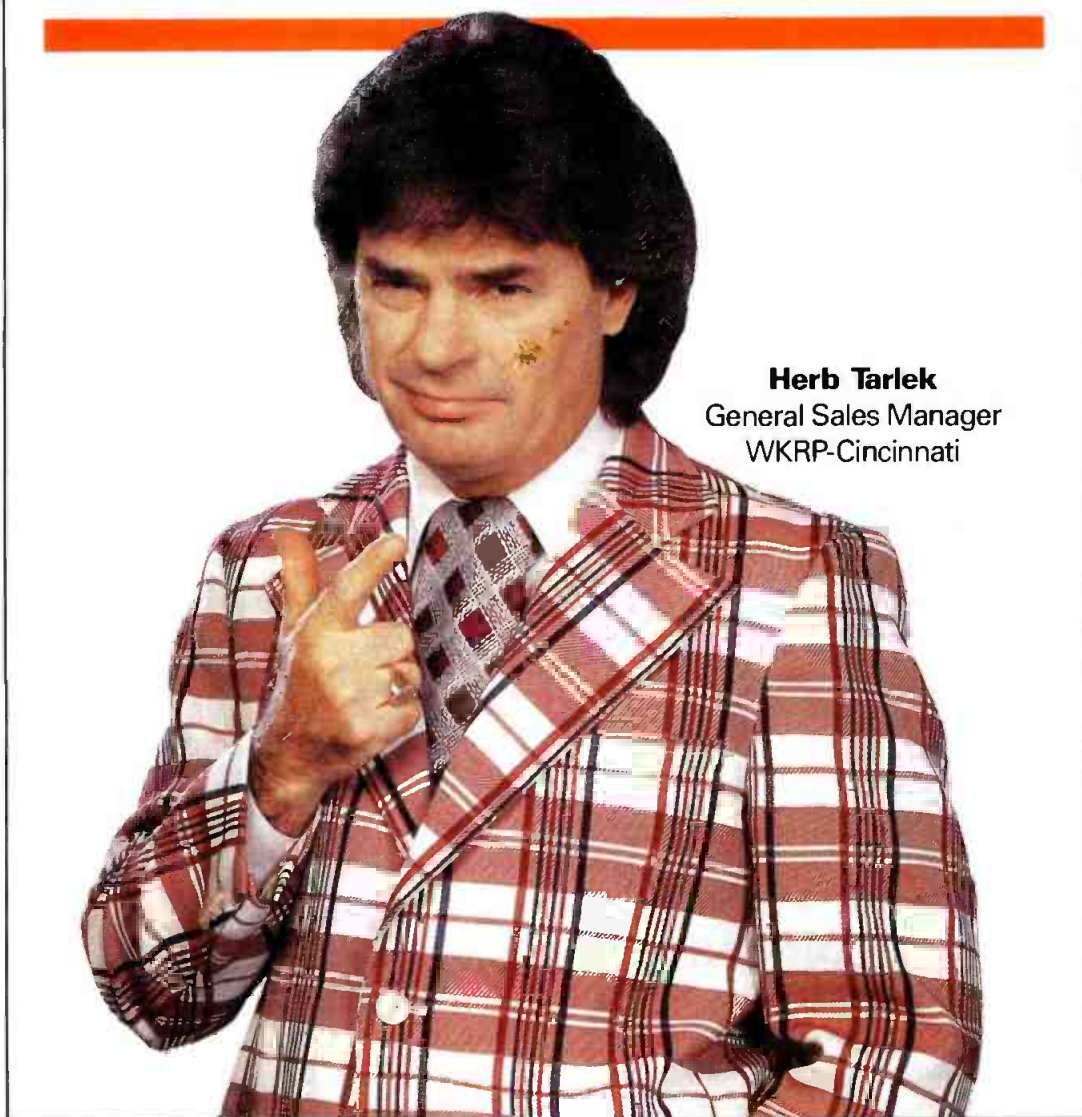
Music buying trends change; media, teenage spending studied

TECHNOLOGY / 52

Plans for transition to digital, HDTV outlined at Montreux symposium

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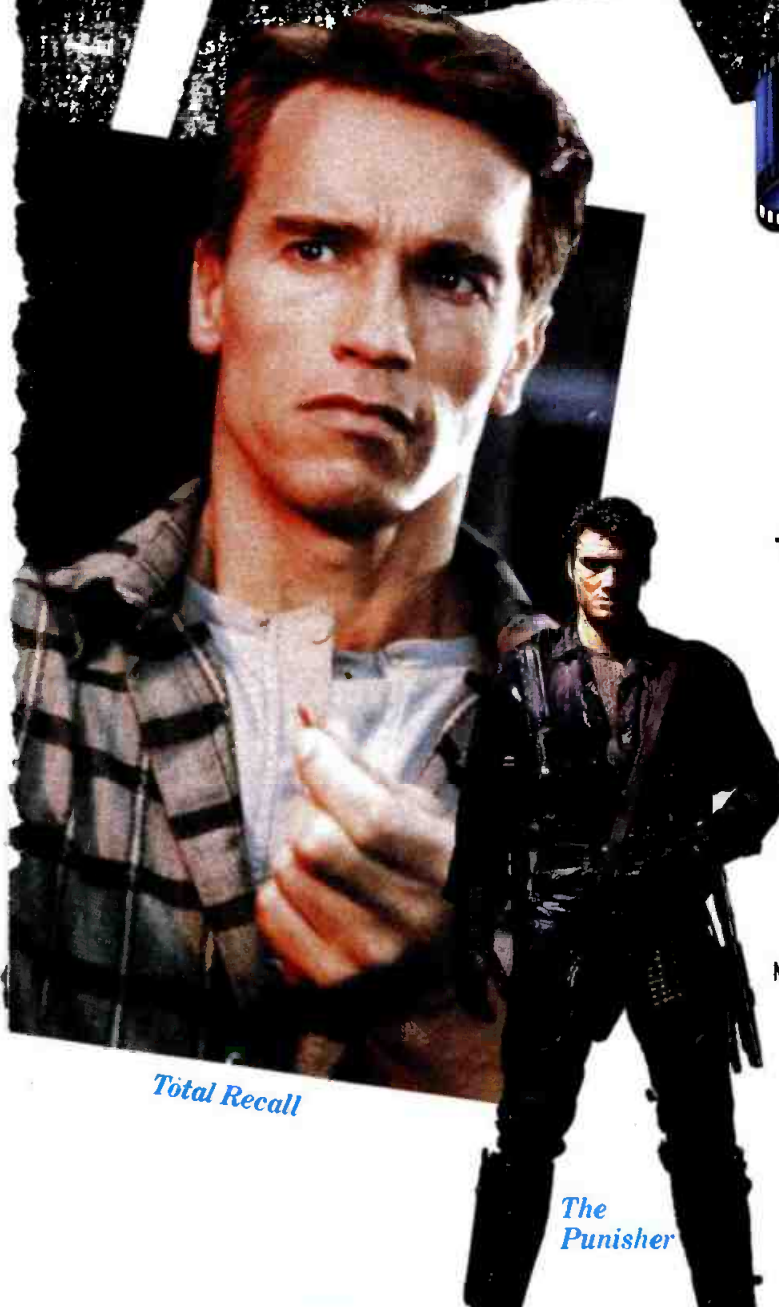
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THIS WEEK

19 / FCC REPORT: BROADCASTING CONTINUES TO SLIDE; CABLE ON THE RISE

The FCC Office of Plans and Policy (OPP) staff issued a paper predicting a gloomy future for the broadcast television industry because viewers, advertising and programming will continue their migration to cable. The result is that many stations, especially those in smaller markets and weaker independents, may go dark, and programming historically available for free will end up on pay cable.

24 / FOX, AFFILIATES TALK COMPENSATION

Faced with increased programming costs and a soft advertising environment, Fox Broadcasting Co. is asking affiliates for help. Jamie Kellner, president and chief operating officer, Fox Broadcasting, met with affiliate board prior to last month's affiliate meeting and told them, according to one board member, "Fox was looking for affiliates to help absorb some of the costs that Fox was incurring." One revised compensation idea that appears to be picking up steam has Fox offsetting higher ratings with lower compensation.

25 / SCI MISSES PAYMENT

SCI Television missed repayment of \$162 million in bank loans and, in a



financial report, said it is negotiating to defer payment. The other Gillett-controlled entity with TV stations, Gillett Holdings, has filed for protection under U.S. bankruptcy laws.

26 / BROADCASTERS REVIEW WAR COVERAGE WITH CHENEY

A group including the network news divisions and representatives from 13 other top media organizations last week sent Secretary of Defense Dick Cheney a lengthy analysis citing problems with military restrictions during the Persian Gulf war. The group hopes to meet with Cheney soon to discuss new rules for covering future conflicts.

27 / NEW ORBIS PRESIDENT-CEO

Hilary Hendler, Orbis sales and marketing vice president, has been named president and chief executive officer of Orbis Communications, effective today (July 1).

27 / 'PERSONALITIES' MAKE-OVER

Twentieth (Fox) Television is remaking its magazine strip *Personalities* into *EDJ* (*Entertainment Daily Journal*). Changes are to take effect July 15. They include naming a new co-anchor, adding a new West Coast entertainment reporter, new studio sets and graphics.

30 / MAY FLOWERS

At this year's May screenings international marketplace (May 27-June 10) in Los Angeles, with business activity described as "brisk" by the sellers and "slow" by the buyers, there was a lack of action hours that has some buyers looking elsewhere.

36 / RECORD CHANGE

The recording industry experienced monumental changes in the 1980's, bringing a switch from vinyl to compact disk, demographic fluctuations and changes in listeners'

tastes. According to the Recording Industry Association of America's "Inside the Recording Industry: A Statistical Overview Update 1990," the "coming of age of baby boomers" accounts for much of these changes, with consumers 30-plus purchasing 35% of all product. Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), while purchases of black/urban music jumped 40% in the last five years.

37 / PROFILE OF YOUNG AMERICA FOR RADIO

U.S. teenagers represented an estimated \$101 billion consumer segment in 1990, up from \$89 billion in 1989, according to information compiled by The Interop Radio Store Research division.

37 / FOCUSING ON SUCCESS

In the post-war spring 1991 Birch survey, the greatest individual gains were posted by two AOR-oriented stations—WLLZ(FM) Detroit and the new WWBZ(FM) Chicago. The 25-34-skewing WLLZ "re-directed" its on-air sound and jumped from 3.3 to 5.9, while a format switch pushed WWBZ "The Blaze" from 1.6 to 4.1 on the strength of its 12-30 target (persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

40 / FILING FOR CHAPTER 11

One of the leading television station equipment suppliers, Midwest Communications, has filed for bankruptcy protection. The company said that in addition to filing for reorganization under Chapter 11, it has also closed six additional sales and branch offices and laid off employees.

44 / INSURING THE FIFTH ESTATE

American Specialty Underwriters Inc. (ASU), an insurance underwriter for Lloyd's of London, is betting that the time is right to bring contingency insurance to the Fifth Estate and not just as has previously been done for sporting events. ASU is rolling out, among

Last week, network news divisions were among those sending Secretary of Defense Dick Cheney analysis citing problems with military press restrictions during Persian Gulf war (page 26). Pictured below (l-r): CBS correspondent Bob Simon (l) with cameraman David Green at Ahmadi oil fields south of Kuwait City.



TV appears the preordained victim of 'the only regressive elements of the European Community directives,' said Ambassador Diana Lady Dougan, Center for Strategic and International Studies, during CSIS symposium (page 51).

other things, "ratings disaster insurance."

45 / GETTING CNN VIEWERS

Although publicly CNN does not seem too disturbed about its ratings drop to pre-Persian Gulf war levels, the network is looking to economic help from advertisers, cable operators and possibly CBS to help get those viewers back and continue to grow the network.

47 / GETTING PAY SUBS

Hauser Communications' Montgomery County, Md., system has instituted a new telemarketing campaign to entice new pay subscribers, giving customers a chance to purchase any pay service for 35 cents per day during a 30-day trial period. The purpose, said one Hauser executive, is to improve the price-value relationship of pay services in the minds of subscribers.

48 / KEEPING PROMISES TO SOURCES

The Supreme Court said the First Amendment offers little, if any, protection to news organizations that break promises of confidentiality to sources. In *Cohen v. Cowles Media*, the court ruled 5-4 that the

press is subject to the same laws of "generally applicability" as other citizens.

51 / TV WITH FRONTIERS?

The Commission of the European Communities appears ready to deregulate the sale and use of satellite earth stations, but the new common market may prove less than open, if telecommunications ministry control of satellites and content restriction proposals

survive the "deregulatory" process, said experts gathered at the Center for Strategic and International Studies in Washington last week.

52 / DIGITAL DECISIONS TO MAKE

A picture of world broadcasters' and governments' plans for evolution into digitally compressed high-definition and conventional TV was given at the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland (June 13-18). While U.S. broadcast, cable and satellite industries look forward to several compression applications, Japan's applications appear to be confined to satellite. Compressed services are not expected in Europe until 2005. Transnational satellite video services are expected to grow slowly, mainly due to political barriers in Europe.

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CLOSED CIRCUIT

WASHINGTON

Questions, questions

Commerce Committee Chairman Senator Daniel Inouye (D-Hawaii) was expected to respond to letter sent to him by FCC Chairman Alfred Sikes regarding lottery mess in 220 mhz band (government spectrum recently reallocated for land mobile uses) at canceled spectrum management hearing ("Closed Circuit," June 17). Sikes' letter was to show Inouye massive problems caused to FCC by existing allocation laws, and by extension, virtues of competitive bidding. What Sikes got, however, is letter from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Legislators want to know: what steps FCC took prior to filing to minimize speculators and application mills from abusing commission lottery procedure; why FCC did not establish criteria for entry and why FCC does not require tougher financial showing standards for applicants; what "consideration was given to limiting the ability of the licensee to resell its licenses," and, finally, what fee each (of more than 50,000 filed) applicants paid to enter lottery and whether fees will be sufficient to cover FCC costs to process them.

Sports talk

Sports migration arose as issue during last week's House Telecommunications Subcommittee hearing on cable-broadcast-telco matters, but it's unlikely anything on that contentious issue will be put into bill. Sources say subcommittee staff has met with representatives of major sports leagues over past several months to reaffirm understanding that such major events as World Series and Super Bowl will remain on broadcast television.

It's unclear whether Congress can do much about particular local problems other than applying political pressure. Minnesota North Stars playoff PPV experiment and possibility of Philadelphia 76'ers doing cable-only deal has caught attention of several members. But league representatives point out they can't control individual owners, their economic structure nor local broadcasters' ability or desire to bid for rights.

NEW YORK

Jacobs to C-W?

Source close to Carsey-Werner Co., which over week ago announced it will be handling distribution of Bill Cosby as host of *You Bet Your Life* in fall 1992 (BROADCASTING, June 24), made move two months ago to have Bob Ja-

cobs head up new in-house syndication sales division in New York. On identity of such executive, Stuart Glickman, president and CEO, Carsey-Werner Co., would only say: "We will make our announcement when we're ready, which is shortly."

Contrary to previous rumors that C-W has been fielding candidates for top sales job, source said Jacobs, who was president of GTG Marketing during 1988-89 launch of defunct *USA Today: On TV* and has ties to Carsey-Werner Co. going back seven years, is considered "lock" for job. Jacobs, in tandem with Viacom Enterprises' Dennis Gillespie and former Viacom distribution president, Joe Zaleski, worked on off-network marketing blueprint for *The Cosby Show*.

No day in court

Not only has New York judge thrown monkeywrench into plans for cameras in federal court there (see box, page 7), but future looks dim for return of cameras to New York state courtrooms, where they have been barred since experimental law expired May 31. State lawmakers say resolution is unlikely by close of current session on Wednesday, leaving New York as one of only six states that do not allow cameras in court. State lawmakers are not scheduled to reconvene until fall.

CHICAGO

Dotted line looms

Tribune Co. is close to signing long-awaited agreement with Continental Cablevision to carry Chicagoland, Tribune's yet-to-launch 24-hour local news channel. Continental Chairman Amos Hostetter made mention in written testimony on cable regulation before Congress last week that MSO was "finalizing an agreement" with Tribune. Emmett White, Continental regional senior vice president said language of contract is still being worked out, and should be finalized in "a few weeks." Although it appears Continental is in Tribune's camp, area cable operators continue to hope for merger of Chicagoland with Chicago News Network, similar service planned by Tele-Communications Inc. and Fox Broadcasting.

NEW BOOK TATTLES ON TV NETWORKS

Advance copies of a new book on the TV networks were being shuttled throughout New York last week. "Three Blind Mice," by Ken Auletta, recounts the ownership changes and subsequent restructuring of ABC, CBS and NBC. The book has been widely anticipated because of Auletta's access over several years to top network executives. Among the disclosures in its 600 pages:

- In December 1986, CBS Chairman Laurence Tisch submitted Peter Lund's name to the board as a possible chief executive officer. When Lund left for Multimedia four months later—he has since rejoined CBS—the board was surprised to learn he was only making \$210,000.

- The book said that last year Capetities/ABC Chairman Dan Burk refused to allow his entertainment division to accept a proposal on *Cheers* when its producer, Paramount, was renegotiating its agreement with NBC.

- NBC President Bob Wright tried to persuade then news president, Larry Grossman, to use celebrities such as actor Don Johnson to host documentaries.

- One year after hiring Michael Gartner as president of NBC News, Wright apparently offered the job, said Auletta, to sports producer Don Ohlemeyer, who turned it down.

LOS ANGELES

WKRP in syndication

In effort to build interest in Sept. 14 first-run revival of *WKRP in Cincinnati* (1978-82, CBS), according to MTM Distribution President Kevin Tannehill, plans are in works for hour-long *WKRP's 50th Anniversary Special*, with title taking poke at CBS's prime time retrospective specials on *The Ed Sullivan Show* and *All in the Family*. Returning cast members Gordon Jump (Arthur "Big Daddy" Carlson), Richard Sanders (Les Nesman) and Frank Bonner (Herb Tarlek) will host special, which will replay highlights from original series and feature taped interviews with creator Hugh Wilson.

Test time

Early rating returns are in from on-air tests of Viacom Enterprises-distributed *Johnny B... On the Loose*, *The Montel Williams Show* and first-run sitcom *Our Old School*. In 20 overnight Nielsen markets (data provided by Seltel and Katz Communications), debut of late fringe talk strip *Johnny B* averaged 2.4 rating/7 share (NSI, June 24-26). Michael Gerber, Viacom's president of first-run syndication, said he was "happy" with "sustained growth" of *Johnny B*. in metered markets (2.4, 2.5, 2.5 daily ratings, respectively). "Johnny B. is pacing to where we expected," he said.



Washington premiere of HBO movie *Without Warning: The James Brady Story* united past with present and real life with TV drama, bringing together (l-r) current presidential press secretary Marlin Fitzwater, gun control activist Sarah Brady, former press secretary James Brady and actor Beau Bridges, who played Brady in movie of his recovery from wounding in assassination attempt on President Reagan. Event was hosted by former press secretaries.

Limited market test of *The Montel Williams Show* hour talk strip on WCBS-TV New York, during same three-day period, averaged 1.4/8, bettering its *CBS This Morning's* 6 share average. WCBS-TV's recent decision to test show, said Gerber, didn't provide time for listing in *TV Guide* or on-air promotions before middle of last week. Gerber also said other stations joining 13-week test of *Montel Williams* are KING-TV Seattle (10 a.m.); KCOP-TV Los

Angeles (4 p.m.); WFXT-TV Boston (10 p.m.); WMAR-TV Baltimore (11 a.m.), and KMSP-TV Minneapolis (1:30 p.m.).

Full week (June 17-21) numbers also came in for five-episode test of *Our Old School* on five Chris-Craft United TV stations. Show averaged 3.9/8. "We really wanted to see how [*Our Old School*] would perform outside of a sitcom-block, in particular cases," said Gerber.

FEDERAL JUDGE IN NEW YORK REJECTS CAMERAS ON EVE OF TEST

News operations have eagerly awaited the launch today of a three-year experiment to allow cameras in selected federal courtrooms. But the limitations of the experiment became clear late last week as a federal judge in New York used his power to reject a planned media pool.

Media participants were left scrambling on Thursday when the judge for their chosen opening day case rejected their request, said Lew Ketcham, court producer, C-SPAN, which was to have provided the pool crew. Ketcham declined to discuss details of the case.

Much of the media focus on federal court coverage today has shifted to Philadelphia, where a C-SPAN pool crew is scheduled to provide coverage of an age discrimination case. The experiment nationally includes federal courts in Boston, Detroit, Seattle and Indianapolis.

Cameras were actually given permission to focus in as early as Friday on the 9th circuit court in Boise, Idaho, one of two appellate courts that are participating in the three-year experiment (the other is the 2nd circuit court in New York). Also, a federal judge in New York last month allowed access to his courtroom by Court TV, the 24-hour court cable network scheduled to launch today (BROADCASTING, June 17). Cameras

had not previously been seen in federal courts since the Lindbergh kidnapping trial more than 40 years ago.

Those providing live courtroom coverage today will include Court TV, CNN and C-SPAN, with the last offering four hours of live programming on cameras in the courts, beginning at 9 a.m. ET.

J. Laurent Scharff, an attorney for the Radio-Television News Directors Association, applauded the three-year experiment but said the arrangement is still limiting. He argued for access to more federal courts, and protested that trial judges will be given complete discretion whether to permit equipment into the courtroom for media purposes. He also complained that the experiment will only allow for coverage of civil cases. "What remains to be seen is whether or not there will be enough civil cases," said Scharff, particularly as the number of criminal cases continues to rise. The RTNDA is encouraging its members to give close attention to the federal courts during the experiment to demonstrate the value of such access. The Federal Judicial Center, an independent federal agency that serves the federal courts in research projects, will closely evaluate such media coverage in measuring the success of the experiment.

-RB

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STAR TREK: TNG	10.2
CHEERS	9.3
QUANTUM LEAP	8.5
NORTHERN EXPOSURE	7.8
SEINFELD	7.7
MURPHY BROWN	7.2
DESIGNING WOMEN	7.0
ROSEANNE	6.9
NIGHT COURT	6.9
FUNNIEST PEOPLE	6.9
SIMPSONS	6.2
FAMILY MATTERS	6.2

MEN 25-54	RTG
STAR TREK: TNG	10.5
CHEERS	9.4
NORTHERN EXPOSURE	9.1
QUANTUM LEAP	9.0
MURPHY BROWN	8.1
DESIGNING WOMEN	8.0
SEINFELD	8.0
FUNNIEST PEOPLE	7.6
NIGHT COURT	7.3
PRIMETIME LIVE	6.8
ROSEANNE	6.7
FUNNIEST VIDEOS	6.7

SOURCE: NTL NSS Ranking Report 5/20-5/26/91.

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MONDAY MEMO

A cable promotion commentary from Jack Myers, president, Myers Marketing & Research, Parsippany, N.J.

When we look back at the past 10 years, we cannot help but be overwhelmed by the changes in the television industry. Cable has been the primary force behind those changes. Considering the incredible speed at which the cable industry expanded, the quality of both product and service is extraordinary. As many bemoan the engineering genius of the Germans and Japanese, cable television stands as proof that the United States remains the leader in communications and entertainment.

But if you think you've seen changes in the past 10 years, just wait for the next 10. Digital compression technology will enable cable operators to expand their channel capacity four-fold. Niche networks will launch to serve very specific viewer needs. Systems will devote multiple channels to pay-per-view, making this revenue source a convenient and accepted transaction among most viewers. Meanwhile, the expansion of DBS service, the likelihood that broadcast networks will more effectively adapt to their changing environment and the emergence of "non-traditional" media mean that competition for viewership and advertising dollars will be more intense than ever.

The challenge to the cable industry is to avoid the perils of crisis management—changing strategies with every fluctuation in stock price. The industry must address *long-term* realities.

The gut-wrenching truth for the cable industry is that it cannot grow without a significant shift from a "utility" mentality to a service/marketing approach. The cable industry must form a consensus defining its role in the community: utility or welcomed guest in the home; delivery vehicle or entertainer? Is the cable customer perceived as a monthly payment check or an individual viewer who has a dynamic relationship with the medium?

Basic cable service is the top priority today for cable systems. Basic stands tall among all the things a system can do; every other service leads from basic—pay-per-view, pay, ad sales, etc. There is an economic value to each cable subscriber; the foundation of this value is basic service. This represents a major change from cable's early days, when



HBO was synonymous among subscribers with cable.

A reality facing operators is that most consumers still have a poor image of cable. Personal selling and getting cable's message across cogently is important to overcome this negative image.

Fifty percent of subscribers, according to industry executives, still don't even know what is available from their cable service. Direct contact makes a big difference in this percentage.

Cable carries with it the benefits and burdens of being a utility. It is incumbent upon the industry to raise its performance standards and communicate. Even with direct communications, it will take years to build a positive industry image. Good customer service is the best form of public relations. It is an essential component of an image-building campaign.

Customer service can sell new subscriptions. By operating on the premise of "instant gratification" and avoiding a service company mentality, cable is achieving success. The availability of immediate hook-ups is often enough for people to sign up. Cable must be seen as an impulse purchase; two-week backlogs are unacceptable.

Systems must become marketing sensitive and create marketing programs that are customer sensitive rather than impersonal "selling" programs.

Marketing needs to be pervasive in an organization, rather than a burden. It must be clear what is "in it" for opera-

tors. There needs to be recognition and incentive for line people, rewarding system growth. Service people need to care, not just go through the motions.

Cable's product is dynamic. System management must understand that there is a contrast between a static monthly contract business and the daily viewer decision of what to watch. The battle today is less over the monthly cost of cable than over creating compelling reasons to view cable—making people want to subscribe and *remain* subscribers. Cable systems must help people find four, five or six channels that might be of interest to them. There is still a significant upside to basic growth that is dependent upon personalized promotion.

On the pay side of the equation, ratings and churn data confirm that subscribers are viewing premium services heavily, but canceling them at alarmingly high rates. The evidence is over-

whelming that viewers watch premium services most, but the perception of premium is declining.

An important continuing priority

for cable must be an enhanced image for pay cable programming through the expansion of special events and made-for-pay programming.

While the cable industry must support and continue to develop image campaigns, it also must be recognized that the industry's problems lie in the methods of doing business—the operational heart of the systems. Image change can be generated only by fundamental changes in the perceived value of the customer by cable systems. As important as image advertising may be, and it is important, cable operators must also undergo an image change in the way they perceive their customers.

The National Cable Television Association has commissioned the development of a major advertising and public relations campaign to improve cable's image. This is an important advance in the industry's focus on the customer. The NCTA's message must be supported on a system-by-system basis to ensure that actual customer experience reinforces the image promotion.

"Good customer service is the best form of public relations."

DATEBOOK

THIS WEEK

■ Indicates new listing or changed item.

July 1—Deadline for entries for "Oscars in Agriculture," awards program recognizing excellence in agricultural reporting, administered by *University of Illinois Office of Agricultural Communications and Education*. Information: (217) 333-4782.

July 1—Deadline for entries in New York Festival's 34th annual competition for television and cinema advertising and public service announcements, sponsored by *International Film and TV Festival of New York*. Information: (914) 238-4481.

July 7-10—*New England Cable Television Association* annual convention and exhibition. Speakers include FCC Commissioner Sherrie Marshall; Disney Channel President John Cooke; Colony Communications CEO Jack Clifford; Turner Networks' Terry McGuirk; Providence Journal Co. President Trygve Myhren, and Continental Cablevision President Mike Ritter. Newport Marriott and Sheraton Islander, Newport, R.I. Information: (617) 843-3418.

ALSO IN JULY

■ **July 9**—An evening of comedy with "Rent This Space," sponsored by *New York Television Academy Young Professionals*. The Duplex, New York. Information: Mike Perry, (212) 768-7050.

■ **July 9**—*American Women in Radio and Television, Oklahoma City Chapter*, luncheon. Applewood's, Oklahoma City. Information: Michelle Nalley (405) 478-6661.

■ **July 9-11**—*Idaho Cable Television Association* summer convention. Templin's Resort, Post Falls, Idaho. Information: (208) 345-0362.

July 10—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

July 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jerry Baldwin, senior vice president, Synchronal Corp., on "Infomercials: What They Are and Where They're Going." Copacabana, New York. Information: (212) 768-7050.

July 10-12—Pro Audio Asia '91, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision.

broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center, Singapore. Information, in Hong Kong: 575-6333.

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland Hotel, Nashville. Information: (800) 654-9276.

July 11-14—16th annual Upper Midwest Communications Conclave. Theme: "Life Is Hard. Radio Is Harder." Radisson Hotel South, Minneapolis, Minn. Information: (612) 927-4487.

July 12-14—*Oklahoma Association of Broadcasters* annual summer convention. Shangri La Resort, Grand Lake, Okla.

■ **July 13**—Employment assistance workshop sponsored by *National Capital Area Council of The Institute of Electrical and Electronics Engineers, Inc.* Sheraton Premiere, Vienna, Va. Information: (800) 562-2820.

July 13—Deadline for entries in Westinghouse Science Journalism Awards, administered by *American Association for the Advancement of Science*. Information: (202) 326-6440.

July 13-16—*California Broadcasters Association* 44th annual summer convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi, (916) 444-2237.

MAJOR MEETINGS

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—*Atlantix 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. Future convention: Oct. 14-17, 1992, San Jose, Calif., and Oct. 13-16, 1993, Richmond, Va. 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. Biltmore, Phoenix.

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, 1992—*Association of Independent Television Stations* annual convention. 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.

Jan. 30-Feb. 2, 1992—*Radio Advertising Bureau* Managing Sales Conference. Nashville.

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.

March 2-4, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton,

Las Vegas. Information: (212) 486-1111.

March 4-7, 1992—23rd *Country Radio Seminar*, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville.

April 5-7, 1992—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York.

April 8-11, 1992—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla.

April 13-16, 1992—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas. April 19-22, 1993.

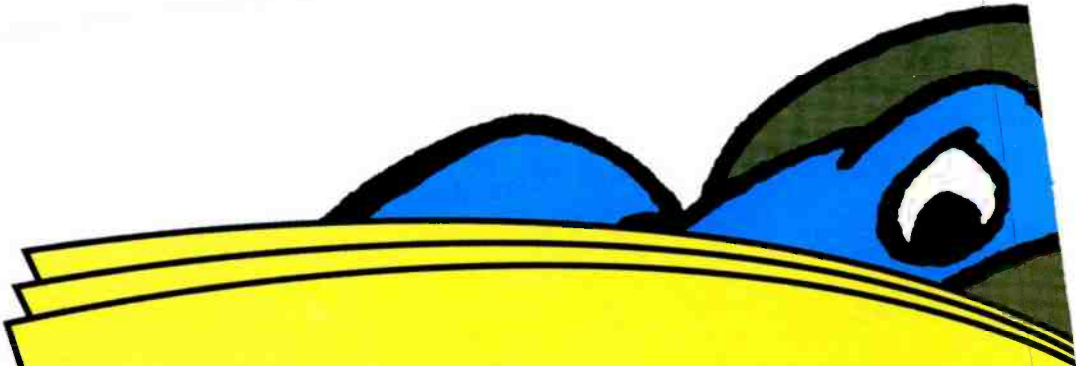
April 19-24, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

April 22-25, 1992—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 3-6, 1992—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993, San Francisco.

May 27-30, 1992—*American Women in Radio and Television* 41st annual convention. Phoenix.

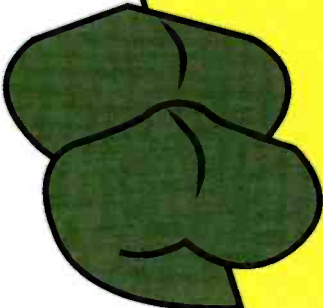
July 2-7, 1992—*International Broadcasting Convention*, RAI Center, Amsterdam. Information: London—44 (71) 240-1871.



Turtle Times

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TURTLES



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PROGRAM	KIDS 2-11 RATING
TEENAGE MUTANT NINJA TURTLES	10.2
TINY TOON ADVENTURES	9.3
TALE SPIN	8.6
CHIP 'N DALE'S RESCUE RANGERS	7.7
DUCKTALES	7.3

Top Five Animated Strips, ARB May 1991.
Weighted averages, 10 or more telecasts.

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Turtle Times

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PROGRAM	KIDS 2-11 RATING
TEENAGE MUTANT NINJA TURTLES	11.3
TINY TODD ADVENTURES	10.1
TALE SPIN	9.6
CHIP 'N DALE'S RESCUE RANGERS	9.0
DUCKTALES	8.3

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SWEEPS IN A ROW
IN NIELSEN!**



Top Five Animated Strips, NSI May 1991.
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OPEN MIKE

LEVEL PLAYING FIELD, PLEASE

EDITOR: Your May 27 article on wireless cable mischaracterizes my opposition to the FCC's rules in a very important way. I can support almost any creative procedures that the powers-that-be think up for receiving lottery applications—be it windows, first-come, first-served, cut-off dates or what have you. However, whatever hoops the FCC makes the public jump through to file an application must be based upon rules and procedures available to all potential filers *at least* 30 days before the rule takes effect and applications are first due. The wireless applications were due one day after publication of the rules in the *Federal Register*, and the recent "narrowband" applications were due two days after *Federal Register* publication of the rules.

Section 553(d) of the Administrative Procedure Act—the bible for regulatory agencies—requires that all rules, with certain very limited exceptions not applicable here, be published in the *Federal Register* at least 30 days before their effective date. Congress noted that this delay is intended to "afford persons affected a reasonable time to prepare for the effective date of a rule or to take any other action which the issuance of the rules may prompt." While the commission exercised a "good cause" exception to the rule, it did so for a reason that has not been sanctioned by the Congress or the courts—keeping the opportunity to file for these lotteries a secret from the American people.—*Brent Weingardt, attorney, Consultants Inc., Bethesda, Md.*

NEW GROUP NOTICE

EDITOR: In your June 17 "In Brief" column, you mistakenly reported that Stephen Effros, president of the Community Television Association, agreed to "open discussion with Ralph Nader's Teledemocracy Project on how to jointly encourage the use of the cable industry's public access channels across the nation."

In fact, Mr. Effros agreed to recommend that CATA members televise a notice nationwide that would inform their subscribers of a new cable consumer action group. The group will be a national, nonprofit and independent organization run by concerned citizens and financed by membership contributions. It will educate the public about cable television and represent viewer interests before Congress, the courts and the FCC.—*Jeffery Chester, director, Teledemocracy Project, Washington.*

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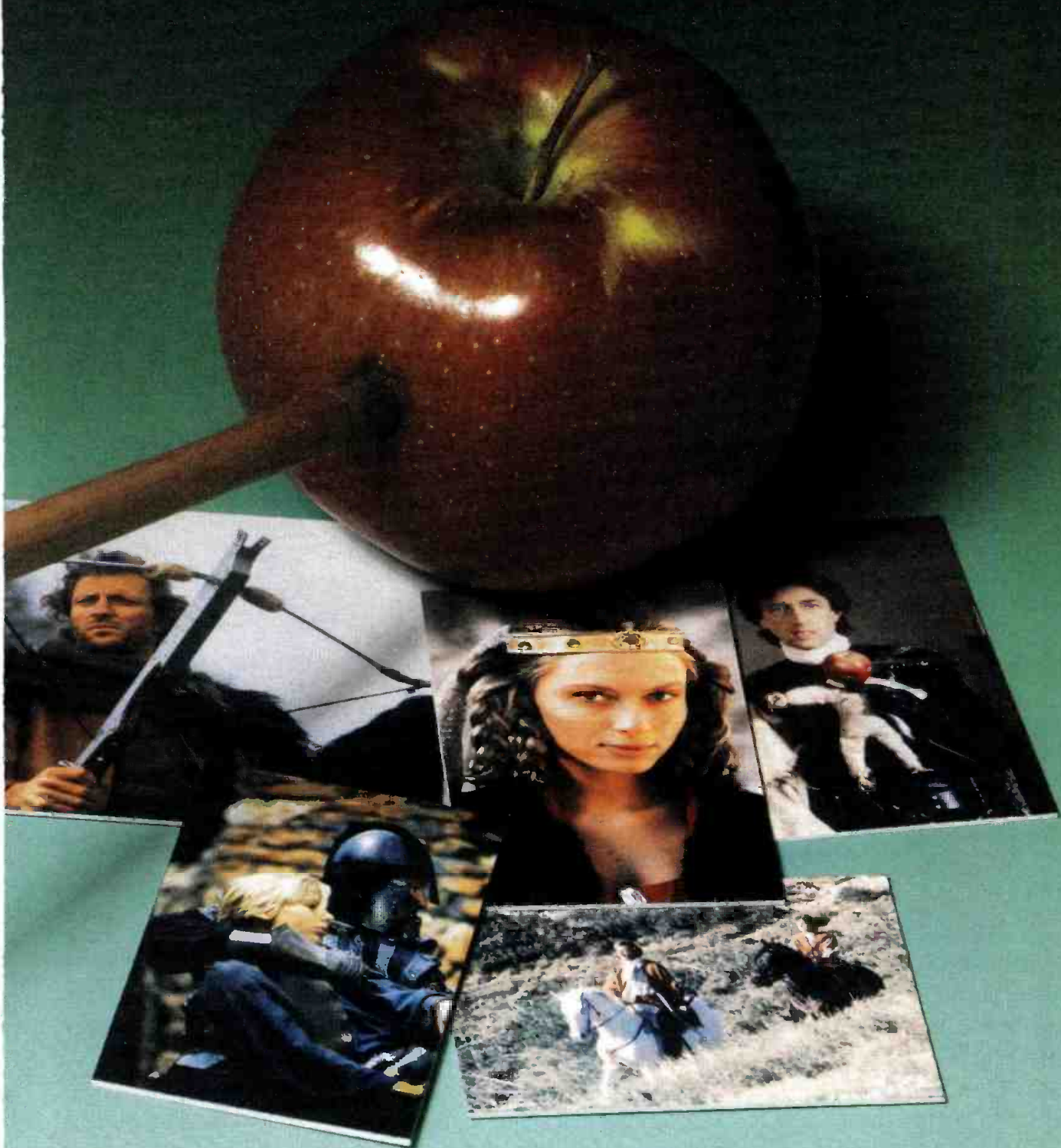
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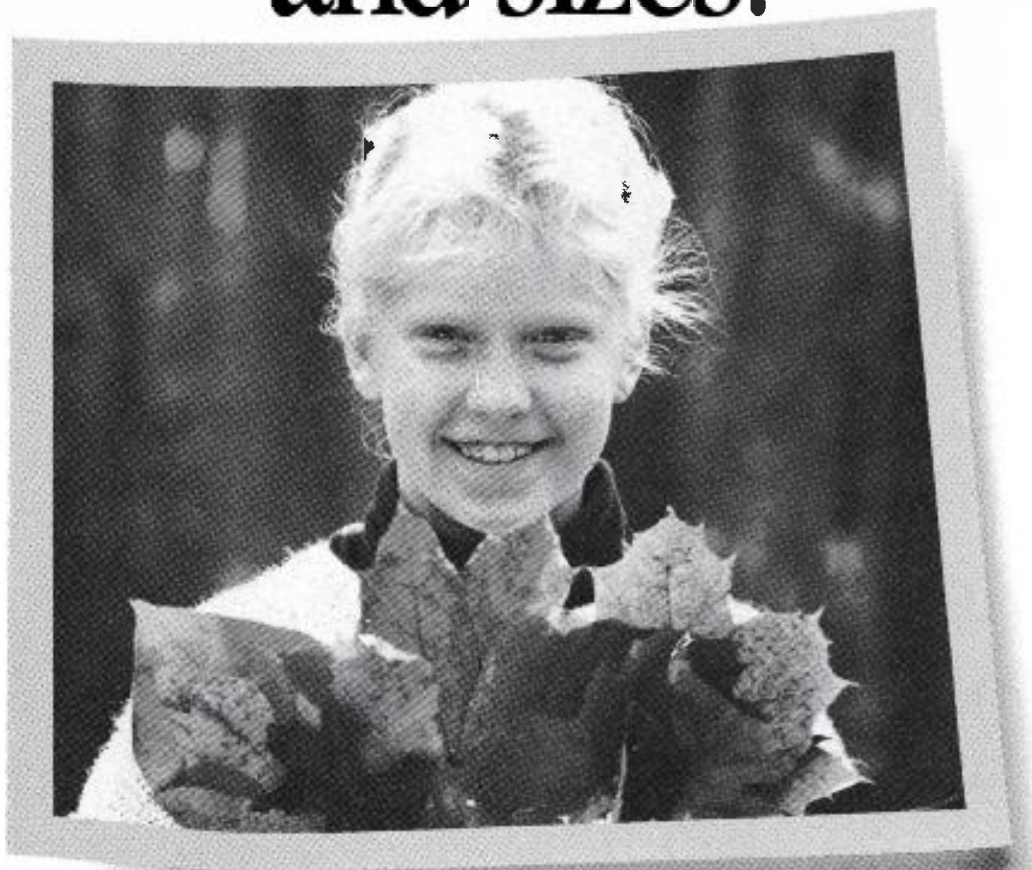
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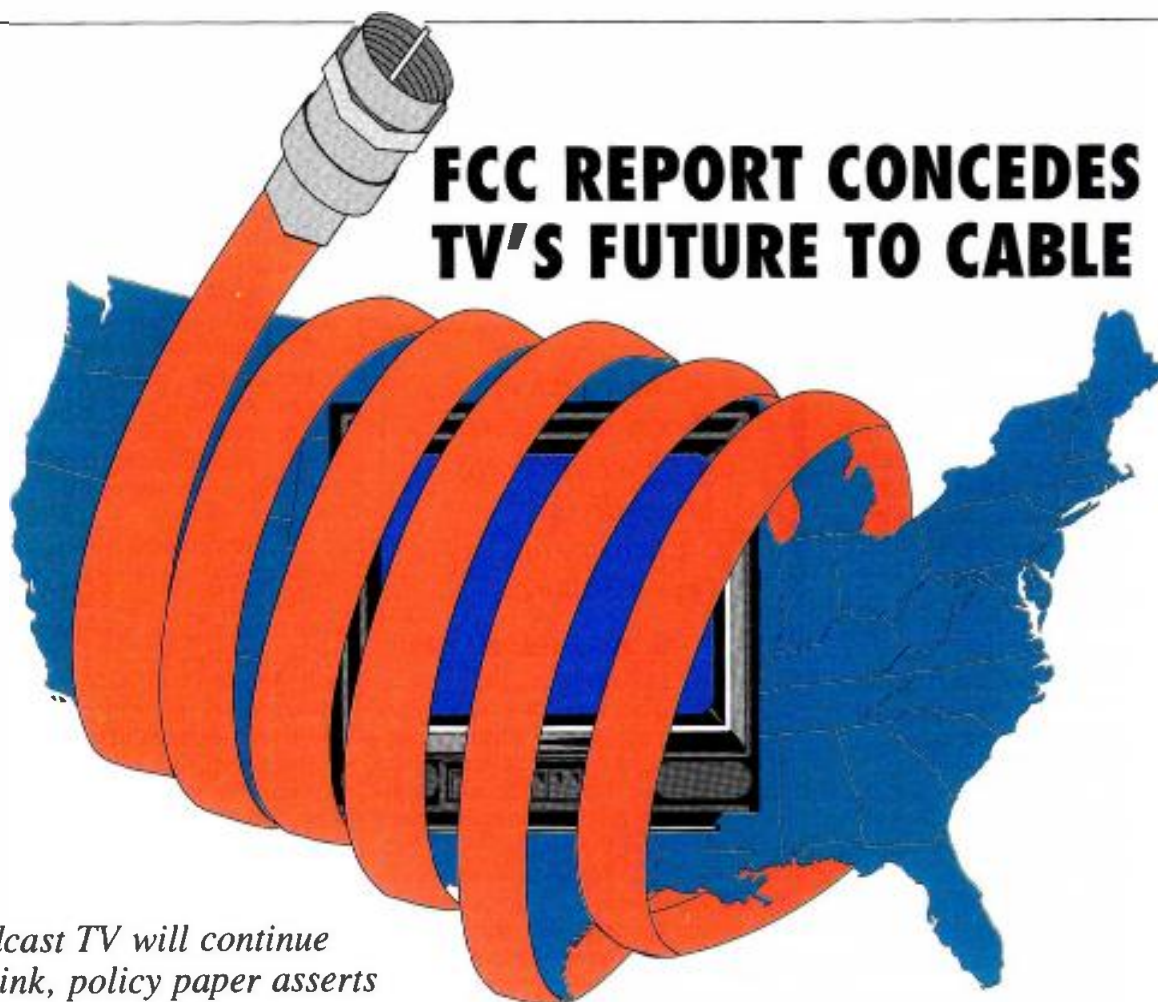


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TOP OF THE WEEK



FCC REPORT CONCEDES TV'S FUTURE TO CABLE

Broadcast TV will continue to shrink, policy paper asserts

That the over-the-air television industry is losing viewers and advertising dollars is nothing new. What is new is that the FCC Office of Plans and Policy (OPP) staff has issued a paper predicting just how gloomy the future will be because of those trends.

According to OPP, "the broadcast industry has suffered an irreversible long-term decline in audience and revenue shares, which will continue through the current decade." Those declines have shaken the industry's foundation, and many stations, especially weak independents and stations in smaller markets, "face the prospect of insolvency" during the next nine years, said Florence Setzer and Jonathan Levy, two senior economists at OPP and principal authors of "Broadcast Television in a Multi-channel Marketplace."

The chief culprit is cable, which now passes 91.2% of all American homes while serving 61.4% and is attracting viewers and advertising dollars away from broadcasters with improved pro-

gramming. Although penetration is expected to stall at about 70% by 2000, increases in cable revenues (both subscription and advertising) will quicken cable's acquisition of higher quality programming, which in turn will attract still more viewers and advertisers. Cable's future looks bright, said Setzer and Levy.

(Robert Pepper, OPP chief, said the paper represents the views of OPP staff and does not necessarily reflect the views of the commission.)

The migration of viewers to cable may damage all but the healthiest affiliates and long-established independents in larger markets, Setzer and Levy said. In the top markets, "audiences probably will remain large enough to support many television stations, particularly since over-the-air alternatives are so plentiful in these markets that cable penetration remains relatively low." Also, profits in the top markets remain exceedingly high, about 20% of revenues, on average. Although this represents a re-

duction from about 28% in 1985, it is considerably higher than profits made by the top 500 U.S. corporations, they said.

For ABC, CBS and NBC, "the decline in audience share will probably slow over the decade as cable matures and as marginal independents go dark.... One could speculate that by 1999, average network prime time viewing shares might fall to 15%, while their average all-day viewing shares could well sink to 8%." But the long-term prospects of the networks, which will become "three program packagers among a large number," are "not wholly tied to the fortunes of over-the-air broadcasting, and at some point the networks may find it more profitable to supply programming directly to cable or other media [including DBS], than to broadcast affiliates."

Robert Hynes Jr., vice president, NBC legal and governmental affairs, said: "In our view, the working paper starkly outlines the problem facing the over-the-air broadcasting system...it

points out that unless major changes are made, further decline is all but inevitable. Issues currently under consideration, including further relaxation of the fin-syn rules by the FCC and adoption of the retransmission consent/must-carry proposal of Senator Daniel Inouye (D-Hawaii) by Congress, are clearly actions that could be taken to improve the outlook for over-the-air broadcasters."

Association of Independent Television Stations President James Hedlund said: "I do not believe that it is inevitable that broadcast television will decline in importance and number...it can become a self-fulfilling prophecy to justify inaction by the FCC on a number of important issues that could in fact prevent that from happening."

And National Association of Broadcasters President Eddie Fritts added: "Although I disagree with many of the specifics of this report, it does underscore the need for meaningful cable reregulation legislation that will break cable's monopoly stranglehold and allow broadcasters to compete on a more even footing."

Setzer and Levy do not expect the few areas of growth for television during the last 10 years to continue. For example, the number of independent UHF stations, and the relative market share of independents in general, are due in large part to cable's success (about 70% of the new stations since 1980 have been independents) and must-carry provisions of the early 1980's, said Pepper. That may be fitting, since Setzer and Levy said cable owes much of its success to "programming that broadcasters paid for but the cable system, for the most part, did not."

Hedlund added: "What disturbs me is that [OPP] does not seem to care that [this is] a Darwinian principle of survival of the fittest, and that some stations would have survived if there had been proper public policy. Congress is very concerned about the survival of free over-the-air television; I don't sense that this paper recognizes that."

Although Hedlund believes must carriage and channel positioning are crucial for current broadcasters, Setzer and Levy did not agree. Instead, they recommended "an end to the compulsory license and imposition of retransmission consent [to] allow broadcasters to negotiate for payment for the use of their programming by cable systems that reflected the value of the programming [and] and might give broadcasters more revenues."

Other rules, including multiple ownership, duopoly, cross-ownership (both broadcast-newspaper and broadcast-ca-

ble) and broadcast integration with program production and syndication have become "a competitive handicap...[and] may be counterproductive," the paper said.

Although the paper did not mention fin-syn by name, it clearly addressed the issue: "Television broadcasters, and the networks that supply them, will clearly decline in relative importance and probably in number or size as well over the next decade. The power of the networks that the commission has historically tried to curb has succumbed to technology and competition.... To the extent

"The broadcast industry has suffered an irreversible long-term decline in audience and revenue shares."

-FCC Office of Plans and Policy

that broadcast networks ever had market power in the program acquisition market, additional purchasers of programming have eliminated that market power, allowing program producers to raise prices and reap more of the profits."

The change in fortunes of broadcasting and cable will likely force massive cost cutting by networks, affiliates and independents. "The networks may have no choice but to reduce program expenditures over the long term," but "large cutbacks in program expenditures may reduce the perceived quality and distinctiveness of network programming and further reduce the ability of networks to attract audiences," the paper said. The result: "a downward spiral of program expenditures and audiences."

The distinction in program quality and local programming is the main reason the majority of Americans still watch, and advertisers rely on, programming available over the air. As the distinction is lessened and viewers become more accustomed to watching cable programming, broadcasters can expect an erosion of viewer share and advertising dollars, Setzer and Levy said.

Conversely, the paper said: "Increasing program expenditures almost certainly will not bring back the network's old audience shares," as has been demonstrated by CBS's purchase of Major League Baseball rights.

Cable is buying better programming because it is earning more from advertisers. In the future cable may be able to

purchase rights to such major events as the Super Bowl or World Series, which "would generate high subscription revenues and are likely candidates to be bid away to pay or pay-per-view services." Cable may also produce more of its own local news and public interest programming.

Advertising revenue, Setzer and Levy said, has grown rapidly over the last five years for cable and is expected to continue (in part because it started from such a low base), and remains far below its potential. In 1989 cable's share of the ad dollars spent on broadcast and cable TV, was 41.8%, despite accounting for only 32% of the viewing audience.

Broadcasting's share has been declining since 1984 when "network advertising reached a peak in real terms...[t]he rapid historical growth of television advertising is believed to have come to an end."

The perception among advertising agencies and executives that "network advertising has no good substitutes" may no longer be true because buying cable advertising for mass marketing will get easier as local cable systems interconnect and nationwide cable ad placement agencies develop.

But advertising is not the only place where cable will get richer. Setzer and Levy predict revenue from basic will double by 1999. Already, they said, cable networks can earn more revenue than broadcasters from audiences of equal size from combined advertiser and subscriber revenue.

The paper, which predicted only what will happen through 1999, said the programming available from over-the-air broadcasters will still be superior to that on cable, while well-established viewing habits favor the networks. Therefore, "a substantial audience for broadcast television will remain in 1999 [but those viewers] may be less valuable to broadcasters, on average, than cable households would have been because they will disproportionately be low-income households that advertisers find relatively less valuable."

The paper is already being used to support positions on all sides of the broadcast-cable debate, and aspects of it were frequently mentioned at Thursday's House cable reregulation hearing (see page 21).

National Cable Television Association President James Mooney, said: "I'm struck that the report emphasizes the point we made earlier today [during testimony at the House hearings]: that the solution to whatever competitive challenges the broadcasters may face does not lie in reregulating cable." **-PJS**



RETRANSMISSION CONSENT: ROCKY HOUSE RECEPTION

Yet House Telecommunications Subcommittee members express desire to preserve structure of broadcasting; telco bill picks up administration support

The House Telecommunications Subcommittee completed its trilogy of hearings last week on cable's relations with broadcasters, telco entry and satellite competition, with perhaps the only thing resolved being the subcommittee's resolve to pass a bill.

Last Thursday's broadcast-cable finale was the subcommittee's first forum to debate retransmission consent, which is present in the Senate cable bill. A number of congressmen expressed reservations that retransmission consent would cause rates to increase. But broadcast representatives were heartened that the door wasn't closed either, and their efforts to educate members on the plight of the broadcasting industry, aided last week by a report from the FCC's Office of Plans and Policy (see page 19), were having some impact.

Subcommittee Chairman Ed Markey (D-Mass.) said after the hearing that he "won't rule in or out any proposal" and remains open-minded on retransmission consent. "A lot depends on how it's constructed," he said. There is a real sense among committee members, he added, "that excessive revenues are flowing to the cable industry." Preserv-

ing free television, said Markey, is one of four goals he has for a cable bill, the others being the promotion of competition, the protection of consumers and the promotion of new technologies.

The task Markey faces, in his attempt to mold a consensus bill, is to balance the Democrats' desire for cable regulation with the deregulatory and pro-competitive stance (which includes telco entry) of subcommittee Republicans. Markey said several times that reregulation is needed until sufficient competition develops to ensure that consumers are protected in the marketplace. "Any legislative package emerging from the subcommittee this year certainly will contain must-carry and channel repositioning protections for broadcasters," Markey said. With broadcasters gaining that, some Hill observers believe retransmission consent remains an uphill battle in the House, especially since retransmission consent could put more upward pressure on rates.

Broadcast representatives portrayed retransmission consent as vital to ensuring the future of broadcasting. "Without such changes, we will truly have a nation of information 'haves' and 'have-

not's,'" said National Association of Broadcasters President Eddie Fritts.

Retransmission consent does not necessarily mean rates have to rise, he said. The FCC can be given authority to keep rates in check, said Fritts. And money doesn't have to change hands, he added, citing other compensation such as promotional spots or channel space for other program services from broadcasters.

Fritts also said retransmission consent does not implicate the compulsory license. "We do not anticipate Hollywood would lose any money from the compulsory license," he said. And Fritts said: "We haven't contemplated discussions with Hollywood on retransmission consent." (Two weeks ago, the Motion Picture Association of America sent a letter to the Hill expressing its concern about retransmission consent.)

CBS Chairman Laurence Tisch pointed to the inequity that while most viewing in cable homes goes to the three networks, they share none of the cable operator's monopoly profits. Cable operators receive revenue using the popularity of network programming, then turn around and bid against broadcasters for programming, such as sports, he said. Re-

transmission consent would rebalance that inequity, Tisch said. "Long-term, it's quite bleak if the playing field isn't leveled," added Tisch.

Jim Heldund, president of the Association of Independent Television Stations, said while that talk of telco entry is fine, "the threat to broadcast television is immediate." Hedlund suggested the subcommittee "adopt some form of broadcast-cable revenue sharing," whether retransmission consent or if carry/must pay. "We believe it is essential."

But Continental Cablevision Chairman Amos Hostetter said the broadcast industry can't have it both ways (must carry and retransmission consent.) "CBS's demand for both...smacks of greed," he said. "Congress can choose between must carry and retransmission consent, but you can't conjunct them," he said.

National Cable Television Association President Jim Mooney said retransmission consent is a "free, TV surcharge," which would force consumers to pay more for local broadcast signals. The plan is just the latest broadcast attempt to use the political and regulatory process to stifle competition, Mooney said, while broadcasters work to free themselves of public interest obligations. Cable operators, said Mooney, through access requirements and franchise fees, are just as responsive in meeting public interest responsibilities as broadcasters.

The exchange on retransmission consent was lively. In response to a Markey

question, Tisch said there was "no need for rate increases" on the part of cable operators, who enjoy monopoly profits. "An operator may have to reapportion his programing costs," he allowed, and not pay so much for certain services. But Mooney retorted that "to suggest any business could take a hit and not increase rates is an affront to the intelligence of Congress."

Fritts said cable claims that rates would rise "are further arrogance to the consumer." Tisch said: "If I was asking an exorbitant amount of money, the other guy could say no. It's an arm's-length transaction. That money could be handled very easily from present income schemes." But Hostetter, pointing to calculations that retransmission consent would add \$5 to monthly cable bills, said: "It's total sophistry to say that amount can be absorbed."

Mooney said retransmission consent "is fraught with dynamite." He predicted that if it is passed, the appeals court would rule must carry unconstitutional for a third time. "There will be wars in every TV market," he predicted, as both sides fight in a leverage battle that will see stations get dropped and congressmen receive mail asking why the government allowed that to happen.

Many subcommittee members were skeptical about retransmission consent. Representative Mike Oxley (R-Ohio) said, "Broadcasters have a very difficult burden to bear on this issue." He said last year's if carry/must pay proposal "was pretty much laughed off the stage," and he asked how retransmis-

sion consent differed from that. Fritts said: "What we are suggesting grants broadcasters the right to control their signal.... We say there is a public interest" in that.

Representative Don Ritter (R-Pa.) also voiced skepticism. "You've got to accept the whole of the marketplace," he said, not must carry and retransmission consent. But Hedlund said the marketplace isn't working because cable's dual revenue stream skews broadcasters' ability to compete for programing. "If we had to choose, we'd choose must carry," he said. But if there were two cable system buyers in the market, added Hedlund, "I'd go straight to retransmission consent."

Representative Billy Tauzin (D-La.) said he views the debate as "one-upmanship, and consumers are just going to pay more."

The most favorable comments on retransmission consent came from Rick Boucher (D-Va.), who thinks cable rates could drop as much as 50% in a competitive marketplace with telco entry. "A modest retransmission consent [of several dollars per month] wouldn't be felt by the consumer in a competitive marketplace," he said.

Yet, for all the skepticism, primarily by the Republicans, there appears to be a growing sense among members to redress perceived economic inequities between broadcasting and cable. Sports migration provides a striking example. Markey pointed to Representative Gerry Sikorski (D-Minn.)'s concern that the availability of the Minnesota North Stars



Retransmission consent received its first House hearing last week with witnesses (l-r): David Lane, president, WFAA-TV Dallas; Brian Lamb, chairman, C-SPAN; Hostetter; Mooney; Tisch; Fritts; Henry Becton, president, WGBH-TV Boston, and Hedlund.

went from four million homes to 300,000 homes to 30,000 homes throughout the season and into the Stanley Cup finals, as the team went from broadcast to cable to PPV, because of preexisting rights contracts.

Boucher asked whether "it's time for Congress to consider [the sports leagues'] antitrust exemptions" if more events move to PPV. Representative Dennis Eckart (D-Ohio) said cable's PPV revenue stream "is of increasing concern to me."

The cable panelists were looking for help also. Hostetter said, "Many of us in the cable industry are uncomfortable" in seeing program services bid up rights and ask cable operators to help pay for them. Mooney went further: "Say what the rules are and we will live with them."

The growing frustration among some members on the committee about passing a cable bill was evident, with several asking what was wrong with last year's bill. Representative Bill Richardson (D-N.M.), in addressing the NAB's stand on must carry, asked: "Why do we have to reopen the issue?" Fritts said that when the cable industry said it didn't want a bill this year, it walked away from last year's deal.

Eckart asked Mooney if he could live with last year's cable bill. Mooney said, "I can't answer that question," because "I don't know what happens on the other side in the Senate." And since last year, the cities and broadcasters have



Administration officials said they could support H.R. 2546, a telco entry bill, with certain modifications. Testifying on telco entry matters were: (l-r) Kenneth Gordon, chairman of the Maine PUC; NTIA's Sugrue and Obuchowski, and Alexandria, Va., Mayor Patricia Ticer.

escalated their claims, he said.

Administration gives boost to House telco bill

In the telco hearing the preceding day, Bush Administration officials indicated they would support H.R. 2546, the Boucher-Oxley telco entry bill, if the deadline for full fiber deployment by 2015 was removed. That did not seem to be a problem for either Boucher or Oxley, giving telco entry proponents a boost.

H.R. 2546 would allow non-Bell companies to provide video services under strict conditions. Janice Obuchowski, assistant secretary, NTIA, de-

livered a letter from Commerce Secretary Robert Mosbacher in which he said: "We believe that a marketplace free from restrictions on competitive entry and unnecessary regulation, as promoted by the bill, will achieve the timely deployment of a state-of-the-art network."

Boucher asked whether changing the time requirement would satisfy the administration. Thomas Sugrue, deputy assistant secretary, NTIA, said "it would move it in the right direction." An "opt in" approach, he said, "would solve some of our problems."

The issue of separate subsidiaries would be best left to the FCC. Sugrue

KKR AND CABLEVISION JOIN TO BUY SYSTEMS

Cablevision Industries and the New York-based investment firm Kohlberg, Kravis Roberts & Co. have formed a partnership to acquire cable systems. The acquisition funds, comprising \$250 million in equity with an estimated \$750 million in debt, should enable the partnership to purchase systems collectively serving upwards of 400,000 subscribers. Last week's news appeared to positively affect MSO stock and bond prices.

Steven Rattner, a general partner at Lazard Freres who advised KKR in the partnership discussions, said the firm began considering ways to get back into cable investments roughly a year ago. Previously, KKR had profitably sold several large cable holdings, Wometco Cable and SCI Holdings.

Of the \$250 million, \$215 million will reportedly come from an existing KKR fund and \$35 million from Cablevision Industries, which will operate the acquired systems. Cablevision is a Liberty, N.Y.-based MSO with more than 1.1 million subscribers.

Rattner, who will advise the partnership on its acquisitions, said: "I think it can be said they will be looking for things of size...you don't logically get upwards of 400,000 subscribers by buying piecemeal. Smaller systems would be considered to the extent they are near where Cablevision Industries has existing systems, providing operating efficien-

cies. Also, I don't think systems will be bought willy-nilly all over the country."

Asked whether the partnership would consider buying into debt-laden "distressed" MSO's, Rattner answered: "We have talked about a couple of the distressed situations, but are generally convinced that the amount of time involved is more than justifies getting control of those situations...and we are not interested in being a passive investor."

Positive stock market activity last Thursday may have resulted, in part, from the announcement. MSO debt issues, noted Gary Ozanich, high-yield analyst for PaineWebber, also "responded very favorably to the announcement."

How much the announcement will actually affect the cable system marketplace remains to be seen. It comes on the heels of another major acquisition effort launched by Hallmark and Heritage Media Chairman James Hoak. But lender problems—both financial and regulatory—continue, and cable system acquisitions are generally still considered "highly leveraged transactions." Furthermore, deals still may be shy of an agreement between buyers and sellers on the worth of systems. But Rocco Comisso, chief financial officer of Cablevision Industries, said the availability of funds has improved: "I think what the street has missed is the revival of the junk bond market, which now provides yields in the 12%-13% range. That is a very reasonable cost of capital."

—GF

said, to assess costs and benefits. But separate subsidiaries are not inefficient by themselves, he said. Sugrue also said that while there is nothing in H.R. 2546 on cable entry by telcos, "those arguments are consistent with the administration's pro-competitive approach."

Ivan Seidenberg, Nynex vice chairman, telecommunications, and chairman of the United States Telephone Association, said the cross ownership restrictions on telephone companies are anti-competitive and delay the evolution of fiber in the public-switched networks.

But Decker Anstrom, NCTA executive vice president, said telco television poses a serious threat to consumers and competition. While international compe-

tion is often cited as the need to allow telco entry into video, Anstrom said Japan and France have the same telco restrictions on content as the U.S.

Concerns about cross-subsidy remained high on the agenda for many members. "We must ensure that new competitors do not kill competition," said Markey. At the same time, however, the pace of business deals leaves Congress constantly trying to catch up, members said. For instance, both Markey and Representative Tom McMillen (D-Md.) asked if cable was allowed into the telephone business, should cross-subsidy prohibitions apply to them also.

Boucher asked Seidenberg whether the BOC's would urge passage of H.R.

2546 and help push the bill. Seidenberg answered yes to both questions, but the telcos wanted other bills passed as well.

Ritter held out hope that both cable and telcos could work together to help build a fiber broadband network across America. "The key players have a lot to gain by working together," he said, pointing to costs, not politics, as the greatest impediment to fiber deployment. He spoke of creating an infrastructure trust fund available to all parties. Once fiber gains an initial penetration, economies of scale would dramatically lower the cost. The trust fund would serve to get over that hump and could be funded by spectrum auctions of network usage tolls, he said. —MS

FOX TO AFFILIATES: HELP SHOULDER COST

Network explores changing compensation structure

Fox Broadcasting Co. is asking its affiliates for help. The incipient network and the affiliate board are exploring ways to offset the added cost of expanding the number of original episodes produced for the network. On the revenue side, Fox is being pinched by a weak advertising environment. Analysts are divided about whether Fox can increase its profit in the fiscal year that begins today.

Jamie Kellner, president and chief operating officer, Fox Broadcasting, met with the affiliate board prior to last month's affiliate meeting in Los Angeles to let them know that somehow, according to one board member, "Fox was looking for affiliates to help absorb some of the costs that Fox was incurring."

Kellner apparently came to the meeting with a specific proposal in mind that met with negative reaction from the board. "It was too much too soon," said one board member, and the board wanted to take a harder look at the situation. Details of that plan are unknown, and board members contacted by BROADCASTING did not say whether the plan in any way involved reverse compensation.

One revised compensation idea that appears to be picking up steam has Fox offsetting higher ratings with lower compensation. Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco, and chairman of the Fox affiliates board, said such a plan has been suggested, the theory being that those affiliates (with increased ratings) would be able to sell local time at higher rates. Said O'Brien: "Any time you deal with compensation or

commercial inventory, it is a volatile subject. You need a system that will support the network but not be financially harmful to the affiliates at the same time."

Barry Diller, chairman and chief executive officer, Fox Broadcasting, had projected that Fox would report a \$60 million operating profit for its fiscal year 1991, which ended last Sunday, June 30.

At first glance, there appears to be a question whether Fox can, in the current fiscal year, increase its operating profit by 15%, as some analysts project, to \$70 million.

Just what the costs will be of Fox's new programming plan of increasing the season from 22 episodes to 24 and/or 30 is unknown, but it will clearly run into the tens of millions. Currently, the network is planning on airing eight new episodes of *Beverly Hills 90210*. Fox is also set to air original episodes of *Totally Hidden Video* and *Cops* and one new episode of *The Simpsons*. Production costs for a typical hour-long drama range from \$800,000 to \$1 million per episode, and a half-hour show costs roughly \$400,000. However, several of Fox's programs are reality shows that cost substantially less. Fox is also known for its low overhead. It has also been suggested that Fox's programming costs are less than the other networks' because, according to analyst Mark Rieley of MacDonald, Grippo, Riely, they are "a little more lenient toward programming content, and the production community wants to see them healthy."

As for advertising, Fox—like the other networks—is not expecting to repeat

last year's upfront success, when the upstart network sold the majority of its prime time inventory and pulled in \$550 million in gross revenues from advertisers. Fox plans to air new episodes in the rerun season to increase ratings enough so that the network can avoid make-goods, giving it more inventory for the scatter market. This year, Fox is expected to sell between \$350 million and \$400 million, or about 75% to 80% of its prime time inventory up front. That being the case, Fox is counting on double-digit increases in the scatter market to bring the total ad revenue figure up to last year's level. If Fox sold 77% of its inventory up front to reach \$500 million for fiscal 1992, it would need increased scatter rates of 12%. To reach \$550 million, scatter would have to outpace upfront rates by 56%.

Fox is also betting that its deal with Warner Brothers to provide new programming for Fox's Monday-Friday and Saturday children's schedules will allow it to become the major player in children's upfront. Said Kellner: "Fox will become the major in the kids business."

Kellner told BROADCASTING the programming plan is "a bit of a gamble, but the upside potential is also substantial." Kellner said if there is any kind of economic rebound, he expects advertisers to jump heavily into the scatter market. PaineWebber analyst Chris Dixon agreed the fourth-quarter scatter market could be big. "All of a sudden, advertisers end up with year-enditis; it's the fourth quarter and they have not spent budgets. In order to justify budgets for next year, they have to rush into the scatter market." —JF

SCI TELEVISION HAS TROUBLE WITH LOAN PAYMENT

Gillett Holdings forced into Chapter 11, considers plan that would strip George Gillett of majority ownership

George Gillett continues to spend a good deal of his time with lawyers, creditors and investors. It appeared that SCI Television would miss repayment of \$162 million in bank loans, due yesterday, June 30. In a financial report, SCI said it was negotiating to defer payment. The other Gillett-controlled entity with TV stations, Gillett Holdings (GHI), filed for protection under the U.S. bankruptcy laws after failing to reach an agreement with creditors before a court-imposed June 25 deadline.

Industry revenue weakness has not spared the Gillett-run stations. Financial results obtained by BROADCASTING show SCI Television's first-quarter revenue for the six major-market stations declined 6%, contributing to a \$1.2 million operating loss, even before \$28.1 million in net interest expense. Of the interest, \$17.2 million was paid in cash.

As for Gillett Holdings, last week's court-imposed bankruptcy is the latest in a long process of dealing with the company's \$1-billion-plus debt first reported two years ago (BROADCASTING, June 26, 1989). Negotiations with creditors have slowly proceeded for months, and in February, three bondholders filed to force the company into bankruptcy. The judge in the U.S. district court for Colorado set June 25 as an absolute deadline, and the company apparently failed to achieve a reorganization out of court, or even to develop an acceptable "pre-packaged" bankruptcy, which requires approval from fewer creditors.

According to a report in *The Wall Street Journal*, the plan being worked on would have replaced George Gillett as the company's controlling owner with Apollo Advisers, a fund developed to invest in troubled companies and backed by the French bank Credit Lyonnais. Ironically, the fund's managing partner, Leon Black, was a director of SCI Holdings and an executive at Drexel Burnham Lambert, which profited greatly from the sale of SCI Television to Gillett.

The reported plan under consideration would cut GHI's debt roughly in half, to \$590 million, and Apollo, which already owns a considerable amount of the existing debt, would also invest \$40 million in return for just over 50% of the equity. After giving other creditors options to purchase equity, Gillett's own holding

As for Gillett Holdings, last week's court-imposed bankruptcy is the latest in a long process of dealing with the company's \$1-billion-plus debt.

could fall to below 15%, said the report, while he would retain "...day-to-day operational control and some veto powers over major strategic decisions."

SCI Television has already been through one restructuring, which significantly cut its cash interest payments and debt outstanding. But the company's first-quarter statement noted that holders of a relatively small amount of debt have "threatened litigation" because they be-



George Gillett may lose majority ownership

lieve the company to be in default.

GHI's stations are WTVT(TV) Tampa, Fla., and KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both Calif. Another station, WMAR-TV Baltimore, was recently sold to Scripps Howard for \$125 million, with the proceeds currently held in escrow pending resolution of the debt problems. The company also owns a Vail, Colo., ski resort and a Wisconsin-based meat packing plant. —GF

GOLDMAN TO HEAD PARAMOUNT SYNDICATION

A well-placed source confirmed industry speculation that Paramount Domestic Television has a "done deal" with Steve Goldman to become president of the Paramount TV syndication division, succeeding Lucie Salhany, who left last week for the chairmanship of Twentieth Television (BROADCASTING, April 8, May 13 and 27). For Goldman, who has been with Paramount TV



since 1980 (in sales and marketing) and became executive vice president under Salhany in 1989, the promotion would put him at the helm of one of the most successful studio syndication divisions.

There had been speculation that two other executive vice presidents—marketing and sales head Greg Meidel and production boss Frank Kelly—would be named to run the division in a triumvirate with Goldman. Instead, they will be offered "expanded roles" at Paramount. It had been speculated that Kelly might be the successor to Salhany, since both came from station-oriented production backgrounds.

It was unclear whether Paramount Television Group President Mel Harris had decided on Goldman's appointment, or whether incoming Paramount Pictures Corp. Chairman Brandon Tartikoff (who officially relinquished his NBC Entertainment Group chairmanship at the end of last week) made the selection.

It has been rumored that Harris would be promoted to the number-two executive under Tartikoff at Paramount Pictures or receive a beefed-up chairmanship title within Paramount Television Group. The insider said that he "doubts" Harris will become Tartikoff's second-in-command. —MF

JOURNALISTS CALL FOR MEETING WITH CHENEY

Media have bone to pick over press restrictions, want to avoid repeat of perceived problems in future

Although the Persian Gulf war has been over for four months, journalists continue to grapple with problems caused by military restrictions during the 40-day conflict. A group of top media organizations last week sent Secretary of Defense Dick Cheney a lengthy analysis citing problems with the restrictions, and called for a meeting to discuss ways to avoid such problems in the future.

Representatives from the three broadcast networks, CNN and 13 other major media organizations on Monday sent Cheney the comprehensive report citing problems in covering the war. Included in the materials were principles for coverage of future conflicts, along with a request that Cheney meet with the group to discuss the principles. Cheney has indicated a willingness to meet, although no date had been set.

The media organizations wrote in their letter to Cheney that the Pentagon pool arrangements during Operation Desert Storm made it "impossible" for reporters and photographers to tell the public the full story of the war in a timely fashion. They also wrote that it was "imperative" that the Gulf war not serve as a model for future coverage.

"In the end, the combination of security review and the use of the pool system as a form of censorship made the Gulf war the most undercovered major conflict in modern American history," wrote the media organizations. "In a free society, there is simply no place for such overwhelming control by the government."

The group set forth a statement of principles for future coverage of the U.S. military in combat, including:



War correspondent Bob Simon returns to Baghdad

- Independent reporting will be the principal means of coverage of U.S. military operations.

- Military-organized press pools should last no longer than the very first stages of a deployment—the initial 24 to 36 hours—and should be disbanded rapidly in favor of independent coverage.

- Journalists will be provided access to all major military units.

- News material—words and pictures—will not be subject to prior military security review.

The report last week coincided with the release of a Gannett Foundation study, "The Media at War: The Press and the Persian Gulf Conflict," which declared the press the loser in the information war during the conflict. The study criticized the news media for having been unprepared to fight the military's press restrictions before the war began, even though restrictive measures

had been in place during the earlier invasions of Grenada and Panama.

ABC News Washington Bureau Chief George Watson, among those who wrote to Cheney, took exception to criticism that the media might not have tried hard enough to improve the rules before the war started. "We may not have waged a successful battle, but we waged a significant battle," he said.

In other developments, network news executives last week continued to seek Department of Defense footage currently being held by the government. The footage is of particular interest to network news executives, whose access to battle through press pools became increasingly restricted as the war entered its final stages. While the networks broke from the pools and reported the final stages of war through "unilateral" reporting, they still were not able to get very close to some of the action.

The Pentagon has provided network news executives with long computer printouts containing one-line descriptions of its various footage, but much of that is still not available to news operations. CBS News has requested as many as three dozen tapes and has so far received only one from the government, according to the network. They have been told to expect delays of a year to 18 months in getting the footage, which is a longer time frame than network news executives were anticipating. Footage during the Panama conflict, which was subject to the same sifting by the military, was processed within six months.

The government has so far reviewed, cleared and released 100 of the 500 hours of material it shot during the Gulf war, according to Lieut. Colonel Steven Titunik, chief of broadcasting and editorial for the military.

Among those expressing frustration at the lack of footage depicting the final stages of war is CBS News correspondent Bob Simon, who will host an upcoming network special on the war, *Back to Baghdad*, on July 4. Simon, who was taken hostage while trying to circumvent the military-organized pool system, remains highly critical of the government restrictions.

"I still haven't seen any footage of the great combat battle north of Kuwait City," said Simon. "My suspicions about the pool system were not unfounded."

—RB

L.A. GETS STERN

WXRK-FM New York's controversial morning disk jockey, Howard Stern, has signed up Greater Media's KLSX-FM Los Angeles to carry his morning show in the nation's second largest market. Stern's program, which is carried live by Infinity Broadcasting stations in Philadelphia and Washington, will be broadcast live for two hours, beginning at 3 a.m. Pacific time, and at 5 a.m. will rebroadcast the entire show in morning drive. The broadcasts will begin the week of July 22, according to Don Buchwald, Stern's agent. There will be an 800 telephone number for Los Angeles listeners to talk to Stern on the air. Stern will be going up against top-rated KLOS(FM) morning team of Mark and Brian, as well as market fixtures Rick Dees, Jay Thomas and Infinity station KROQ(FM)'s Kevin and Bean. KROQ's general manager, Trip Reeb, said the station, which programs alternative rock, decided "Howard wasn't right for this station.... We already have a successful morning team."

PROGRAMING

HENDLER NAMED ORBIS PRESIDENT-CEO

Sales-marketing VP chosen to fill spot formerly held by Robert Turner

Filling a slot that Robert L. Turner vacated in February (to assume the presidency of Multimedia Entertainment), Hilary Hendler has been appointed president and chief executive officer of Orbis Communications, effective July 1. Hendler, currently executive vice president of sales and marketing at New York-based Orbis, joins newly appointed Twentieth [Fox] Television Chairman Lucie Salhany (formerly president of Paramount Domestic Television) as one of a select number of female TV executives who have broken into the male-dominated executive ranks.

Appointed by Peter M. Hoffman, Carolco Pictures president (Orbis is a subsidiary of Carolco), Hendler will be responsible for overseeing domestic and international TV sales. Since joining the company in 1986, Hendler has been closely involved with the launch of Carolco-produced movie titles—film packages that largely make up the core of Orbis's syndication business. From an official statement, Hoffman said that Hendler's "combination of station management experience and broad-based business and marketing experience makes her an ideal choice to lead this company and build it for the future."

Since July 1990 Hendler has headed Orbis's sales and marketing. She joined the company in 1986 as senior vice president of domestic sales. Most of her pre-Orbis experience was on the station and network side of the business, where she spent six years at WNBC-TV New York as station manager (1983-86) and director of sales (1980-83).

Since leaving Orbis for Multimedia, Turner led the latter in its purchase of Carolco Television Productions (for an estimated \$10 million), and also took over production of Orbis-distributed *The \$100,000 Pyramid* (BROADCASTING, April 22). Hendler says that Orbis will continue to be "retained" to distribute *Pyramid* for its second season in fall 1992. The arrangement with Multimedia also extends to the future syndication of telefilms, with Hendler adding, "they [Multimedia] pay for it and we distribute



New Orbis Chief Hilary Hendler

it."

Over the past year, according to Hendler, Orbis has introduced 117 film titles from Carolco's library into syndication. Hendler was directly involved in the sales launches of two major movie packages, *Carolco 3* and *Carolco 4*, which include "Rambo II and III,"

"Lockup," "River's Edge" and "Terminator." Other packages sold last season were *Star Performers* and *The Treasury*.

She added that "Terminator 2," the highly anticipated return of Arnold Schwarzenegger as the robotic hitman, opens shortly and will be the "engine" that drives sales of a forthcoming *Carolco 5*. That film package will also feature the yet-to-be-released "Basic Instincts" (starring Michael Douglas) and "L.A. Story" (Steve Martin).

While she said a first-run series is in the "final contractual stages" and would be announced for fall 1992 syndication, Hendler would divulge no further details. "It's not the end-all and be-all to concentrating on the first-run business," said Hendler, acknowledging Orbis's troubles with *Joker's Wild* among the other four poorly rated syndicated game shows introduced this past season. "I want to be in a good business, and sometimes it takes patience to carve those niches."

—MF

EXIT 'PERSONALITIES,' ENTER EDJ

Twentieth Television makes over magazine strip

Twentieth (Fox) Television is "re-launching" its magazine strip, *Personalities*, as *EDJ* (*Entertainment Daily Journal*), in an attempt to revamp the series' format and receive time period upgrades from incumbent stations for its second season in 1991-92.

Changes to take effect July 15 include the naming of Jim Moret (replacing Bill Sternoff) as co-anchor with Janet Zapala; adding Mitchell Fink, currently an entertainment correspondent with *Fox Entertainment News*, as West Coast entertainment reporter (East Coast entertainment repoter is newspaper columnist Liz Smith, who joined show last November.); and new studio sets and graphics.

Moret has been entertainment corre-

spondent on *Personalities* this season, and worked as a general assignment reporter for KCBS-TV Los Angeles from 1987 to 1990. *Personalities* spokesman Jeff Erdel said the show's producers, after seeing test shots of Moret, felt he was a "stronger" anchor than Sternoff. Erdel said he did not know if it had been determined what future role, if any, Sternoff may have with the half-hour strip.

Last March, Bill Knoedelseder, a veteran entertainment reporter for *The Los Angeles Times* and at the time executive producer of *Fox Entertainment News*, took over as executive producer of *Personalities* and now apparently has the mandate to enlarge the scope of *EDJ*'s entertainment coverage. On coming over to *EDJ*, Knoedelseder turned over *FEN*



EDJ co-anchors Jim Moret and Janet Zappala

executive producing chores to Art Letofsky, a former *Los Angeles Times* entertainment editor. Knoedelseder is making Letofsky managing editor of *EDJ* (pronounced "edge"), as well as hiring *L.A. Times* contributors Bryn Freedman and Pat Broeske as consultants.

Erdel said that Knoedelseder intends to "balance" *EDJ*'s content at being 40% "hard" entertainment news and 60% "featurish" news (gossip, celebrity interviews and profiles, commentary, etc.). Erdel also says that Twentieth sales people have informed client stations of the retitling and reformatting and are encouraging stations to upgrade the show from its late fringe and early morning time periods. Renewals for the

half-hour strip stand at 91 markets, representing 76% U.S. coverage. According to John von Soosten, vice president and director of programming, Katz Communications, during the May sweeps *Personalities* averaged 3 rating/9 share (NSI) for the top 100 (ADI) markets measured, showing very little improvement over the Persian Gulf war-interrupted Feb. sweeps, where it accounted for a 2/9 measuring among the same markets. (However, since Zappala and Sternoff took over the anchoring reigns from original host Charlie Rose last fall, Erdel says the show has shown a 22% improvement in household ratings from November 1990 sweeps to May 1991 sweeps.)

-MF

NARDINO MAKES IT OFFICIAL WITH LORIMAR

Gary Nardino, chairman and chief executive officer, Orion Television Entertainment, signed a long-term independent production agreement with Lorimar Television last week, signaling the end, at least for now, of Orion as a producer of television programming. Nardino, who joins Lorimar on July 8, will be involved in creating, developing and producing all forms of television for the studio. The move unites Nardino with friend Leslie Moonves, president, Lorimar Television (BROADCASTING, "Closed Circuit," June 10).

"I'm thrilled to be joining Lorimar, after trying to make the best of the situation at Orion," he said. Nardino oversaw Orion's sale of product to Lorimar, which will continue to produce *American Detectives* for ABC, *Bill & Ted's Excellent Adventure* for Fox and *Jack of Hearts*, which has a six-script commitment from CBS. The shows, like other Lorimar-produced series, will be distributed worldwide by Warner Brothers. Joining Nardino at Lorimar are producer/writers Thomas Carter, Robert Townsend, Paul Stajonovich, Clifton Campbell and Deborah Joy Levine. Carter, executive producer of Orion's *Equal Justice*, is currently working on a half-hour pilot for ABC. Possibly joining the former Orion contingent at Lorimar is Gary Randall, president, production, Orion, who has been offered a position at Lorimar, according to Nardino. "I'm hoping Gary will join Lorimar, but he has a number of options and he's considering all of them," he said.

Nardino joined Orion in 1989, and while there oversaw the development and production of *WIOU* and *Equal Justice*. Previous stints include five years of independent production prior to joining Orion and a six-year tenure as president, Paramount Television Production, in 1977-83, during which time he oversaw the development of *Family Ties*, *Taxi* and *Cheers*.

THAYER NAMED PRESIDENT OF UNIVERSAL TV

MCA Inc. last week announced that MCA Television Entertainment (MTE) President Tom Thayer has been named president of Universal Television, filling the vacancy created by Kerry McCluggage's resignation two weeks ago following Tom Wertheimer's appointment as chairman of MCA Television Group and executive vice president of MCA Inc. (BROADCASTING, June 24).

Tied with Thayer's move was Wertheimer's announcement that Dick Lindheim has been named executive vice president of program strategy for MCA Television Group. Both appointments were effective immediately.

McCluggage, who had been head of Universal's network production arm since 1986, apparently tendered his resignation from Universal believing he was an heir apparent to the MCA TV Group chairmanship after Al Rush announced his anticipated retirement, according to one MCA TV source. The source estimated that McCluggage has over two years left on his contract, but an MCA spokeswoman declined to confirm if the studio will take legal action against McCluggage, who could not be reached for comment on the story.

MCA also confirmed that Ned Nalle, executive vice president of creative affairs for the MCA TV Entertainment cable production arm, will be joining Thayer from that division to take over operations of Universal Television. Barbara Fisher, MCA TV Entertainment's vice president of creative affairs since 1990, succeeds Thayer as head of the cable production division. Bob Kelly, senior vice president of business affairs, was named executive vice president.

Thayer, who joined Universal in 1978, was MCA TV Entertainment's founding president in 1988, and during his tenure the fledgling cable production unit has had over 60 telefilms and two regular series, *Dream On* (on HBO) and *Swamp Thing* (USA Network).

Since 1987, Lindheim has been executive vice president of creative services at Universal Television, and from 1984-87 was senior vice president of series development at Universal.

-MF

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INTERNATIONAL BUYERS SEARCH FOR HOURS

At May screenings international marketplace, lack of action hours has some buyers looking elsewhere, including increased co-productions

Every May, when the networks introduce their new fall schedules, the announcements trigger a series of events that signal the setting of television schedules around the world. Every May, usually just before, during and just after ABC, CBS, NBC and Fox make their programming decisions known, television buyers from around the world converge on Los Angeles to select from the newest American-made television product. The annual gathering is known as the May screenings, and from the standpoint of a network television production studio, the first of several markets strictly for foreign exhibitors.

This year, the screenings were held May 27-June 10, with business activity described, not surprisingly, as "brisk" by the sellers and "slow" by the buyers. "Business is always very strong. It's probably the busiest of all the meetings with the possible exception of Monte Carlo," said John Laing, president, Orion Television International. "This meeting is also different from the other meetings because the others feature proven product. [The May screenings] feature shows that haven't debuted yet," he said.

This year, one development in the network schedules that had repercussions for the foreign buyers was the decrease in the amount of hour shows produced. Because American-made half-hour comedies rarely translate to foreign audiences, many overseas buyers come to the Los Angeles screenings and other markets looking to purchase hour dramas and action-adventure series. Action hours, the favorite of many foreign buyers, are in shorter supply than softer hour series like *L.A. Law* or *Law and Order*, because of the cost of production and the bleak outlook in the off-network syndication marketplace.

"In general, they prefer to buy hours, action-adventure, fantasy or dramas," said Laing. "Because dramas are becoming a thing of the past on the network schedules, things are changing a bit," he said. "For us, the lack of one-hour forms, due to the cost of production and syndication potential, slowed things down," said Kel Geddes, director, network programming, Ten Network Australia.

Australian buyers are especially dependent on hour series because their

schedules are structured so that comedies generally air at 7:30-8:30, the first hour of their prime time, and hour action series and dramas make up the final two hours of prime time at 8:30-10:30. For example, Ten Network's Tuesday lineup consists of *The Simpsons* at 7:30, followed by *Doogie Howser, M.D.*, and *L.A. Law* and *Twin Peaks* at 8:30 and 9:30, respectively. You think to yourself, I wonder if anyone is going to do the next definitive *Magnum P.I.*? Is there another *Magnum* in some shape or form out there? And the answer is no," said Geddes.

Geddes said the lack of hours produced by American studios has caused him and other Australian broadcasters to go elsewhere. "We search for hours in other places, like the English market, and also what we can do ourselves down here." He said the situation has Ten Network looking more aggressively at co-production projects and expects that more product from those linkups will make the schedule in the future.

Canadian buyers agreed the pace of business this year was slower than in years past, due in part to the belt-tightening under way at the Canadian networks similar to actions of their American counterparts, and also due to the schedule stability of two of the Canadian networks.

The fiscal conservatism also caused

the Canadian contingent to scale down their stay in Los Angeles from two weeks to four days. "After 20 years of going down to look at all of the development projects, this year we were down only after the networks made their schedule announcements," said Jay Switzer, vice president, station manager and director of programming, City TV Canada, who estimated Canadian broadcasters spend about \$500,000 to send the group of between 75 and 100 buyers to Los Angeles every year.

"This year there was a bit of relaxation on pricing, no rapid price escalation this year compared to past years," said Switzer. "There are a lot of Canadian broadcasters losing money, and the bidding reflected that this year."

The May screenings may change even more for Canadian broadcasters in the future, as there is talk that the Canadians may stay home to screen series via satellite rather than travel south every year. "There's some discussion that we might prefer to see the new product by satellite in our offices rather than in the hotels," said Switzer.

Pip Wedge, vice president, programming, CTV Canada, agreed the screenings weren't "as competitive as in the past" and credited the growth of the Fox network and the stability of schedules on the two networks. "The availability of Fox programming has obviously increased the amount of programming available to Canada," he said, while pointing out that the limits of American programming allowed each night on Canadian television has remained the same, with only 50% permitted. Also, "CTV and Global had pretty stable schedules, so that helped. There are more programs available than available time periods. It used to be that all of the shows sold at the screenings, but possibly not this year," he said.

Wedge said CTV purchased only two-and-a-half hours of programming, all from Disney. They included renewing second-year series *Dinosaurs* and picking up new shows *Good and Evil*, *Pacific Station*, *Nurses* and *Home Improvement*.

The May screenings also include syndicators, many of whom have product that has been on the market for months prior to the gathering. Such is the case with King World, which was featuring *Candid Camera* to buyers. -SC

COHEN TO MGM/UA

Hank Cohen, former vice president, comedy development, Lorimar Television, has joined MGM-UA Television as vice president, Comedy Development. Cohen left Lorimar two weeks ago after failing to come to terms with studio on new contract. He had been expected to take over top comedy development slot at Lorimar after resignation of Ellen Franklin (to pursue independent production under exclusive deal with Lorimar), but was unable to agree on contract. In his new position, Cohen will report directly to David Gerber, chairman and chief executive officer, MGM-UA Television Production Group.

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SYNDICATION MARKETPLACE

Rich Grove, veteran syndication sales executive, has formed **Grove Television Enterprises** in Chicago, with the intention of becoming a niche syndication player specializing in musical programming. The startup of the company, Grove said, is being partially funded by his partner and Chicago-based lawyer Jeffrey Firestone, who has helped Grove hire five sales executives to concentrate on international and domestic syndication sales and acquisitions. Grove said the company has already acquired *Global Jam*, a 13-week hour concert series, from Radiovision, and has cleared the program in 80 markets (representing 80% domestic coverage). Grove Television is also developing *Bi-lingual Amigos*, a half-hour weekly English- and Spanish-language children's educational program, featuring puppetry by Kevin Clash (who has worked with the late Jim Henson's Muppet troupe), for fall 1992; pickup of Black Entertainment Television's *Live from L.A.* as an hour weekly for syndication in January 1992, and acquisitions of specials *The Wall* (rock group Pink Floyd's 1990 concert from the Berlin Wall), two-hour *Rapmania*, *Cancun Jazz Festival* and *Classic Black*.

Grove's sales career started at Group W Productions in 1982 and lasted three years before moving on to Television Program Enterprises (1985-86), LBS Communications (1986-87) and Blair Entertainment (1987-89). Over the last two years, Grove served as an independent sales consultant to syndication companies.

Viacom Enterprises-distributed half-hour strip, *This Morning's Business*, will be satellite fed live at 5 a.m. (ET) daily from CNBC's Fort Lee, N.J. studios, Syndicator says day-and-date feeds will bring viewers latest in business news and live international market coverage. Several new production elements are also being incorporated by CNBC, which began producing *This Morning's Business* May 23, following CNBC's merger with FNN. Doug Ramsey, anchor of *TMB* since its debut in Feb. 1988, is now being joined by Gail Buckner as co-anchor. Buckner has served as anchor for CNBC's *World Business* and *Moneywheel* for past two years. International market coverage is being handled by London correspondent Roderick Pratt. *Morning's Business* currently clears 144 stations, representing 74% of U.S.

Scott St. John has been named manager of program development for **Fox Television Stations Production**, reporting to Stephen Chao, who is executive vice president of Fox Television Stations Productions. St. John will be responsible for development of original programming for seven Fox O&O stations. St. John had hand in development of several locally originated programs—*Studs* and *Pump It Up*, most recently—that have gone national syndication route with sister syndication division, Twentieth Television. St. John joined Fox in November 1989 as a development associate.



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RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/17	ABC 9.5 / 18		MACGYVER (53) [8.0 / 16] 7.4 / 15		ABC MONDAY NIGHT MOVIE—GOD BLESS THE CHILD (32) [10.3 / 19] 8.6 / 16			
	CBS 11.8 / 22		MAJOR (36) DAD 9.7 / 20	FAMILY (39) MAN 9.5 / 18	MURPHY (3) BROWN 13.5 / 25	EVENING SP. (2) SHADE 13.8 / 24	NORTH. EXPOSURE (14) [12.2 / 22] 12.4 / 22	
	NBC 8.4 / 16		FRESH (38) PRINCE 9.6 / 20	BLOSSOM (41) 9.1 / 18	NBC MONDAY MOVIE—BROTHERHOOD OF THE ROSE PT 1 (54) [7.9 / 14] 7.7 / 14		8.0 / 14	8.4 / 16
	FOX 4.6 / 9		FOX NIGHT AT THE MOVIES—SEEDS OF TRAGEDY (85) [4.6 / 9] 4.3 / 9		4.8 / 9	4.9 / 9		
TUESDAY 6/18	ABC 10.8 / 20		WHO'S THE (25) BOSS 10.9 / 22	HEAD OF (30) CLASS 10.4 / 20	ROSEANNE (5) 13.3 / 24	COACH (9) 12.6 / 22	CHINA BEACH (45) [8.8 / 16] 9.3 / 17	8.3 / 15
	CBS 13.0 / 24		RESCUE 911 (9) 12.6 / 25 11.6 / 23		CBS TUESDAY NIGHT MOVIE—MIRACLE LANDING (7) [13.2 / 24] 10.8 / 19		14.8 / 26	15.3 / 28
	NBC 8.2 / 15		NBC TUESDAY MOVIE—BROTHERHOOD OF THE ROSE PT 2 (55) [7.8 / 14] 6.4 / 13		7.0 / 13	8.6 / 15	9.2 / 16	LAW AND ORDER (43) [8.9 / 16] 8.7 / 15
WEDNESDAY 6/19	ABC 8.5 / 16		WONDER (46) YEARS 8.7 / 18	GROWING (40) PAINS 9.2 / 18	DOOGIE (30) M.D. 10.4 / 19	MAN IN * (49) FAMILY 8.5 / 15	EQUAL JUSTICE (63) [7.1 / 14] 7.2 / 13	7.1 / 14
	CBS 10.1 / 19		RESCUE 911 (50) SP. 8.4 / 18	FAMILY (64) MAN 6.9 / 14	JAKE AND FAT MAN (28) [10.5 / 19] 9.7 / 18		48 HOURS (14) [12.2 / 23] 12.2 / 23	12.3 / 24
	NBC 9.6 / 19		UNSLVD. MYSTERIES (21) [11.3 / 23] 9.9 / 21		NIGHT (35) COURT 9.8 / 18	DEAR (43) JOHN 8.9 / 16	QUATUM LEAP (51) [8.2 / 16] 8.0 / 15	8.4 / 17
THURSDAY 6/20	ABC 9.2 / 17		FATHER DOWLING (60) [7.3 / 15] MYSTR. 6.8 / 14		GABRIEL'S FIRE (65) [6.8 / 12] 6.3 / 12		PRIMETIME LIVE (4) [13.4 / 25] 13.6 / 25	13.2 / 25
	CBS 6.5 / 13		TOP COPS (58) [7.4 / 15] 7.1 / 15		BROKEN BADGES SP. (71) [6.3 / 12] 6.1 / 11		OVER MY DEAD (78) [5.9 / 11] BODY SP. 6.0 / 11	5.9 / 11
	NBC 11.6 / 22		COSBY (28) 10.5 / 22	DIFFERENT(24) WORLD 11.1 / 22	CHEERS (1) 14.5 / 27	WINGS (5) 13.3 / 24	SISTERS SP. (33) [10.2 / 19] 10.2 / 18	10.1 / 19
	FOX 7.3 / 14		SIMPSON (47) 8.6 / 18	TRUE (73) COLORS 6.1 / 12	BEVERLY HILLS 90210 (62) [7.2 / 13] 6.8 / 13			
FRIDAY 6/21	ABC 11.6 / 24		FULL (26) HOUSE 10.7 / 25	FAMILY (17) MAT. 12.0 / 26	PERFECT (21) STRGN. 11.3 / 24	GOING (26) PLACES 10.7 / 22	20/20 (13) [12.3 / 25] 12.4 / 25	12.3 / 25
	CBS 7.2 / 15		VERDICT * (66) 6.6 / 15	TRUE SP. (69) DETEC. 6.4 / 14	CBS FRIDAY NIGHT MOVIE—SPARKS: PRICE OF PASSION (57) [7.5 / 15] 7.0 / 15		7.4 / 15	7.7 / 15
	NBC 5.9 / 13		HUNTER (77) [6.0 / 13] 5.2 / 12		5.6 / 12	6.5 / 14	6.9 / 14	MIDNIGHT CALLER (79) [5.8 / 12] 5.6 / 11
	FOX 3.8 / 8		AMERICA'S MOST (83) [4.8 / 11] WANTED 4.7 / 11		5.0 / 11	ALLIEN NATION (92) [2.7 / 6] 2.7 / 6		2.7 / 5
SATURDAY 6/22	ABC 5.8 / 13		YOUNG RIDERS (81) [5.3 / 12] 5.1 / 12		5.4 / 12	ABC SATURDAY NIGHT MOVIE—SUPERGIRL (73) [6.1 / 13] 4.8 / 10		5.5 / 11
	CBS 5.6 / 12		CBS SATURDAY MOVIE—SOMEONE TO WATCH OVER ME (73) [6.1 / 13] 5.9 / 14		6.3 / 14	6.2 / 13	6.0 / 12	DOCTOR (87) DOCTOR 4.5 / 10
	NBC 9.2 / 20		AMEN (58) 7.4 / 17	AMER. (60) DREAM. 7.3 / 17	GOLDEN (18) GIRLS 11.8 / 25	EMPTY (11) NEST 12.4 / 25	SISTERS (51) [8.2 / 18] 8.5 / 18	7.9 / 18
	FOX 4.2 / 9		TLY. HID. (88) VIDEO 3.8 / 9	YEAR- (91) BOOK 2.9 / 7	COPS (84) 4.7 / 10	COPS 2 (81) 5.3 / 11		
SUNDAY 6/23	ABC 9.1 / 18	LIFE GOES ON (66) [6.6 / 15] 6.0 / 14	7.3 / 16	AMR. FUN (11) VIDEO 12.4 / 25	AMR. FUN (19) PLP. 11.5 / 22	ABC SUNDAY NIGHT MOVIE—WEEKEND WAR (42) [9.0 / 17] 7.9 / 14		8.6 / 15
	CBS 11.7 / 23	60 MINUTES (8) [13.0 / 30] 12.1 / 29	13.9 / 31	SUNDAY (47) DINNER 8.6 / 17	ALL IN THE (23) FMLY 11.2 / 21	MURDER SHE WROTE(14)[12.2 / 22] 11.8 / 21		12.5 / 22
	NBC 6.3 / 12	C. EVERETT KOOP (88) [3.8 / 9] 3.7 / 9	3.9 / 9	EXPOSE (73) 6.1 / 12	REAL LIFE (68) J. P. 6.5 / 12	NBC SUNDAY NIGHT MOVIE—THE MISSION (56) [7.6 / 14] 8.4 / 15		8.0 / 14
	FOX 6.2 / 12	LOSALTOS (92) STY. 2.7 / 6	P. LEWIS (90) 3.0 / 7	IN LIVING (72) COLOR 6.2 / 13	GET A LIFE (80) 5.4 / 10	MRD. WITH (34) CHILD. 9.9 / 18	MRD. WITH (36) CHILD. 9.7 / 17	SUNDAY COMICS (69) [6.4 / 12] 6.9 / 13

WEEKLY PRIME TIME AVERAGE	ABC 9.2 / 18	CBS 9.5 / 19	NBC 8.4 / 16	FOX 5.4 / 11	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.8 / 20	CBS 11.8 / 20	NBC 12.2 / 21	FOX 6.3 / 11	*—PREMIERE
NIGHTLY RATING / SHARE	(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	

RADIO

RIAA ANALYSIS SHOWS CHANGE IN BUYING PATTERNS

New technology and demographics responsible for new consumer choices

The 1980's were monumental years for the recording industry, according to data just released by the Recording Industry Association of America Inc., in Washington. The RIAA's "Inside the Recording Industry: A Statistical Overview Update 1990" cites a switch from vinyl to compact disk, demographic fluctuations and changes in listener tastes for much of this metamorphosis.

Rock-oriented music accounted for 42.9% of dollar value purchases in 1989 (the last year for which such data was available), virtually identical to 1985 (43%), with a 10% bulge in 1986-88. On the other hand, pop music, which comprised 17% of all music purchases in 1985, dipped to 14.4% in 1989, although rebounding slightly from a low of 13% in 1987. Also of note: black/ur-

ban product, which accounted for 10% of all sales in 1985, increased to 14% in 1989, while sales of country product dropped from 10% to 6.8% in the same period. Additionally, purchases of jazz records almost doubled, rising from 3% to 5.7% in that same five-year span.

In the same period, vinyl recordings have been nudged out of popularity (and record stores) by compact disks. In 1985 vinyl LP's accounted for \$1.280 billion in dollar value on product shipments of 167 million units, vs. \$389 million on shipments of 22.6 million CD's. In 1990, CD's accounted for \$3.451 billion on shipments of 286 million units, vs. \$86.5 million/11.7 million units for LP's. Shipments of disk singles—120.7 million units in 1985—fell to 11.7 million in 1990, while shipments of pre-recorded cassettes increased from 339.1 million ('85) to

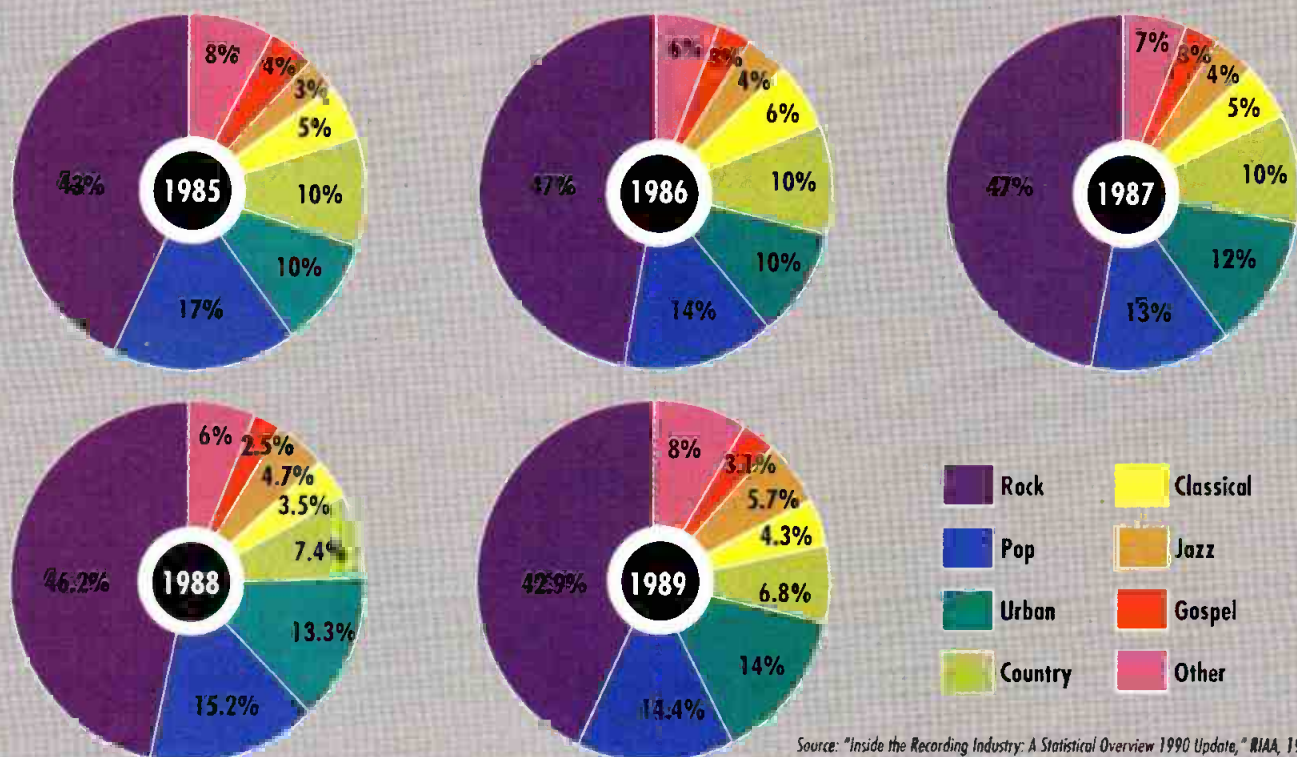
442.2 million ('89) units.

The RIAA cites the "coming of age of baby boomers" as having an impact on the record industry, with adults 30-plus accounting for 35% of dollar volume in 1989. However, while this is an increase of 3.4 over the 1988 figure of 31.6%, it actually is a decrease from the 37% spent by adults 30-plus in 1985. In fact, the 20-29 segment posted the greatest increase in dollar volume, accounting for 34.3% of sales in 1989 vs. 29% in 1985. At the same time, purchases by consumers aged 10-19 decreased in that time span, with percentage of dollar value at 30.2% in 1989 vs. 34% in 1985.

Source of information (used by permission) for all figures is the RIAA Market Research Committee, with data compiled in part by Chilton Research Services, Radnor, Pa.

—REB

TYPES OF MUSIC PURCHASED



Source: "Inside the Recording Industry: A Statistical Overview 1990 Update," RIAA, 1991. (Numbers may not add due to rounding.)

STUDY DETAILS TEENS' HEAVY USE OF RADIO

'Radio is simply a part of their daily lives,' says Interep research

Teenagers in the U.S. represent an estimated \$101-billion consumer segment in 1990, according to information compiled by The Interep Radio Store Research division. "Young America—Teens 12-19" profiles the media and spending habits of teenagers and finds that 94% of all teens aged 12-19 and 96.9% of teens aged 12-17 listen to radio.

Teenagers are estimated to have spent \$79 billion in 1990, an average of \$2,500 by each of the country's 27.4 million teens. Family money spent by teenagers accounts for \$29 billion of that total, while \$50 billion comes from teens' own funds. In addition, the study reports, teens earn more money per week than in the past, an average of \$71 per week in 1990. Total teen income is estimated to have exceeded \$101 billion in 1990, up from \$89 billion in 1989.

The formats of choice for teens aged 12-19 are CHR/top 40 (67.6%), hard rock/AOR (42.1%) and black/R&B/soul (39.1%). More female than male teens listen to CHR: 75.4% versus 60.1%. A further breakdown shows white teens prefer the format more than Hispanic teens do (73.9% versus 64.3%) and more than black teens (40.7%).

Hard rock/AOR formats are preferred by 45.5% of male teens aged 12-19 and 38.5% of females. The breakdown by race is white teens (48.5%), Hispanic teens (47.9%) and black teens (10%).

Black, R&B and soul are preferred by 85.9% of all black teens and 55.7% of all Hispanic teens. Breakdown by gender reveals the format is preferred slightly more by females (41.9%) than by males (36.3%) in the 12-19-year-old age group.

Spending and earning levels of teenagers vary by age. The older the teenager, the more likely he/she will be to have a job and the larger the amount of disposable income. The average weekly income for teenagers is \$71. However, 18-19-year-olds have a weekly average income of \$153, 16-17-year-olds have \$71, and 12-15-year-olds have an average weekly income of \$27. Males aged 12-19 have a higher average weekly income versus females in the same age group (\$80 versus \$62).

The percentage of teens with full-time employment is largest in the 18-19-year-old segment of the teen population, the study finds. Results also show 85% of teens with a part-time job are in the 16-19 age group. As a group, 40% of teens

work an average of 18 hours a week.

Advertisers should also note that teens influence and control spending of family money. While male teenagers spend more of their own money than females, female teenagers spend more family money than males. By age, the study says, the 18-19 segment of the market spend more of their own money per week than the younger segments (\$105 versus \$65 for teens 16-17 and \$40 for teens 12-15).

Items that teens spend most on include stereo components. About 65% of teens own home stereos, 60.1% own a portable radio or cassette player and 58% own a small personal stereo with headphones. Radio stations targeting automotive dollars should note that teens personally own 650,000 new foreign cars, 1,080,000 new domestic cars, 1,500,000 used foreign cars and 2,580,000 used domestic cars. Stations should also note that 45.1% of teens influence family decisions to purchase a

car, truck or van.

The study also finds that today's teens are financially educated. Over 71% of teens have a savings account, 20.3% have a checking account and 14% have access to a credit card.

One of the strengths of the teenage market, from a radio perspective, according to the study, is that they are heavy radio consumers. Using research from Arbitron, the study shows that radio reaches 96.9% of teens aged 12-17 at least once a week. The study concludes: "Radio is simply a part of their daily lives. One of the major disciplinary problems at home and in school is that teens want to put on their headphones while they study."

The study is part of an ongoing series produced by The Interep Radio Store as part of its "Radio 2000/An Alliance for Growth" industry-wide campaign. The primary source for the report was Teenage Research Unlimited, a national supplier of data on teen habits. —C

AOR STATIONS POST GAINS IN DETROIT, CHICAGO

In the post-war spring 1991 Birch survey, news radio eased back to "normal" listening levels, while the urban format regained most of its lost pre-war momentum (BROADCASTING, June 17). The greatest individual gains, however, were posted by two AOR-oriented stations—WLLZ(FM) Cadillac (Detroit), Mich., and the new WWBZ(FM) Chicago. The 25-34-skewing WLLZ jumped from 3.3 to 5.9, while a format switch pushed WWBZ "The Blaze" from 1.6 to 4.1 on the strength of its 12-30 target (persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

Jay Clark, program director at WLLZ, credited a tighter playlist and a coordinated marketing plan for the 75% jump in the station's 12-plus numbers. "We determined a specific direction for the station and then set everything to head in that direction," he said. "We cleaned up our on-air act and cut out music that was not dead-on. We also tightened the list around some core artists against whom we can compare new music we're thinking about adding." Additionally, each air personality was critiqued so that he or she maintained the direction that

was set for the station, Clark said, adding: "We worked diligently on air check sessions to determine that everyone was sounding the way we wanted to sound and that everybody was communicating with the audience."

WLLZ is one of four AOR stations in Detroit, and these subtle changes have helped strengthen the on-air image, while barely altering the product, Clark said. "Tempo-wise, we're probably where we have been right along," he said. "We cleaned out some of the depth on some artists, but we're still going deep on some of our core artists." Noting that he is not a "less is best" programmer because "the format doesn't grow that way," Clark said he "gave a rest to some stuff that was getting pretty burned in the B and C rotations and took another look at the A list to re-categorize" every record in the station library.

The station plays 60% familiar material—"not necessarily classic, but certainly oldies"—and 40% new material, including recurrences, Clark said. "The secret is to keep rotating it [the music] so it doesn't get stale."

After finetuning the product, WLLZ

initiated a marketing plan that included a custom-made television spot, outdoor and direct mail campaigns. The TV spot highlighted some of the core artists—ZZ Top, Bob Seger, the Black Crowes—and incorporated “‘Bladerunner’-like imagery” that tied in a general theme of “‘what was, what is, what’s next,’” Clark said. “The spot said what we wanted to say: ‘we are a contemporary radio station, but we play music that’s familiar,’” he said.

As with other formats, AOR is becoming increasingly fragmented, which Clark characterized as unfortunate. “All four AOR’s in this market are doing a good job,” he said. “WRIF(FM) has started narrowcasting toward a lower demo; WSCX(FM) is looking at an upper demo, and the alternative station in Canada is playing a lot of new product.” Competition is so fierce, Clark said, that “to win, you have to pick your target and go after it—and then expand from there.”

In Chicago, new owner Major Broadcasting changed the call letters and format of former soft-AC WFYR(FM) into WWBZ, “The Blaze,” a younger-skewing AOR outlet with more focus on individual rock 40 cuts than core artists. Drawing from a list including the Scorpions, Slaughter, and Def Leppard, General Manager Chris Devine brought in program director John Edwards from KGER(FM) Salt Lake City to skew away from the more traditional 30-plus album rock demo, Devine said. “We were looking to buy a station in a market where there was an opportunity for this kind of format,” he said. “We saw a clear void for this type of product here in Chicago, which has two successful heritage album rock-type stations, but nothing targeting a 12-30 audience.”

Edwards said WWBZ’s on-air product is heavily song-oriented. “In the old days we’d be called a hybrid, but we truly are the real rock 40,” he said. “If you were to cut CHR/Top 40 down the middle, on one side you would have ‘churban’ [CHR-urban], and on the other side you’d have us.” In Chicago, such a bisection would yield WBBM and WWBZ: “Both stations play contemporary hit records, but one is dance and we are rock,” said Edwards, who views this division more as “superserving the audience” rather than fragmenting the format.

Devine added that, in an era of defining stations “either with a Q or a Y,” he wanted to give the new AOR station a more tangible identity, as he did with KBER(FM) (The Bear) Salt Lake City. “This business is very much like sports, and each station is a franchise,” Devine said. “In our marketing we wanted

something more substantive than just a letter, because that creates more of an image.”

WWBZ’s programming formula is similar to that which made KBER(FM) the sec-



ond-ranked station in Salt Lake City in the fall 1990 Birch survey, according to Edwards. “Chicago is a bigger market so we have to make some changes in the

rotation, but we still look for songs that will create the right texture for the station,” he said. Program director Edwards also said that the station dayparts heavily, adding more currents at night, with an overall ratio of new-to-old of 50-50.

To best disseminate to the 12-30 audience the message that the station to which their parents once listened was now “The Blaze,” Devine carefully analyzed market data to determine areas of heavy concentration of younger listeners. “We took a look where we should be dominant and used outdoor as our major thrust,” he said. “Because younger demos tend to be a little easier to motivate and because there was such a wide-open hole for this format, word of mouth spreads quickly.”

Despite initial signs of success, Devine and Edwards understandably are reluctant to boast of good fortune after just 12 weeks in the market. “Going from ‘The Fire’ to ‘The Blaze’ carries some elements of risk, but so far, so good,” Devine said.

—REB

RIDING GAIN

SPOT CHECK

National spot radio billings were \$105,155,500 for May 1991, a decrease of 2.8% over May 1990’s \$108,227,300. The year-to-date total for 1991 was off by 2.7% compared to the 1990 number for the same period (\$405,592,600 for 1991 versus \$416,780,300 for 1990). All numbers are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

FRIDAY DIARY DEADLINE

Arbitron radio clients have until this Friday (July 5) to return ballots inquiring whether stations are sufficiently interested to consider a switch from four 12-week surveys to three 16-week surveys each year (BROADCASTING, June 3). The ballot seeks input on a proposed 1993 schedule wherein a winter-spring survey would run Jan. 7-April 28, 1993; a spring-summer survey would run April 29-Aug. 18, and a summer-fall survey would run

Aug. 26-Dec. 15. Station subscriber rates would remain the same for all stations that currently subscribe to all four annual reports, while “certain subscribers may be required to sign a contract addendum agreeing to the proposal,” according to Jay Guyther, vice president/sales & marketing, radio station services. Additionally, Arbitrends would be re-configured to produce a four-month, 16-week report that would be delivered monthly; every fourth Arbitrend would constitute the “book.”

DRAMATIC ENTRANCE

Pacific Program Services has announced a Sept. 1 premiere date for SoundPlay, a year-long series of original American and international radio dramas, produced by Voices International for broadcast on public radio stations. The series debuts with a series of “new Horspeil” productions, exemplifying the German avant garde movement experimenting with language and sound. These include an English-language production of *The Flight of Lindbergh*, written by

Bertolt Brecht and Kurt Weill, and also includes Wolfgang's *The Outside*, Gunter Eich's *Dreams*, Ingeborg Bachmann's *The Good God of Manhattan* and Reinhard Lettau's *Breakfast in Miami*. Other plays focus on American and international contemporary radio drama, native American myths and stories and a festival of Samuel Beckett plays. SoundPlay was produced with funding from the National Endowment for the Humanities, the National Endowment for the Arts, the Goethe Institute and the New York State Council on the Arts.

CLOCK WATCHERS

Colorado Springs, Colo.-based Business Radio Network will implement a new programming clock on July 15. The new format will emphasize business, financial and consumer news and information, national weather center summaries, airport and travel delays and consumer-oriented feature news in 15-minute segments. According to Business Radio Network executives, the changes are being implemented as a result of feedback from affiliate stations and listeners.

VIVA VISA

XLTN(FM) San Diego has joined with San Diego Trust & Savings Bank to offer an affinity credit card. The "Radio Latina VISA Card" is available to all qualifying applicants with a U.S. address, but will be specifically targeted to listeners of "Radio Latina" and the Southern California community. All applicants will receive a separate "Friendship Card" from Radio Latina, enabling them to win prizes that include vacation packages and coupons for discounts from local merchants.

CD/AC

CD Media in Los Angeles now is producing and distributing *The Weekly Music Survey With Robert Murphy*, an adult contemporary countdown program targeted to 25-54 listeners. The three-hour program is hosted by WKQX(FM) Chicago personality Robert Murphy and is compiled from a poll of affiliate stations that fax their weekly



ANOTHER FIVE YEARS

Rod Zimmerman (left), CBS vice president and general manager of WWJ(AM) Detroit, and Tom Wilson, chief executive officer for the Detroit Pistons, renewed their organizations' standing regional radio broadcast rights contract for another five seasons through the summer of 1996. Terms of the contract were not disclosed. WWJ has been radio home to the National Basketball Association team since 1985 and is the flagship for broadcasts of the NFL's Detroit Lions and University of Michigan football and basketball. The CBS-owned news and sports formatted CBS affiliate will air 10 preseason, all 82 regular season and any post season Pistons games.

playlists to CD Media's Los Angeles studios. *Weekly Music Survey* also features music industry information and artist interviews. CD Media currently syndicates the *Rick Dees Weekly Top 40*.

INTERNATIONAL RADIO WINNERS

Four Grand Award winners were announced at the New York Festival's annual International Radio Programming & Promotion Awards ceremonies in the Grand Ballroom of the New York Hilton June 14. The four winners were selected from among 1,798 entries from 28 countries.

The winners: KRTH(FM) Los Angeles for best news program, with *Malathion Madness*, an in-depth news special on California's Medfly eradication project; Independent Broadcasting Associates of Littleton, Mass., for best information program, for *A Kaleidoscope of Cultures*, a documentary on India's diverse cultures, aired by the Australian Broadcasting Corp. and WGBH(FM) Boston; Invicta Radio of Canterbury, England, for best entertainment program, an imaginary interview with Margaret Thatcher, and WHDH(AM) for best promotion

spot, for *Sports Huddle/Beatles*, a tongue-in-cheek spot comparing the three hosts of the Sunday night sports talk program with the rock group.

FOURTH FIREWORKS

Unistar Radio Networks is offering four special programs for the Independence Day holiday, July 3-7. *Summer Beach Party 1991* is a four-hour special hosted by Charlie Bennett, on-air personality of WOGL-FM Philadelphia.

Dick Clark will highlight his favorite rock 'n' roll memories along with three decades of music on *Dick Clark's 35 Years of Rock & Roll*. Included will be interviews with the Everly Brothers, Little Richard, Dion, the Drifters, the Coasters and Tommy Roe, among others.

Ron Lundy, air personality, WCBF-FM New York, will host the four-hour *The Beach Boys' 30th Anniversary Special*, and Kathy Mattea & Clint Black: *Vocalists of the Year* will be hosted by Mike Brophy, of WXTU(FM) Philadelphia.

All four specials were produced with Ed Salamon and are available on a swap/exchange basis to stations in the top 170 Arbitron-rated markets.

BUSINESS

DEBT CLAIMS MAJOR TV EQUIPMENT SUPPLIER

*Midwest Communications
files for Chapter 11*

One of the leading TV station equipment suppliers filed for bankruptcy protection last week. Midwest Communications announced last Tuesday that it had filed for reorganization under Chapter 11 in the U.S. Bankruptcy Court for the Eastern District of Kentucky. Midwest also said that as of last week it closed six additional sales and branch offices and laid off employees.

Midwest is a distributor of video equipment, a studio system designer and a manufacturer of TV transmitters and other equipment. For the fiscal year ending last June 30, the Highland Heights, Ky.-based company had \$190 million in revenue, selling primarily to domestic TV stations and teleproduction and industrial video facilities.

But over the past year Midwest experienced what it called a "protracted and deepening slump in the domestic video industry...no upturn is expected in the immediate future." For the first nine months (ended March 31) of its fiscal year, revenue was off 12% to \$125 mil-

lion. Reductions in expenses were partially offset by further inventory write-downs, which amounted to \$3.6 million in the third quarter alone. Midwest has indicated further writedowns may be necessary. It reported an operating loss



for the nine months of \$3.4 million, compared to an operating profit of \$3.3 million in the prior year's nine-month period.

The deteriorating operating performance has put the company in violation of its bank agreement, under which it

STATION REVENUE STILL BELOW YEAR AGO

Television station revenue continued to be relatively weak through May. Results just released by four publicly held group owners—Scripps Howard, Pulitzer, Multimedia and Gannett—show revenue declines of up to 7% compared to May 1990. Results from a much larger survey show a 7.1% revenue decline, with local sales down 5.8% and spot sales off 8.6% for the month. Within that total, affiliates were off more than independents by just over 2%. Other media also reported weak May revenue numbers. The magazine publishers trade group reported an unaudited 6.4% revenue decline, while Dow Jones said advertising lineage at its various publications fell by double-digit percentages.

has borrowed more than \$20 million, bearing an interest rate of prime plus 3%. Limitations on expanding that agreement further to compensate for the operating decline have, the company said, created a working capital "shortage" as have "more restrictive credit terms required by vendors."

The company has been trying to defer payments to its suppliers, and its latest renegotiation of the bank agreement requires Midwest to put certain assets up for sale. The company has reportedly decided to sell some of its manufacturing operations, including Townsend Inc., which makes transmitters, and Digital Processing Systems, based in Toronto. Midwest had also been paring distribution centers, even before last week's announcement of closings.

Executive turmoil has also affected the company. Chairman Charles Kubicki resigned from the board because, according to the *Cincinnati Enquirer*, "he did not like management of the company by then-President David Barnes, nor the severance package given to Barnes." One other director also resigned in April.

Barnes's resignation as president and chief executive officer was effective several weeks ago. The new president-CEO is Leonard L. Brown, former chairman of Elmex Corp. and division vice president of the leisure performance group at W.R. Grace.

To help steer the company through its current operating and liquidity difficulties, Midwest recently hired R.F. Stenger & Co. as consultants. Trading of Midwest shares by the National Association of Securities Dealers was suspended because the company had fallen below compliance standards. —GF

We are pleased to announce the closing of our recent transaction:

\$125,000,000

**WMAR-TV (NBC) Baltimore, Md.
(Gillett Holdings, Inc.)**

SOLD TO

SCRIPPS-HOWARD BROADCASTING CO.

HOWARD E. STARK

Media Brokers—Consultants

575-Madison Avenue

New York, N.Y. 10022

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CHANGING HANDS

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

WHP-AM-FM Harrisburg, Pa. □ Sold by Commonwealth Communications Services to J. Albert Dame for \$3.25 million cash. **Seller** is headed by Joseph M. Higgins, and is also licensee of WHP(TV) Harrisburg, Pa., and WSPD(AM) Toledo, OH. **Buyer** has interests in WRAC(AM)-WKSJ(FM) Williamsport, Pa. WHP is fulltimer with news/talk format on 580 khz with 5 kw. WHP-FM has easy listening format on 97.3 mhz with 17 kw and antenna 840 feet. **Broker:** The Ted Hepburn Co.

WLIQ(TV) Caguas (San Juan) and satellite WSUR-TV Ponce, both Puerto Rico □ Sold by Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor of \$3 million, and other contingent liabilities. **Seller** is headed by Anne P. Jones, trustee, and former FCC commissioner (1979-83), and has no other broadcast interests. **Buyer** is subsidiary of Malrite Communications Group Inc., which is also selling subsidiary Channel 7 Inc.'s WSTE(TV) Ponce, P.R. ("Changing Hands," June 24). Malrite Communications owns four AM's, six FM's and five TV's. WLIQ is NBC affiliate on ch. 11 with 200 kw vis., 39.8 kw aur., and antenna 1,180 feet above average terrain. WSUR-TV is on ch. 9 with 58.9 kw vis., 5.89 kw aur. and antenna 2,270 feet above average terrain.

WLPZ(AM)-WWGT-FM Westbrook-Portland, Maine □ Sold by Porter Communi-

cations Systems Inc. to Atlantic Morris Broadcasting Inc. for \$985,000 cash at closing, including \$85,000 one-year non-compete covenant. **Seller** is headed by Winslow T. Porter Jr. and has no other broadcast interests. **Buyer** is headed by Patrick J. Chambers Jr., and is also licensee of WKTU(FM) Ocean City, N.J. and WABT(FM) Dundee, Ill.; parent Saddle River Holdings Corp. has interests in WALL(AM)-WKOJ(FM) Middletown, N.Y. WLPZ is Satellite Music Network affiliate, with heavy metal format on 1440 khz with 5 kw day and 1 kw night. WWGT-FM has contemporary hit format on 97.9 mhz with 16 kw and antenna 889 feet.

KROL(AM) Laughlin, Nev. □ Sold by Laughlin Roughrider Broadcasting Inc. to Million Dollar Broadcasting Inc. for \$750,000 on terms. **Seller** is headed by Sigmund Rogitch Trust, and has no other broadcast interests. **Buyer** is headed by Paul Bowman, and has no other broadcast interests. KROL has sports, news format on 870 khz with 10 kw day and 1 kw night.

WUBU(FM) Portage, Mich. □ CP sold by Larry Langford Jr. to Tri State Broadcasting Co. Inc. for \$700,000. Terms: \$500,000 cash at closing and \$200,000, eight-year promissory note at 8%. **Seller** is headed by Larry Langford Jr., and is licensee of WLLJ(AM) Cassopolis, Mich. **Buyer** is headed by Gary B. Mailerme and is licensee of WTVB(AM)-WNWN(FM) Coldwater, WHEZ(AM) Portage, all Michigan. WUBU is allocated to 96.5 mhz with 3 kw and antenna 321 feet.

WAVG(AM) Louisville, Ky. □ Sold by Radio One of Louisville Inc. to Sunnyside Communications Inc. for \$425,000. Terms: \$403,750 cash at closing and \$21,250 escrow deposit. **Seller** is headed by Thomas M. Duddy, receiver, and is also licensee of WLRS(FM) Louisville, Ky. **Buyer** is headed by Charles J. Jenkins (9.52%), Corum Enterprises Inc. (9.52%), E.H. Hughes Co. Inc. (9.52%), Citizens Fidelity Bank & Trust Inc. (4.76%) and 10 other directors, and is licensee of WXVW(AM) Jeffersonville, Ind. WAVG is fulltimer with oldies format on 970 khz with 5 kw. **Broker:** Edward Henson Jr.

WCUM(AM) Bridgeport, Conn. □ Sold by Jose C. Lugo to Pablo de Jesus Colon for \$375,000 on terms, in transfer within licensee Radio Cumbre Broadcasting Inc. Principals have no other broadcast interests. WCUM is fulltimer with Spanish news talk format on 1450 khz with 1 kw.

SOLD!

WAVA(FM), Washington, D.C., has been sold by Emmis Broadcasting to Salem Communications Corporation for \$20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,197,417 □ 10
FM's □ \$875,301 □ 10
AM-FM's □ \$1,056,500 □ 3
TV's □ \$3,000,000 □ 1
Total □ \$7,129,218 □ 24

Year to Date:

AM's □ \$50,058,085 □ 130
FM's □ \$113,589,073 □ 137
AM-FM's □ \$130,164,087 □ 97
TV's □ \$267,499,000 □ 40
Total □ \$561,310,245 □ 404

For 1990 total see Jan. 7, 1991 BROADCASTING.

FOCUS ON FINANCE

Media stocks were mostly down, in week in which large-cap stock averages were off roughly 1%, while smaller stock indices declined 2%-3%. Highly leveraged issues, in particular, suffered during week ending last Wednesday. Among them: News Corp., down 10% to 11¼, and Jones Intercable, down 12% to 8½. Ackerly Communications, which announced last Wednesday end to Seattle arena building plans, was off ¾ to 2¼. WPP Group fell 14% in week of

annual meeting, at which agency holding company disclosed that second-quarter operating margins were continuing to decline. Time Warner fell again, 3%, during week in which company received continuing negative publicity concerning its rights offering. Eighty-percent-owned affiliate American Television and Communications also fell, 11%, to 35¾. Other stocks noticeably off for week included Pulitzer, Lee Enterprises and Viacom.

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.

BROADCASTING

	Closing Wed Jun 26	Closing Wed Jun 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
A (BHC) BHC Comm.	52	1/4 53	3/4	- 1 1/2	-02.79	-6 1,471
N (CCB) Cap. Cities/ABC	440	1/2 455		-14 1/2	-03.18	17 7,382
N (CBS) CBS Inc.	160	1/8 162	1/2	- 2 3/8	-01.46	71 2,119
A (CCU) Clear Channel	14	3/4 14	3/4		00.00	-245 84
O (JCOR) Jacor Commun.	2	3/4 2	3/4		00.00	-3 27
O (OSBN) Oshorn Commun.	7	7			00.00	-9 48
O (OCOMA) Outlet Comm.	7	1/2 7	3/4	- 1/4	-03.22	-11 49
N (PL) Pinelands	13	3/4 14	7/8	- 1 1/8	-07.56	-37 234
A (PR) Price Commun.	15/16	3/8	9/16		150.0	8
O (SCRIP) Scripps Howard	43	43			00.00	19 444
O (SUNNC) SunGroup Inc.	3/4	3/4			00.00	-1 1
O (TLMD) Telemundo	3	3/4 3	1/4	1/2	15.38	-1 85
O (UTVI) United Television	29	29	1/4	- 1/4	-00.85	3 315

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	31	31	1/8	- 1/8	-00.40	23 580
A (AK) Ackerly Comm.	2	1/4 2	7/8	- 5/8	-21.73	-2 34
N (AFL) American Family	20	5/8 20	3/4	- 1/8	-00.60	13 1,679
O (ACOMA) Assoc. Comm.	12	1/2 15		- 2 1/2	-16.66	21 233
N (CCN) Chris-Craft	26	26	3/4	- 3/4	-02.80	10 670
O (DUCO) Durham Corp.	32	1/2 32	7/8	- 3/8	-01.14	16 274
N (GCI) Gannett Co.	42	3/4 41	3/8	1 3/8	03.32	19 6,796
N (GE) General Electric	73	1/2 74	1/4	- 3/4	-01.01	14 64,174
O (GACC) Great American	1	3/4 1	7/8	- 1/8	-06.66	62
A (HTG) Heritage Media	3	3/4 4		- 1/4	-06.25	-5 169
N (JP) Jefferson-Pilot	42	1/2 42	3/8	1/8	00.29	9 1,467
N (LEE) Lee Enterprises	25	7/8 28		- 2 1/8	-07.58	13 596
N (LC) Liberty	41	3/4 44	3/8	- 2 5/8	-05.91	13 327
O (LNB) LIN	58	59	1/4	- 1 1/4	-02.10	-13 2,979
N (MHP) McGraw-Hill	59	1/8 60	3/8	- 1 1/4	-02.07	17 2,892
A (MEGA) Media General	21	1/8 21		1/8	00.59	21 546
N (MDP) Meredith Corp.	27	5/8 28	1/2	- 7/8	-03.07	15 464
O (MMEDC) Multimedia	28	1/8 29		- 7/8	-03.01	20 973
A (NYA) New York Times	24	1/8 24	3/8	- 1/4	-01.02	34 1,864
N (NWS) News Corp. Ltd.	11	3/4 13		- 1 1/4	-09.61	7 3,154
O (RC) Park Commun.	15	3/4 15	7/8	- 1/8	-00.78	18 326
O (PLTZ) Pulitzer Pub.	22	1/4 24		- 1 3/4	-07.29	21 233
O (SAGB) Sage Bsg.	1	3/4 1	3/4		00.00	-1 6
O (STAUF) Stauffer Comm.	117	117			00.00	39 117
N (TMC) Times Mirror	29	7/8 30	1/4	- 3/8	-01.23	24 3,838
N (TRB) Tribune Co.	43	1/8 43	7/8	- 3/4	-01.70	30 2,766
A (TBSA) Turner Bestg. 'A'	13	1/2 13	7/8	- 3/8	-02.70	-32 2,014

	Closing Wed Jun 26	Closing Wed Jun 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
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N (WPO) Washington Post	227	223	1/2	3 1/2	01.56	18 2,696
N (WX) Westinghouse	28	5/8 28	5/8		00.00	53 8,288

PROGRAMING

O (IATV) ACTV Inc.	2	3/8 2	3/8		00.00	2
O (AACI) All American TV	1	1	1/2	- 1/2	-33.33	1
N (CRC) Caroleo Pictures	8	7/8 7	7/8	1	12.69	18 238
O (DCPI) dick clark prod.	4	3/4 5		- 1/4	-05.00	25 39
N (DIS) Disney	111	7/8 113	3/4	- 1 7/8	-01.64	19 14,534
A (FE) Fries Entertain.	7/16	9/16		- 1/8	-22.22	2
A (HHH) Heritage Ent.	13/16	11/16		1/8	18.18	6
N (HSN) Home Shop. Net.	4	5/8 5	1/8	- 1/2	-09.75	17 403
O (IBTVA) IBS	1	1			00.00	12 3
N (KWP) King World	30	30			00.00	13 1,136
O (KREN) Kings Road Ent.	5/16	5/16			00.00	-1 1
N (MC) Matsushita	117	1/2 117		1/2	00.42	14 244,427
A (NNH) Nelson Holdings	13/16	1		- 3/16	-18.75	3
O (NNET) Nostalgia Net.	9/16	1/2	1/16		12.50	3
N (OPC) Orion Pictures	3	7/8 3	7/8		00.00	-8 87
N (PCI) Paramount Comm.	39	1/2 40	3/4	- 1 1/4	-03.06	20 4,647
N (PLA) Playboy Ent.	6	6			00.00	66 111
O (QNTXQ) Quintex Ent.	1/8	1/8			00.00	2
O (QVCN) QVC Network	12	1/8 13	3/8	- 1 1/4	-09.34	-12 211
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-6 85
O (RPICA) Republic Pic. 'A'	8	1/8 8	1/2	- 3/8	-04.41	47 34
A (SP) Spelling Ent.	4	3/4 4	3/4		00.00	33 156
O (JUKE) Video Jukebox	5	3/4 5	1/2	1/4	04.54	-44 60
O (WONE) Westwood One	2	1/2 2	3/8	1/8	05.26	-1 37

CABLE

A (ATN) Acton Corp.	4	3	7/8	1/8	03.22	5
O (ATCMA) ATC	35	3/4 40	1/4	- 4 1/2	-11.18	30 3,898
A (CVC) Cablevision Sys. 'A'	26	26	7/8	- 7/8	-03.25	-2 582
A (CTY) Century Comm.	8	8	3/4	- 3/4	-08.57	-8 563
O (CMCSA) Comcast	13	3/4 14	1/2	- 3/4	-05.17	-8 1,589
A (FAL) Falcon Cable	7	3/8 7	5/8	- 1/4	-03.27	-4 47
O (JOIN) Jones Intercable	8	1/2 9	5/8	- 1 1/8	-11.68	-2 101
N (KRI) Knight-Ridder	50	1/4 53	1/2	- 3 1/4	-06.07	18 2,485
T (RCIA) Rogers 'A'	12	12	1/4	- 1/4	-02.10	-9 389
O (TCAT) TCA Cable TV	15	15	1/2	- 1/2	-03.22	62 367
O (TCOMA) TCI	13	3/4 13	5/8	1/8	00.91	-16 4,921
N (TWX) Time Warner	89	1/8 92	1/4	- 3 1/8	-03.38	-6 5,122
O (UAECA) United Art. 'A'	13	3/8 13	5/8	- 1/4	-01.83	-10 1,878
A (VIA) Viacom	25	1/8 27		- 1 7/8	-06.94	-35 2,681

May 6, 1991

Great American Communications Company

has sold its 14 million shares of Class A Common Stock and
250,000 shares of Series I Cumulative Preferred Stock in

Spelling Entertainment Inc.

to

The Charter Company

*The undersigned acted as financial advisor to The Special Committee of the Board
of Great American Communications Company in this transaction.*

Lehman Brothers

INSURING THE FIFTH ESTATE

Underwriters for Lloyd's of London hope to find business in insuring sporting events, ratings and promotion on broadcasting and cable

American Specialty Underwriters Inc. (ASU), an insurance underwriter for Lloyd's of London, thinks the time is right to bring contingency insurance to the Fifth Estate, and not just for sporting events, which has been done.

ASU is rolling out, among other things, "ratings disaster insurance." Three months ago, ASU hired Peter Fox, one of the original executive producers for ESPN and, most recently, president of National Idea Network, a promotion and marketing company, as marketing counsel to pitch the idea to broadcasters and cablecasters.

William Hubbard, director, contingency division, ASU, said the idea came to him while reading about CBS and losses it suffered on baseball, in general, and the four-game World Series, in particular: "Why not give networks sweep insurance for sporting events? If you don't get the fifth game, we'll indemnify you that pre-set amount of advertising

revenue that would be lost."

While insuring network promotion contests is common, as is insuring events such as the Olympics, providing specific insurance against a sweep in a sports series or poor ratings may be a first. For example, Fox said, insurance could help out a network or station that promises advertisers a 10 rating but delivers only a 6.5 or a 6. If the ratings for the show were only slightly off, no insurance coverage would be provided. Said Fox: "We saw what happened to ratings during the war [except for CNN's] and what happened to World Series ratings two years ago during the San Francisco earthquake. Sooner or later, it comes to a point where unless something develops a decent audience, money will be lost."

The same insurance could also be applied to sports, Fox said. "NBC is selling its NBA inventory right now based on last year's numbers. What if, next year, the series is between two small-

town teams? How do you promote that? That is a risk, and that is our game."

ASU is calling broadcasters for reaction to the plan. John Miller, executive vice president, marketing, NBC, has talked to ASU about insuring and/or enhancing promotion efforts. As for insuring ratings, Miller said that at "the very high end of risk [a sports series], there could be a market for this."

David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, said the idea is "intriguing," but he wonders if it is necessary for everyday programming, since the networks—through the system of make-goods—have a form of self-insurance inherent in the system. He said insurance could work in a large sporting event when often it is more a function of the number of games than ratings.

ASU will have its work cut out. Besides convincing the Fifth Estate its services are needed, Lloyd's of London last week reported its first loss in 21 years. —JF

STOCK INDEX (CONT.)

	Closing Wed Jun 26	Closing Wed Jun 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	93	1/4	96	1/8	- 2	7/8	- 02.99	16	20,499
N (ARV) Arvin Industries	23	7/8	25	1/2	- 1	5/8	- 06.37	18	448
O (CCBL) C-Cor Electronics	5	1/2	6	1/8	-	5/8	- 10.20	550	24
O (CTEX) C-Tec Corp.	14		14	1/4	-	1/4	- 01.75	-17	230
N (CHV) Chyron		1/4		5/16	-	1/16	- 20.00		2
A (COH) Cohu	10	5/8	10	5/8			00.00	8	20
N (EK) Eastman Kodak	39	7/8	40	1/4	-	3/8	- 00.93	18	12,944
N (HRS) Harris Corp.	26	1/8	27	3/4	- 1	5/8	- 05.85	37	1,015
N (IV) Mark IV Indus.	12	7/8	12	7/8			00.00	7	183
O (MATT) Matthews Equip.	3	7/16	3	7/8	-	7/16	- 11.29	171	20
O (MCDY) Microdyne	9	1/8	10	1/4	- 1	1/8	- 10.97	-14	37
N (MOT) Motorola	67	3/4	64	1/2	3	1/4	05.03	18	8,922
A (PPI) Pico Products		3/4		3/4			00.00		2
N (SFA) Sci-Atlanta	12	7/8	13	1/8	-	1/4	- 01.90	8	290
N (SNE) Sony Corp.	44	1/4	43	3/8		7/8	02.01	21	14,687
N (TEK) Tektronix	26	1/2	25		1	1/2	06.00	-24	772
N (VAR) Varian Assoc.	42	1/2	46	1/8	- 3	5/8	- 07.85	96	804
O (WGNR) Wegener	1	1/8	1	1/8			00.00	-2	8
N (ZEN) Zenith	7	1/4	6	7/8		3/8	05.45	-2	211

	Closing Wed Jun 26	Closing Wed Jun 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
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SERVICE

O	(AFTI) Am. Film Tech.	5	5/8	4	1/2	1	1/8	25.00	60		
O	(BSIM) Burnup & Sims	8	3/8	7		1	3/8	19.64	-25	105	
A	(CLR) Color Systems	3	3/8	3	1/2	-	1/8	-03.57	-4	35	
N	(CQ) Comsat	28	3/4	29	7/8	-	1	1/8	-03.76	-31	537
N	(CDA) Control Data	10	1/2	11	1/8	-	5/8	-05.61	87	446	
N	(DNB) Dun & Bradstreet	47	1/2	47	3/8		1/8	00.26	17	8,484	
N	(FCB) Foote Cone & B.	24	1/2	26		-	1	1/2	-05.76	11	267
O	(GREY) Grey Adv.	138		141		-	3	-02.12	12	155	
O	(IDBX) IDB Commun.	8	3/4	9	1/4	-	1/2	-05.40	79	55	
N	(IPG) Interpublic Group	41	1/4	42	3/4	-	1	1/2	-03.50	17	1,515
N	(OMC) Omnicom	28	3/8	29		-	5/8	-02.15	14	795	
O	(RTRS) Reuters	38	1/8	38	5/8	-	1/2	-01.29	13	16,537	
N	(SAA) Saatchi & Saatchi	15/16		15/16				00.00		148	
O	(TLMT) Telemation		1/4		1/4			00.00		1	
O	(TMCI) TM Century		7/32		7/32			00.00		4	
A	(UNV) Unitel Video	8	5/8	8	5/8			00.00	11	13	
O	(WPPGY) WPP Group	3	7/8	4	1/2	-	5/8	-13.88	1	159	

Standard & Poor's Industrials	443.17	447.34	-4.17	-1.0%
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CABLE

CNN: WHERE HAVE ALL THE VIEWERS GONE?

To get audience back and continue to grow the network, CNN is looking to economic help from advertisers, cable operators and even CBS

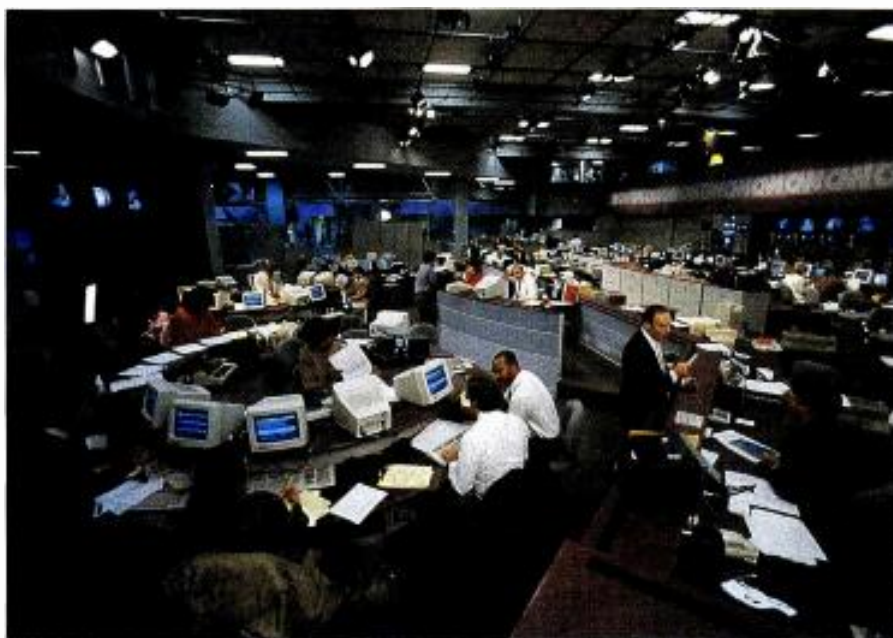
CNN soared to a viewing peak during the Persian Gulf war. While not to say it has come crashing down since, the network's ratings have quickly gone back to pre-war levels. The new viewers that came so quickly to CNN during the war seem to have left the same way, and although CNN may not say it formally, it is intent on getting those viewers back. To do so, it will need money for programming to help woo them. As of recent months, some of the designated growth areas have been stunted. The network will be looking to advertisers, cable operators and possibly CBS to help it out in the coming months.

Publicly, CNN does not seem too disturbed about the ratings drop, and says it is not going to get those viewers back by risking alienating its loyal following or compromising its news judgment. "If you start worrying over what makes you popular, you skew your news decisions," said Ed Turner, executive vice president of newsgathering. "We're going to continue to cover what we consider important and interesting."

But ratings are not forgotten. CNN President Tom Johnson established a formal programming committee on May 22, meeting about once every 10 days; its goal, according to one network source, is to come up with programming ideas that will boost ratings, although Turner writes off the idea that the committee was formed to raise ratings. Sitting on the committee are Johnson; Turner; Headline News chief Jon Petrovich; Gail Evans, vice president of CNN's booking and research department; Bob Furnad, vice president and senior executive producer, and Lou Dobbs, business news managing editor.

After the war, what next?

Twenty-four-hour ratings before the war were averaging about a .7 rating/2.2 share in CNN's universe of 57 million homes, for a reach of 404,000 households. During the 42-day war, CNN's 24-hour rating averaged a 4.3/12.3, and reached 2,458,000 cable homes. By



April, ratings were back down to a .7/2.2, and in May ratings were a .6/1.9, reaching 332,000 households, the same ratings level as in May 1990.

Ratings may be back down to pre-war levels because there's "a burnout" from all the news, according to Turner. "When the news tempo resumes its normal pace, people will come back," he said. "When we have the next major news event in the world, we'll see a resurgence."

That is exactly CNN's problem, say many industry watchers, who believe CNN can only make a mark during the biggest, infrequent news events. One in-

CNN's newsroom (above) is quieter than it was during the war, and the network is looking to invigorate its news programming. One way it hopes to reattract viewers who deserted the network when the war ended is with in-depth reports such as the Special Assignment Unit's recent piece on the Ethiopian famine (left).

dustry observer dubs CNN "the disaster network," attracting viewers only when a major calamity happens. According to the observer, "They can't change that, but they can have a cost structure that expands and contracts with the blips in news." One way would be to combine CNN and Headline News and have HL News's short-form programming during the day and CNN's long form at night, noted the source. But as CNN's Ed Turner pointed out, "If we get out of the 30-minute newswheel business, someone else will get in it."

The awaited talks between CNN and CBS could also help with the cost structure, particularly if there is a sharing of news bureaus, according to the observer. But despite talk of combining bureaus, Turner said, "I don't see a combination of bureaus. We're adding bureaus and they're cutting back."

No date for a conversation between the two networks has been scheduled since a May meeting was postponed, but it is still expected to happen. "I'm curious and we await the talks," said Turner. But he said he does not expect an association, if any comes together, to be too encompassing. "What can actually occur is pretty limited. We know how to do things they don't do. We're 24 hours. They're a highly polished 30-minute newscast."

Growing plans

CNN says it will continue with its growth plans, despite what happens with CBS. Right after the war, CNN discussed plans for an additional permanent bureau in the Middle East, perhaps reopening its Beirut office (Cairo and Jerusalem bureaus are already established), as well as additional bureaus in Central Europe, the Southern Asian rim and Africa within the next few months (BROADCASTING, March 11). Turner said those plans are still in effect, although none have yet materialized. All

that has happened so far is the closing of CNN's temporary Kuwait bureau, which was opened after the war.

Another area that was targeted for growth is the investigative Special Assignment Unit, formed at the end of 1989. A profile of the unit last fall by the *Columbia Journalism Review* (September/October 1990 issue) listed 28 staffers, with more hires expected. Today, there are 25 staffers, with no immediate plans to expand the unit. The unit delivers on average three 8- to 10-minute pieces a week, and "someday we would love to be an hour magazine show," said John Lane, senior manager and senior editorial producer of the unit. "I hope that happens soon." Turner said that "at some point when they have enough [material], we'll turn it into a magazine show." But, as Lane pointed out, more news segments and an hour-long show cannot happen until the unit gets more funding and a larger staff.

With high-profile reports on such subjects as Manuel Noreiga and the savings and loan crisis, Special Assignment has

already given some cachet to the network, which has faced some criticism for its lack of in-depth coverage. CNN has not been able to dodge that criticism, valid or not, in its 10 years, and that "is the most maddening aspect of this job," said Turner. "We do more opinion, commentary and presentation than all the broadcast networks combined and tripled."

Although it spent \$18 million on its war coverage, CNN seems to have weathered the storm better than the three broadcast news divisions, which each spent upwards of \$40 million. Thanks to higher ratings that brought in higher ad rates (30-second spots jumped from \$5,000 to \$20,000 during the war), CNN saw revenues jump 20% in the first quarter, although operating income dipped nearly 12%, from \$34.8 million to \$31.1 million. During that time CNN did not raise cost-per-thousand (CPM) prices, but did not discount the possibility of doing so at some point.

With CNN's ratings dropping back to pre-war levels, unit pricing has also dropped back. But the network continues to try to raise CPM levels, according to Bart McHugh, senior vice president, director of national TV and radio, DDB Needham. "They're looking for parity with broadcast [for CPM rates], but they've got to realize they are still within the cable universe. When they reach 100% [of TV households] then they'll get parity," he said. McHugh added, "I'm not going to pay a premium for the sake of paying a premium because they are CNN."

CNN now is looking to get money from cable operators, and is asking for a one- to two-cent rate increase per subscriber, which would bring in an additional \$7 million to \$15 million per year ("Closed Circuit," June 24). The ability to get that money "clearly will have an impact on what CNN can do and how it can grow," said Mark Riely, partner with the investment research firm of MacDonald Grippo Riely. CNN's increase last year was a penny, and Riely predicted "they won't have a problem getting the money now." It's certainly cheaper than the six to seven cents per subscriber per month for up to six months that CNN had tried and failed to get from cable operators in February to help defray war coverage costs.

What CNN economically will be able to do over the next few months will be based largely on how well it does in the upfront advertising market and in the third and fourth quarters, according to Riely. Upfront may not be as good for CNN as it might have hoped. Cable networks, just beginning to dip their toes

GIANT STEP FOR MSG

MSG Network has snagged ex-New York Giants head coach Bill Parcells (l) as co-anchor of a new series, *Around the NFL*, which it is distributing in conjunction with Prime Network. The 22-episode weekly program premieres August 30 with Parcells serving as studio analyst and ex-CBS and current WFAN(AM) analyst Mike Francesca (r) serving as host of the hour-long show. Through a license arrangement with Prime, the show will be seen in 24.8 million Prime-affiliated cable homes.

Around the NFL, which will feature discussion on upcoming NFL games and weekly guests, will not be cheap to produce. The production price tag is



about \$1 million a game, and the word is Parcells is getting about \$200,000 and Francesca upwards of \$100,000. So with costs totalling \$22.3 million, MSG needed to get national distribution for the show, which it found in Prime Network. The program will be cablecast in prime time on Friday, with the time left to the regional sports' network choice. The program will actually be aired initially at 1 a.m. early Friday morning, so the regional networks can tape the show from the satellite and air it at their convenience. The program will also be re-aired Saturdays at 6 p.m. and Sundays at noon. It is being produced by Sports Marketing & Television International Inc., based in Greenwich, Conn.

into the upfront waters, may find the temperature a bit tepid, as they try to convince unwilling media buyers to cough up CPM increases.

But CNN has never been a network that has been dripping in cash, and it has learned to cope in that environment. "News is a longterm investment," said Turner. "And for this to be a truly global network, it must grow."

Taking care of business news

One way CNN is going global is with its business news. Along with the *Financial Times of London*, CNN started an international business show last year. But the amount of business programming is likely to stay the same as it has over the last two years, roughly 15% of overall programming. "My focus now in terms of growth is qualitative," said Lou Dobbs, business news managing editor. But Turner Broadcasting System Chairman Ted Turner has always had an eye on business news. He was held back by the cable operators on TBS's board in trying to acquire Financial News Network in 1989, although he didn't make a play for the network when it was sold to CNBC this year. As for CNN and Turner getting into the business news business on its own, or trying to buy CNBC, Dobbs said, "categorically, Ted [Turner] would like to own everything. But it's a matter of priorities." There are no plans now to get into business news full time or change the business news programming strategy, according to Dobbs.

Said Ed Turner: "As a practical mat-

ter, I don't think CNBC would be for sale. [NBC President] Bob Wright has wanted a foot in cable for so long." As for CNN starting its own business channel, Turner said: "it may be more likely the other way around"—that CNBC

may, as CNN has long feared, be trying to break into the 24-hour general news business. CNN may be chasing the broadcast networks, but the networks may be chasing CNN from more than one direction.

-SDM

HAUSER WOOS PAY SUBS WITH 35 CENT OFFER

Hauser Communications' Montgomery County, Md., system has instituted a new telemarketing campaign to entice new pay subscribers, giving customers a chance to purchase any pay service for 35 cents per day during a 30-day trial period.

The aim, said Phil Roter, vice president, sales and marketing, is to improve the price-value relationship of pay services in the minds of subscribers. The 35 cents per day breaks down to the daily cost of a pay service, but compares favorably with renting a movie for \$2 or \$2.50.

Hauser plans to offer the service only through its telemarketing department several times a year. "Obviously, we hope they will keep the product," he said.

Roter said the company is achieving a 12% closing rate in getting customers to try at least one pay service. Because the system is addressable, customers are turned on and off with the flip of a switch. No service costs are involved.

A Showtime spokesman said the experiment was "a good marketing idea. We advocate operators make as aggressive price point promotion as they can." Anything that increases sampling is bound to help the pay business. An HBO spokesman said the 35 cent offer falls within the bounds of various offers operators can use at their discretion.

One operator who has looked at the 35 cent offer said their research found that there "is not an overwhelming demand for it." Its use also raises the question of whether operators encourage frequent turn-ons and turn-offs, or whether the offer complicates the choices a subscriber already has.

But Roter said creating a pay-per-day concept is the first step in how cable will be offered in the future. After an entry-level service tier, subscribers will have a much wider variety of choices available to them.

Hauser's test follows on the heels of a test underway by Continental Cablevision in one of its California systems.

CABLECASTINGS

QVC LAUNCHES FASHION CHANNEL

QVC Network will convert the second shopping channel it operates (formerly JCPenney Television) to the QVC Fashion Channel beginning Oct. 1.

The initial reach of the new channel will be seven million homes, and it will feature eight hours of live programming—fashion apparel, jewelry and accessories—followed by 16 hours of repeat programming. By January, the service will carry 16 hours of live programming. QVC said fashion programming will also continue on the main network, but exactly how much, and what particular products

will be on the new service, haven't been decided.

ON TAP AT HBO

Sessions is the new series comedian/actor Billy Crystal has created for HBO. Crystal will serve as executive producer and writer for the show, which debuts later this year with an initial commitment for six episodes. It will star Elliot Gould as the psychiatrist and Michael McKean as his patient, a man in his 40's going through a mid-life crisis.

In other HBO news, it outperformed the three broadcast networks in HBO homes Saturday and Sunday, June 15 and 16. Those two nights featured the premiere

of HBO's third season of *Tales from the Crypt* and the premiere of its original movie *Without Warning: The James Brady Story*.

LAUGH METER

Comedy Central has signed a multi-year metering agreement with Nielsen's people meter service. The deal goes into effect October 1, and ratings will be available for fourth quarter. Comedy Central, with 18 million cable subscribers, becomes the 26th cable network to subscribe to Nielsen.

The network also launches in Manhattan today (Monday, July 1) and is landing in the Big Apple with an intensive four-week broadcast television ad campaign.

WASHINGTON

COURT FINDS 'FIRST' NO SHIELD FROM SOURCE SUITS

In 5-4 decision, majority says media may not break promises without risking consequences; minority puts First Amendment before such promises

The First Amendment offers little, if any, protection to news organizations that break promises of confidentiality to sources, the Supreme Court ruled Monday (June 24).

In *Cohen v. Cowles Media*, the Court ruled 5-4 that news organizations cannot commit promissory estoppel (breaking promises) without legal consequences, and held that the First Amendment does not render moot "laws of general applicability."

Justice Byron H. White, writing for the majority, said Minnesota law does not "target or single out" the press for exclusion to laws "generally applicable to the daily transactions of all the citizens...the First Amendment does not forbid [such laws'] application to the press."

White, who was joined by Chief Justice William H. Rehnquist and Justices John Paul Stevens, Antonin Scalia and Anthony M. Kennedy, said the "First Amendment does not confer on the press a constitutional right to disregard promises that would otherwise be enforced under state law...Minnesota law simply requires those making promises to keep them."

The case stems from a suit brought against two Minnesota newspapers by Dan Cohen, a Minneapolis-based public relations consultant working for then-Minnesota gubernatorial candidate Wheelock Whitney (Independent Republican). In exchange for a promise of confidentiality, Cohen told reporters from the *Star Tribune* of Minneapolis, the *St. Paul Pioneer Press Dispatch*, the Associated Press (AP) and WCCO(TV) Minneapolis that Marlene Johnson, democratic Farm Labor candidate for lieutenant governor in 1982, had once been arrested and convicted of shoplifting \$6 worth of sewing material (the conviction was later vacated), and that Johnson had been arrested on three counts of unlawful assembly for protesting hiring practices by municipal construction contractors (those charges were dismissed).

Editors at the the two newspapers decided that the public had a right to know the identity of the source and his link to the Whitney campaign. Cohen was fired from his job the day the stories ran. AP and WCCO chose not to run the story.

Cohen was awarded \$700,000 (\$200,000 compensatory damages and \$500,000 punitive) by the trial judge, but a Minnesota appeals court threw out the punitive award, leaving Cohen with \$200,000. The State Supreme Court overturned the appeals court decision entirely on First Amendment grounds. The Supreme Court has remanded the case back to the Minnesota Supreme Court to consider whether the state Constitution or other Minnesota laws protect the papers from paying compensatory damages.

When the oral arguments were heard last February ("In Brief," April 1), Gannett, Times Mirror, The New York Times, the American Newspaper Publishers Association, the American Society of Newspaper Editors and AP asserted in an *amicus* brief that news organizations must have the flexibility to break promises of confidentiality because such promises are usually given before the nature of the information is known.

White said such consequences are "incidental and constitutionally insignificant." He also cited a 1972 decision, *Branzburg v. Hayes*, in which the Court said reporters could be forced to reveal their source's identity (or other information) when subpoenaed to do so. However, the Court has adopted the condition that all other methods of obtaining the information must have been exhausted before a subpoena will be issued.

Justice David H. Souter, who wrote the dissenting opinion, said: "The state's interest in enforcing a newspaper's promise of confidentiality [is] insufficient to outweigh the interest in unfettered publication of the information revealed in this case."

Souter said Cohen's leak reflected on his character, "which in turn could be

taken to reflect on the character of the candidate who had retained him as an adviser." He said that if Cohen's character became an issue in Whitney's campaign, "I am ready to assume that it would be to the greater public good."

Souter, joined by Justices Harry A. Blackmun, Thurgood Marshall and Sandra Day O'Connor said, "Freedom of the press is ultimately founded on the value of enhancing such discourse for the sake of a citizenry better informed and thus more prudently self-governed."

-PJS

MPAA OPPOSES GIVING LENDERS SECURITY INTEREST IN FCC LICENSE

The Motion Picture Association of America said the FCC should not allow lenders to take a secured interest in FCC licenses.

Earlier in the year, Hogan & Hartson petitioned the FCC to allow a lender to take a "security" third-party interest in an FCC license as collateral for a loan. The Washington law firm claimed the rule change would improve the tight lending market and would serve the public interest (BROADCASTING, March 4). Comments filed in response to the Hogan & Hartson petition from bankers and other lenders, which have so far supplied the majority of the comments, were overwhelmingly supportive of it ("In Brief," April 29).

But the MPAA, which filed its comments June 21, said: "No adverse consequences to the public have resulted from [the current] state of affairs."

In fact, MPAA said "the prohibition

on the grant of a security interest in FCC licenses has provided an important incentive to unsecured lenders to provide goods and services to broadcast stations. The law has encouraged all creditors to work with broadcasters in financial distress and has thereby promoted continuity of service to the public."

MPAA added: "Hogan & Hartson argues that the change is necessary to provide fresh capital to broadcasters. But the [lenders'] true motivation is revealed by their argument that the commission should declare retroactively that its law permits the grant of a security interest in an FCC license. Obviously, a retroactive change in the law is not necessary to encourage new loans."

MPAA said, "It is not uncommon for a television station to owe millions of

dollars in long-term liabilities to program suppliers.... It is only now during the current recession that the banks are clamoring for additional protection to be retroactively granted that would give them priority over programmers and other lenders that are as much at risk as the primary lenders in the current economic environment."

The bankruptcy case often cited by secured interest proponents, *Oklahoma City Broadcasting Co., d/b/a KGMC-TV*, actually demonstrates that such security would not be in the public interest, MPAA said.

While in Chapter 11 in 1989 the only offers to purchase the station were for the station's assets because would-be buyers either had an interest in, or intended to buy, other Oklahoma City in-

dependents, consolidate them and return the left-over licenses, including KGMC-TV's, to the FCC. Oklahoma City is said by some, including the bankruptcy judge, to be overserved by independent stations. Because the various offers for KGMC-TV did not intend to keep the station as "a going concern," the bankruptcy court said that lenders' claims were worth no more than the liquidation value of the station's assets.

MPAA said that "a secured creditor's inability to obtain a security interest in the FCC license for KGMC-TV appears to have contributed to the ultimate transfer of control of the license to a broadcaster who intended to maintain service to the community, rather than a sale of the assets to a competing station and a surrender of the license." **-PJS**

NAB'S FRITTS: FAIRNESS DOCTRINE UNDER FIRE

At Hill hearing on must carry, reimposition of doctrine that would require broadcasters to air both sides of an issue, NAB president asks: 'Where are journalistic disasters that have befallen our nation in its absence?'

Historically, the National Association of Broadcasters has taken a practical view of staunch, public support—on Capitol Hill, at least—to block reimposition of the fairness doctrine. NAB officials have been careful about alienating several key senators and congressmen, such as Senate Communications Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.), both strong fairness doctrine advocates who control broadcast legislation.

But at a hearing two weeks ago on must carry for Home Shopping Network stations, the agenda was broadened to include both broadcasters' public interest requirements and S.217, introduced by Hollings that would reimpose the fairness doctrine into law. (Hollings, however, was not present at the hearing.)

And that agenda gave NAB President Eddie Fritts a forum not only to talk about broadcasters' fulfillment of FCC public interest rules, but also the fairness doctrine. In his oral testimony, Fritts said that while the fairness doctrine still applies to valid issues, "the broadcast press should operate with the equivalent standards of the printed press." The fairness doctrine puts the government in the newsroom to some degree, he said, and he raised the possibility that different citizen groups may have different



NAB's Eddie Fritts argues for broadcasting parity with print

views on whether a broadcaster aired both sides of an issue, which could chill broadcasters' coverage of controversial topics.

In his written testimony, Fritts went further. "NAB opposes this bill," he wrote. "In practical terms, the fairness doctrine is unnecessary. It almost certainly is unconstitutional, as well."

Fritts wrote that few people disagree with the goal of the fairness doctrine that broadcasters address both sides of con-

troversial issues. "Whether this should be a matter of sound journalistic practice or be imposed on broadcasters through regulation or legislation, however, is itself a highly controversial issue," he said.

But Fritts said broadcasters have been without the doctrine for four years. If the doctrine is so vital, he said, "where are the journalistic disasters that have befallen our nation in its absence?" he wrote. Broadcasters, like their print colleagues, "exercise responsible editorial discretion in the dissemination of news and public interest programs. The federal government does not need to insert itself into broadcast newsrooms across the nation."

"The fairness doctrine is an anachronism. It harkens back to a broadcasting era that is gone forever. In addition, it represents unnecessary and intrusive government regulation. Current law and regulation, plus the discipline of the marketplace, are more than sufficient to insure that broadcasters fulfill our obligations to serve the public interest," Fritts said.

Fritts was backed by the Radio-Television News Directors Association. Its general counsel, J. Laurent Scharff, said that in the four years without the doctrine, "we have not seen any report that credibly claims a significant new level of unfairness or that shows that the fairness doctrine would cure the perceived

problem. Most complaints come down to differences in news judgment, not intentional unfairness or any other kind of unfairness actionable under the fairness doctrine."

Scharff argued that the fairness doctrine had a chilling effect on broadcasters, and that has only increased since the Congress has increased the maximum fines the FCC can levy on broadcasters. "Forfeitures of up to \$250,000 could be assessed by the FCC for broadcasters' guessing wrong about the extent of their

vague obligations under a revived fairness doctrine," he said.

Association of Independent Television Stations President Jim Hedlund, in his testimony, said INTV takes a more pragmatic approach. "While we agree with previous FCC findings that the doctrine may, in fact, chill coverage of controversial issues of public importance, we also understand the importance of this issue as it relates to our public interest obligations. INTV believes that its member stations are already providing

balanced coverage of these issues in their communities. While we may not feel regulations are necessary, INTV is not opposed to S. 217, which would re-establish the fairness doctrine."

Fritts received support from Republican senators Robert Packwood (R-Ore.) and Conrad Burns (R-Mont.). Packwood said: "I hope we can do without the fairness doctrine." Burns said: "Fairness is in who defines it," in expressing his "reservations" about opening up a fairness doctrine debate. —MS

WASHINGTON WATCH

AD ATTACK

The Association of National Advertisers called the Senate Labor and Human Resources Committee approval of the National Cancer Act, S. 1088, "outrageous," complaining that the committee failed to hold hearings. ANA President DeWitt Helm said: "This lack of due process is totally undemocratic." A hill staffer said, however, that the Freedom to Advertise Coalition was represented in hearings on a "very similar bill" in 1990. ANA said the bill authorizes "unconstitutional" restrictions on outdoor and transit tobacco ads based on content and gives states the right to require "additional and conflicting warnings" in tobacco ads, undermining existing federal warning requirements. The restrictions, said ANA, set a "dangerous precedent" for other media.

NUGGETS FOR SALE

Comsat Video Enterprises is seeking a buyer for a minority interest in its two-thirds share of the Denver Nuggets NBA team. It would prefer a Denver-based investor. The sale of less than 50% of its interest in the team would not change the original intent to position CVE as a leading sports pay-per-view provider, said Comsat spokesman Dick McGraw. CVE obtained a majority interest in October 1989 for \$18 million plus assumed debt on the total \$54 million

sales price. Bertram Lee and Peter Bynoe remain managing general partners and minority owners.

ANNENBERG CPB GRANT

The Annenberg Foundation has committed \$60 million over 12 years to a joint math and science education project with the Corporation for Public Broadcasting. At the same time, the House Appropriations Committee recommended \$253.3 million for CPB's 1994 appropriation, \$102 million less than CPB requested (including \$76 million for the education project) and \$6.69 million less than the White House recommended. With up to \$5 million per year, the Annenberg/CPB Elementary and High School Project for Mathematics and Science will use communications technologies, including interactive video, to aid math, science and technology education, kindergarten through high school. CPB also agreed to provide \$23 million over three years to the Independent Television Service.

TURN DOWNS

The FCC denied Citadel Communications' petition to reconsider the transfer of WNN(TV) Hartford, Vt., from Taft Broadcasting Co. and Northern New England Television to Heritage Media Corp., despite signal overlap with Heritage-owned WPTZ(TV), North Pole, N.Y. The FCC approved Heritage's proposal to

operate WNN(TV) as a satellite of WPTZ.

The FCC also denied review of a Mass Media Bureau finding that Jones Eastern of the Outer Banks Inc. had violated the main studio rule in its operation of WRSF(FM) Columbia, S.C. The commission ordered Jones to maintain full-time management and staff at Columbia, rather than at its Nags Head, N.C., studio.

HIGH-COURT REJECTION

The Supreme Court has rejected a petition by Nor-West Cable Communications Partnership, which had appealed a lower court ruling that the company lacked "standing" to pursue alleged equal protection and First Amendment claims relating to the City of St. Paul's award of a cable franchise to Continental Cablevision over Nor-West. The appeals court had ruled that Nor-West did not have the intent or the financial ability to build a competitive cable system, Continental said.

TAKE A SEAT

The Senate has confirmed the nomination of Washington-based lobbyist Christopher D. Coursen, of Coursen Group, to a seat on the Advisory Board for Cuban Broadcasting. Coursen, whose clients include the Community Antenna Television Association, is a former Republican staffer on the Senate Communications Subcommittee.

INTERNATIONAL

UN-DEREGULATION SEEN IN EUROPEAN SATELLITE

Experts at CSIS symposium fear "television without frontiers" may become "technology without programing"

The Commission of the European Communities (CEC) may begin this week to turn its eight-month-old green paper on satellite communications into specific "directives" to deregulate ground technology, said Michael Hardy, deputy director of Telecommunications, Information Industries and Innovation for the commission.

But restrictions on commercial access to satellites, on programing imports and on advertising content and frequency may survive the CEC's efforts to create an open European Community (EC) market by Jan. 1, 1992, said industry experts brought together Tuesday (June 25) in Washington for a day-long symposium hosted by the Center for Strategic and International Studies.

The work of the CEC, warned Ray Gallagher of Sky Television, is in danger of bringing not "television without frontiers, [but] technology without programs."

Indeed, television, which uses about 75% of European satellite capacity, appears the preordained victim of "the only regressive elements of the EC directives," said Ambassador Diana Lady Dougan, senior adviser and chairperson for CSIS's International Communications Studies Program.

A compromise on transmission standards, said several panelists, will leave manufacturers waiting out the move to digital video and high-definition TV for as long as a decade. And lack of assurances of uniform copyright enforcement, as well as language and cultural differences, will likely slow information exchange.

But many suggested that such market hurdles could be more easily overcome if state telecommunications ministries (PTT's) compromise their control of satellite use. Said Clay (Tom) Whitehead, co-founder of Luxembourg-based direct broadcast satellite service Astra, "I have a feeling that Karl Marx isn't dead; he's simply hiding in PTT's around the world."

Comments on last fall's green paper have expressed consensus on only one



CSIS panelists (l-r) Reiss Media's Jeffrey Reiss; Secunda of Secunda Marketing; Hodgetts of TV5; Gallagher of Sky Television and Vale of International Advertising Association.

proposal, said Hardy—lifting restrictions on the sale and use of transmit and receive earth stations. In the near term, the commission will issue recommendations for unifying earth station policies.

But the 70 comments filed have left the CEC prepared only to recommend further debate with Eutelsat on how to pursue unrestricted access to European satellites, he said.

Several panelists suggested PTT intransigence is evident in the Eutelsat Board of Signatories' insistence in their comments that Eutelsat's signatory system already provides sufficient room for commercial access to the space segment.

Providing a highly visible dissenting vote from the board, former Eutelsat Director General Andrea Caruso insisted "there is no flexibility except to violate" the PTT "monopoly" control of satellite access. "We must stop this non-sense of one signatory per nation."

Caruso advocated moving toward making the existing Eutelsat system "open to everyone."

In the near term, the high cost of limited satellite capacity and similar cable TV capacity limits may combine to make wireless cable "the forest fire" in European multichannel TV, predicted Jim Hodgetts of French noncommercial programmer TV5-Satellimages.

Proposals aimed at shaping the establishment of a common market include an

outright ban on tobacco and restrictions on alcoholic beverage and cosmetics ads, said Eugene Secunda, president of New York-based Secunda Marketing Communications.

Norman Vale, director general of the International Advertising Association, said restrictions on commercial speech already proposed threaten one-sixth (\$10 billion-\$14 billion) of ad dollars in the EC.

Sky's Gallagher also complained of "counterproductive elements" in the green paper. Films 110 minutes long are limited to two ad breaks. "We view this as extremely paternalistic, based on the assumption that consumers don't know enough to shape their own diets," he said.

In addition to content regulation, said Secunda, advertisers will face targeting audiences with nine languages and different habits, including dinner and prime times. Multinational advertisers must be prepared to wait years for profits, he said, but already homogeneous teen and young professional audiences will probably assure advertiser participation.

"Events have proved us right" in the commission's original belief that it has no power to run a 12-nation Europe of more than 300 million people, said the CEC's Hardy. "It is not conceivable that the commission alone can accomplish" an agreement.

-PDL

TECHNOLOGY

WORLDWIDE DIGITAL, HIGH-DEFINITION TELEVISION TRANSITION PLANS OUTLINED IN MONTREUX

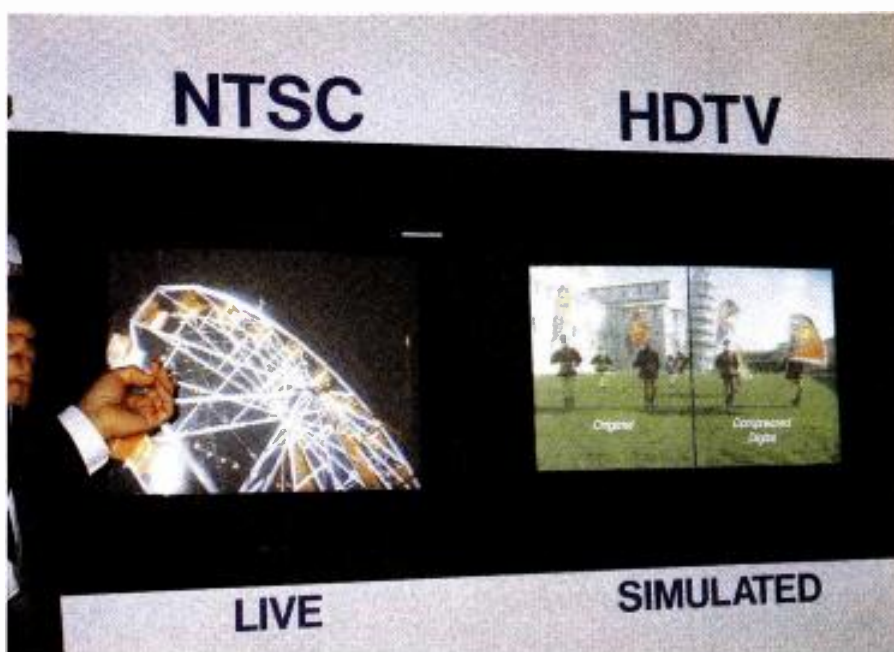
Differing strategies emerge for terrestrial and satellite transmission of digitally compressed HDTV; cable architecture plans similar worldwide; serious barriers exist for expansion of transnational television

Aside from the strides many broadcast equipment manufacturers said they plan to make in affordable component digital video recording (BROADCASTING, June 24), the forward-looking theme of the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland (June 13-18), was transition scenarios to digital and high-definition transmission. Europe, North America and Japan have each set out on different roads, with differing emphases on satellite, cable and conventional terrestrial media.

Who is ahead? The answer usually depended on the home continent of the Montreux attendee.

European companies have begun their high-definition transition by introducing, earlier this year, lower-resolution, enhanced-definition television (EDTV) sets with 16:9 screens. Most HDTV developers in the U.S. have rejected the EDTV-to-HDTV evolutionary strategy, and the Federal Communications Commission does not plan to consider standardization of any EDTV system until it has chosen a true HDTV (probably all-digital) system in 1993. Meanwhile, Japan is years into its HDTV transition plan. Some broadcasting of an EDTV system for terrestrial service has begun there. Direct satellite broadcasting will be the main form of HDTV distribution. Japan Broadcasting Corp. (NHK) has been delivering one hour daily of HDTV by DBS since June 1989 and expects to expand the service soon.

The European strategy has been constructed through a cooperative effort of the European Economic Community (EC) and the governments associated with it along with Eureka 95, a consortium of European equipment companies and research labs, most notably Thomson CSF of France and NV Philips of the Netherlands. Thomson introduced the first European 16:9 screens for the consumer last February at a price of about



First transAtlantic transmission of General Instrument Corp.'s DigiCipher was demonstrated during the Montreux symposium. Screen on the left displays live feed of one of four compressed signals uplinked in San Diego. Computer simulation of compressed HDTV using DigiCipher is on right. General Instrument also demonstrated simulations of compressed PAL video.

\$6,000 (BROADCASTING, March 18). Those sets will receive D-2 MAC EDTV signals by satellite services, which will begin in several European countries by the end of the year. The sets can be retrofitted to support full HDTV in the mid-1990's, when Eureka's HD-MAC satellite system is expected to begin. Both MAC systems are analog.

Due to its design, "D-2 MAC is totally infeasible for terrestrial broadcasting," said Bernard Isautier, chairman and chief executive officer, Thomson Consumer Electronics. That is why the European strategy also includes plans for a separate terrestrial EDTV system, the Philips PALplus system. "Regular broadcasting [of PALplus] will start in

mid-1995 upwards," said Franz Vreeswijk, PALplus project leader for Philips Research. A demonstration of a prototype PALplus system is scheduled for Berlin later this year, to be followed by a demonstration of the completed system in fall 1992. Set sizes will range from 30-36 inches in size and 3,000-5,500 German marks (approximately \$1,675-\$3,070) in price, Vreeswijk said.

Around the same time PALplus broadcasts begin, there will be full HDTV satellite transmission in Europe with Eureka's HD-MAC. A few days before Montreux's opening, Philips said it would begin consumer sales of HD-MAC sets, about a year ahead of its original schedule. A demonstration of

ne system at the Montreux technical exhibition included a live satellite link from Paris. "In '92 we are planning large-scale testing of the [HD-MAC] system with [the summer Olympics in] Barcelona," said Peter Bogels, president of the Eureka 95 Directorate.

Europe has taken a five-year lead ahead of the U.S. in high-definition development by introducing EDTV first, Isautier said. By creating an early market for widescreen TV, consumer acceptance of full HDTV will be enhanced, he said. Thomson is a believer in the U.S. all-digital HDTV proposals, he said. The American subsidiaries of Thomson and Philips, along with NBC and the David Sarnoff Research Center, are partners in the Advanced Television Research Consortium (ATRC), which is proposing both EDTV and all-digital HDTV systems for the U.S. The members of the ATRC have historically agreed with an evolutionary progression to full HDTV, similar to Europe's.

"We are spending quite a lot of money in terms of developing the [ATRC] systems," Isautier said. "I personally chair an HDTV strategy committee where we have a strong American presence." But Isautier said the decision-making within ATRC is left to the American subsidiaries. "We have a very decentralized management," Isautier said.

Most Americans in Montreux and some Europeans said the evolutionary approach with three different transmission systems will slow HDTV's implementation rather than facilitate it. "The time is now for digital HDTV...The cost of transmitting should be minimized [by digital techniques]. It is something the consumer should be able to buy," said Vito Brugliera, vice president, marketing, cable product division, Zenith Electronics Corp., Glenview, Ill. (Zenith is developing an all-digital HDTV system in cooperation with AT&T.) "I think from a consumer marketing point of view, that EDTV with a new aspect ratio, line doubling and all of the other improvements that go with it would set back real HDTV for decades, frankly, because the consumer would be very, very confused by having these different systems," he said.

The European strategy for breaking the "chicken-and-egg" problem of high consumer-set costs is invalid because the cost of "a digital HDTV set as compared to an EDTV set is almost identical. It's very difficult on the consumer side to justify this intermediate step," said Howard Miller, senior vice president, broadcast operations and engineering, Public Broadcasting Service, Alex-



One of several Montreux roundtables featuring world-class HDTV experts (l-r): Vito Brugliera, Zenith Electronics Corp.; Franz Vreeswijk, Philips Research; William Sawchuk, Canadian Department of Communications; Taiji Nishizawa, NHK; Charles Akrich, Telediffusion de France; M. Kawauchi, NHK; H. Schachlbauer, Institut für Rundfunktechnik; Howard Miller, PBS; William Denny, BBC; Peter Fannon, Advanced Television Test Center.

andria, Va. Greater cost savings from EDTV would be in operations costs for the broadcaster, he said. Also, consumers will not necessarily have to buy brand-new TV sets to enjoy some of the benefits of early HDTV transmissions. "I would be amazed if there were not boxes in the marketplace very quickly to tune the high-definition channel simply because it has ghost cancelling, it has digital sound, and it has video quality comparable to VHS," Miller said.

One European who criticized the European strategy was Pierre Meyrat, director general, Societe Europeenne des Satellites, based in Chateau de Betzdorf, Luxemburg. "The attractive [high-definition] enhancements to satellite television have to be offered to consumers in parallel with existing television by coordinated commercial strategy, including simulcasting like what is proposed in the United States," he said. Meyrat said HDTV development in Europe has been a political debate and not a market-driven business based on the desires of the consumer. "This has serious consequences. First, questions concerning HDTV cannot be resolved by excluding public participation. Public opinion... takes an important function of making sure issues are addressed in a realistic and expert manner and are not influenced unduly by criteria irrelevant to consumers and distorted by particular vested interests," he said. Europe is risking total consumer rejection of HDTV, he said.

Supporters of the European strategy said digital implementation is also part of their plan. Charles Waters of the European Broadcasting Union (EBU), Geneva, said digital transmission has always been the ultimate goal for European broadcasters. EBU has had on-going discussions about digital HDTV implementation, he said, includ-

ing a meeting held during the Montreux symposium. Waters said digital HDTV transmission by satellite and terrestrial means should be ready in about 10 years. Philips's Vreeswijk predicted the completion of digital transmission technology by 2000, with implementation to follow about five years later.

Terrestrial transmission of HDTV is not expected in Japan, where there is not enough spectrum available for a U.S.-style simulcast scenario. "I think a digital system may be made for our satellite system because we have still some headroom, some spare spectrum for satellite," said Taiji Nishizawa, deputy director-general of NHK's Science and Technical Research Labs, Tokyo. The one-hour daily HDTV service NHK, begun in June 1989 with its MUSE-E analog system, will be expanded to eight hours a day in August, a move Japanese companies hope will stimulate increased sales of MUSE-compatible sets, which went on the market in Japan last year at a cost of \$30,000. "It is important not to wait too long a time, but to make every effort to open the new tide," Nishizawa said.

"Of course, the receiver price is of vast importance," said Yoshi Ninomiya, director, data engineering and processing, NHK's Technical Research Laboratories. NHK hopes to bring consumer prices down by developing non-broadcast applications for the high-definition screens, he said. It is also emphasizing alternative means for program distribution. Besides satellites, other key HDTV sources in Japan will be pre-recorded videotape and cable. Among recent HDTV-related developments in Japan has been the standardization of an FM version of MUSE, specifically designed for cable TV.

Cable will also be key to the growth of HDTV in the U.S. Even broadcasters

could benefit from advantages cable systems will have in delivering digital high definition, said PBS's Miller. "One way to avoid a tremendous amount of up-front cost is to tie directly the broadcast station to the cable plant without even putting up the transmitters, or delaying three or five years," he said.

"We are convinced that all of the standards proposed in the United States for high-definition television would work and work well on cable. We are indifferent as to which one wins," said Walt Ciciora, vice president, technology, American Television & Communications (ATC), Stamford, Conn. But he said cable operators will feel especially fortunate if an all-digital system is chosen. "We can, at will, interchange a 6 mhz HDTV signal for 6 mhz worth of 4 to 6 NTSC's, and in that way we can monitor what the marketplace wants and easily provide the right mix at the right time," Ciciora said.

At the same time, although the U.S. HDTV system is being designed first as a terrestrial standard, broadcasters will have a more difficult task in transmission than the cable systems, according to Wendell Bailey, vice president, Office of Science and Technology, National Cable Television Association, Washington. "To cram all that information in 6 mhz with complex modulation schemes is complicated. The more complicated you make the signal in a digital world, the more fragile the signal and the more bits you need to correct the errors. Multipath will absolutely kill it," he said. The result could be much smaller coverage areas for many stations than they currently have with NTSC transmission.

Mark F. Medress, vice president, new business development, General Instrument Corp.'s VideoCipher Division, San Diego, agreed there are still several potential problems in transmission of terrestrial HDTV signals. "We truly believe that digital is the best approach to solve them," he said.

Medress was in Montreux to participate in demonstrations of the first trans-Atlantic transmissions of General Instrument's DigiCipher (BROADCASTING, June 24). Four NTSC signals were compressed and sent over one transponder from San Diego to Montreux. The demonstration also included simulated compressed PAL and HDTV video. Sales of equipment for multiple NTSC transmission will begin in early 1992, Medress said. Experimental hardware for the high-definition version will be tested by the Advanced Television Test Center in Alexandria, Va., before the end of the year.

"The cable plant uses every channel it

has available to it, so we do have to expand the channel bandwidth within the system," said Joseph Glaab, director, advanced development engineering, at General Instrument's Jerrold division, Hatboro, Pa. "Long cascades of amplifiers are not going to do it." Jerrold is proposing a low-cost digital amplitude modulation approach for a "fiber-to-the-feeder" system. Glaab suggested designing 550 mhz cable systems with the headroom to be easily expanded to 1 ghz when the demand is needed.

Future visions of cable system architectures are generally agreed upon worldwide. While digital compression and fiber optic cable will vastly improve

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-Walt Ciciora, ATC

the channel capacity, fiber to the home is not believed to be necessary in the foreseeable future. "The very costly labor is only shared by four subscribers. Real fiber to the home is not possible. It is too expensive," said Wolfe Teichmann, head of digital fiber research, Deutsche Bundespost Telekom, Darmstadt, Germany.

Nick Hamilton-Piercy of Rogers Cable Systems, Toronto, presented a Rogers study comparing the economics of full fiber to the home architecture compared to fiber-to-the-bridger (FTTB, serving 200-300 subscribers per bridge) and fiber-to-the-node (FTTN, 20-30 subscribers per node) architectures. "Fiber to the node functionally did everything we needed to do, and when we had fiber to the home, it was considerably higher cost and didn't gain that much more functionality," he said.

The study found FTTN systems would fully accommodate all imagined cable services of the future, including personal communications networks. A less expensive FTTB was projected to accommodate all expected video services, including pay-per-view and HDTV. The only advantage gained by

fiber to the home would be a reduction in maintenance expenses, Hamilton-Piercy said.

For a view of how the satellite business will be affected by new technologies, nontechnical executives from companies specializing in transnational programming were invited to a special Montreux roundtable discussion. "Recent technological developments hold out the prospect that transnational networking may in coming decades become a much larger and practical part of all of our lives," said panel moderator George Vradenberg, executive vice president, Fox Inc.

The new schemes for digital compression of video signals appear to be the most promising technical breakthrough for international broadcasting. Future programmers will deliver several channels inexpensively and efficiently. "I would be very positive about digital compression techniques...If you have a very large number of channels, you can provide specialized services for different areas," said Peter Smith, a technical consultant who provided technical planning for the introduction of Sky Television, a company currently providing satellite video to the home in the UK and Ireland.

Tom Freston, chairman and chief executive officer, MTV Networks, said he is excited about video compression's potential applications in both foreign and domestic delivery. "It will allow us to have separate advertisements run in certain countries, so our sales forces can sell in Germany on a national basis and sell in the UK on a national basis and overcome some of the objections we've had out there," he said.

Smith, Freston and other panelists described the difficulties involved in creating profitable international TV networks, especially for those attempting to reach a pan-European audience. As a result of these barriers, Sky Channel was forced to scale back its service from a pan-European to UK regional service in 1989. MTV Europe will make a profit for the first time next year after five years in business, Freston said.

Even the promise of video compression may be lost to European programmers, Smith said. Much of Europe's allocation for satellite spectrum has been tagged for analog HD-MAC transmission. "These opportunities will not become available in Europe if it sticks to its planned path to high-definition television, which rules out digitally compressed services, perhaps for 15 or 20 years," he said. "I feel very positive about it, but I don't feel the opportunity will come in Europe."

-RMS

SATELLITE

FOOTPRINTS

Phase Two. Pending an FCC grant of a waiver allowing it to begin construction early, Pan American Satellite hopes this week or next to announce a contract with a manufacturer to build three hybrid C-Ku-band satellites it plans to launch over the Pacific, Atlantic and Indian oceans, all in 1994. The three birds, added to PAS 1 in Atlantic Ocean Region (AOR) orbit now, will make up ORBX, the world's first private satellite system with global coverage.

By early 1995, "we will, with overlapping coverage, effectively interconnect the entire world," said PanAmSat President Fred Landman.

Construction must begin soon, Landman said, if the company is to launch the three birds by early, mid- and late-1994. Absent the FCC 319-B waiver, PanAmSat would have to wait until its scheduled due diligence financial disclosure later this year.

"We're four watts apart" in negotiations, PanAmSat founder Rene Anselmo said during a symposium hosted by the Center for Strategic and International Studies last week (see page 51).

Each of the three "Phase Two" satellites (establishing the first separate system in the form PAS 1 was "Phase One") is to carry a payload of 24 C-band and 24 Ku-band transponders. "Working on the final technical specifications" on birds designed to last more than 10 years, said Landman, PanAmSat wants "to make sure that they are truly state of the art into the next century."

A construction and launch contract may include a change in the sequence of launches. PanAmSat said last November that it planned to launch its second AOR bird first, but it may now launch into the Pacific first, AOR second and Indian Ocean last.

Landman said he has met over the past year with telecommunications authorities in most Pacific Rim nations and foresees no tougher, and perhaps an easier, battle for nation-by-nation consultations for services in and out of the Pacific. "We're a known quantity," he said.

PanAmSat plans culminate with "Phase Three," the launch of PanAmSat's fifth, sixth and seventh birds—one to each ocean region—later in the decade.

[In a related action, PanAmSat last week asked the FCC to reject or suspend prelaunch discounts being offered on Intelsat K, to be launched into the AOR in 1993. Offering discounts to attract customers is not justified, given a projected capacity shortage, it said.]

DBS redeployment. Hughes Communications has reorganized top staff toward developing its plans to launch the nation's first high-power direct broadcast satellite service in 1994. Effective last week, Eddy Hartenstein, senior vice president, took over DBS development. He had been in charge of Hughes's Ku-band services. Vice Presidents Jim Ramo, who has spearheaded the search for DBS programming customers and partners, and L. William Butterworth, in charge of DBS

technology, will report to Hartenstein. Butterworth retains responsibility for Hughes Leasat business unit.

"These moves will streamline our DBS marketing activities and unite an exceptional group of marketing and technical management professionals into one team," said Hughes President Steve Petrucci.

In a \$100-million-plus deal with United States Satellite Broadcasting announced last month, Hughes agreed to launch a 16-channel, 120-watt DBS spacecraft in mid-1994 (BROADCASTING, June 10). Hubbard Broadcasting-led USSB will occupy five channels. Hughes will develop the remaining 11.

Jerald Farrell, senior vice president, will add Ku services to his C-band services responsibilities and head what Petrucci described as "one-stop shopping for all our cable, broadcast, audio and data customers." Carl Brown, vice president of Ku services, will report to Farrell.

More world news. U.S. broadcast and cable news organizations now have another source of daily, global video news. Visnews began delivering to the U.S. two newsfeeds five days a week—VisAsia, with Far East news including Tokyo financial markets after close, and Visnews Afternoon, with East and West European and Middle East coverage. Stephen Claypole, head of news for Visnews worldwide, said the VisAsia feed is timely for "East Coast breakfast television in the U.S. [and] could even make late-night West Coast bulletins the previous day."

Intersputelsat. Intersputnik intends to become a member of Intelsat this month, and already its director general, Boris Chirkov, has described the deregulation process in Europe as "insufficient." Appearing as a panelist at last week's Center for Strategic and International Studies Washington symposium, Chirkov said that in the U.S.S.R., the telecommunications minister has authority to provide satellite licenses, and "soon, any operating company will be able to provide services, following the German model."

However, he said, for several decades, Soviet investment in telecommunications has averaged just 2%-4% of the national product, compared with 12% in developed nations. "Time and money are the two unavoidable factors" in what will be a long reconstruction of a system short on capacity, he said.

Also present at the symposium, Rene Anselmo, founder of Pan American Satellite, the first private competitor to Intelsat, argued that, if competing with Intersputnik justified Intelsat's founding and continued monopoly status, the merger of the two destroys the last justification for protecting Intelsat from what it judges "economic harm." In creating an organization that limited control of access to international satellites to one Intelsat member per nation, "you stole a technology from humanity," Anselmo said.

FOR THE RECORD

As compiled by BROADCASTING from June 20 through June 26 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—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

- **KGEO(AM) Bakersfield, CA (BAL910607EC; 1230 khz; 1 kw-U)**—Seeks assignment of license from Kern Broadcasting Corporation to Grapevine Radio Inc. for \$400,000 ("Changing Hands," June 17; Kern is also selling KGFM(FM) Bakersfield, CA, see below). Seller is headed by Joseph Zukin Jr. and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. Buyer is headed by Stuart W. Epperson (37.4%), Edward G. Atsinger III (37.4%), Eric H. Halvorson and George Rodda Jr. (25.2%). Epperson and Atsinger each have 50% and 37.4% interest respectively, in KFAX(AM) San Francisco and KKXX-FM Delano, CA. Atsinger also has 50% interest in both KEZL(FM) Fowler and KKLK(FM) Los Angeles, both California. Salem Communications Corp., headed 50% by both Epperson and Atsinger, owns KPDQ-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pittsburgh, PA; WYLL(FM) Des Plaines, IL, and recently purchased WAVA(FM) Arlington (Washington), VA ("Changing Hands," June 24). Filed June 7.
- **KGFM(FM) Bakersfield, CA (BALH910607ED; 101.5 mhz; 4.8 kw; ANT 1,280 ft.)**—Seeks assignment of license from Kern Broadcasting Corporation to McGavren-Barro Broadcasting Corp. for \$1.5 million ("Changing Hands," June 17; Kern is also selling KGEO(AM) Bakersfield, CA, see above). Seller is headed by Joseph Zukin Jr. and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. Buyer is headed by Steven P. McGavren (49%) and Mary Helen Barro (51%), and is licensee of KAFY(AM) Bakersfield, CA. Filed June 7.
- **KXDC-AM-FM Monterey-Carmel, CA (AM: BAL910607EG; 630 khz; 1 kw-U; FM: BALH910607EH; 101.7 mhz; 800 w; ant. 590 ft.)**—Seeks assignment of license from Western Media Group Corp. to Joaquin Financial Group Inc. for \$1.1 million ("Changing Hands," June 24). Seller is headed by Thomas K. Scallen, who heads International Broadcasting Corp., and has no other broadcast interests. Buyer is headed by Jim Heidebrecht (25%) and Carol Heidebrecht (25%), Robert Meester (25%) and Nancy Meester (25%) and has no other broadcast interests. Filed June 7.
- **WCUM(AM) Bridgeport, CT (BTC910607EF; 1450 khz; 1 kw-U)**—Seeks transfer of control within Radio Cumbre Broadcasting Inc. for \$375,000. Seller is Jose C. Lugo, and has no other broadcast interests. Buyer is Pablo de Jesus Colon, and has no other broadcast interests. Filed June 7.
- **WUIS(FM) Key West, FL (BALH910604GS; 107.1 mhz; 3 kw; ant. 200 ft.)**—Seeks assignment of license from Charlotte Louise Broadcasting of Key West to White Broadcasting Corp. for \$7,500. Seller is headed by Albert L. Swainston, and has no other broadcast interests. Buyer is headed J. Larry White, and has no other broadcast interests. Filed June 4.
- **KHHI(FM) Hilo, HI (BAPH910607HD; 92.7 mhz; 3 kw; ant. -584 ft.)**—Seeks assignment of CP from Irving A. Uram to Visionary Related Entertainment Inc. for \$55,000. Seller has no other broadcast interests. Buyer is headed by John Detz Jr., and has interests in KAOI-AM-FM Kihei-Wailuku, HI. Filed June 7.
- **KLCI(FM) Nampa, ID (BALH910610HP; 96.9 mhz; 44 kw; ant. 2,520 ft.)**—Seeks assignment of license from Idaho Broadcasting Co Inc. to First National Broadcasting Corp. in court ordered return of assets. Assignor is headed by J.D. Mattus, and has no other broadcast interests. Assignee is headed by Brent T. Larson (93%) and Gary Heber Waldron (7%), and is licensee of KNKK(AM)-KSOS(FM) Brigham City, UT. It also is permittee of LPTV on ch. 50 at Ogden, UT, applicant for LPTV on ch. 62 at Salt Lake City and is licensee or permittee of translators K-292EO South Ogden, K-244DH Fort Douglas-South Salt Lake and K-276DB Millcreek, all Utah. Filed June 10.
- **WSRQ(FM) Bushnell, IL (BAPH910606HF; 104.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Ralph Trieger to Larry Derry for \$20,801. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 6.
- **WQHC(FM) Nashville, IL (BAPH910612HV; 104.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of license from A.C.D. Ventures to Dana K. Withers for \$60,000. Seller is headed by Nancy J. Adkins, Duane C. Crites and Ralph A. Dunn. Adkins and Dunn are 25% owners of WINI(AM) Murphysboro, IL. Buyer is headed by Dana K. Withers, who is 50% shareholder of Holiday Broadcasting Inc., applicant for CP on 262B1 at Champaign, IL, and 80% general partner in applicant for FM CP at Hillsboro, IL. Filed June 12.
- **WAVG(AM) Louisville, KY (BAL910607EE; 970 khz; 5 kw-U)**—Seeks assignment of license from Radio One of Louisville Inc. to Sunnyside Communications Inc. for \$425,000. Seller is headed by Thomas M. Duddy, receiver, and is also licensee of WLRS(FM) Louisville, KY. Buyer is headed by Charles J. Jenkins. (9.52%), Corum Enterprises Inc. (9.52%), E.H. Hughes Co. Inc. (9.52%), Citizens Fidelity Bank & Trust Inc. (4.76%) and 10 other directors, and is licensee of WXVW(AM) Jeffersonville, IN. Filed June 7.
- **WLPZ(AM)-WWGT-FM Westbrook-Portland, ME (AM: BAL910610HM; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH910610HN; 97.9 mhz; 16 kw; ant. 889 ft.)**—Seeks assignment of license from Porter Communications Systems Inc. to Atlantic Morris Broadcasting Inc. for \$985,000. Seller is headed by Winslow T. Porter Jr. and has no other broadcast interests. Buyer is headed by Patrick J. Chambers Jr., Orange and Rockland Utilities Inc., Rockland Electric Co. and Saddle River Holdings Corp. Atlantic Morris Broadcasting is also licensee of WKTU(FM) Ocean City, NJ and WABT(FM) Dundee, IL; it is wholly owned subsidiary

of Saddle River Holdings Corp., which is parent of The Wickham Group Inc., licensee of WALL(AM)-WKOJ(FM) Middletown, NY. Filed June 10.

- **WUBU(FM) Portage, MI (BAPH910604GZ; 96.5 mhz; 3 kw; ant. 321 ft.)**—Seeks assignment of CP from Larry Langford Jr. to Tri State Broadcasting Co. Inc. for \$700,000. Seller is headed by Larry Langford Jr., and is licensee of WLLJ(AM) Cassopolis, MI. Buyer is headed by Gary B. Mallernee, (75.67%), Gary Hart Haberl (16.77%), James D. Whelan (6.71%) and Thomas Hitch (.85%), and is licensee of WTVB(AM)-WNWN(FM) Coldwater, WHEZ(AM) Portage, all Michigan. Filed June 4.

- **WEXL(AM) Royal Oak, MI (BTC910606EA; 1340 khz; 1 kw-U)**—Seeks transfer of control within Sparks Broadcasting Co. Inc. for no cash consideration. Transferor is Garnet G. Sparks Trust. Transferee is Garnet B. Sparks, and has no other broadcast interests. Filed June 6.

- **WRJW(AM) Picayune, MS (BAL910610EA; 1320 khz; 5 kw-D, 75 kw-N)**—Seeks assignment of license from Howes Broadcasting Corporation to Pearl River Communications Inc. for \$321,196. Seller is headed by Randolph M. Howes, and is licensee of WZRH(FM) Picayune, MS. Buyer is headed by John and Dorothy Pigott, husband and wife, with 80% and 10% interest, respectively, and M.O. Pigott (10%), father of John, and has no other broadcast interests. Filed June 10.

- **WSEL-AM-FM Pontotoc, MS (AM: BAL910605HA; 1440 khz; 890 w-D; FM: BALH910605HB; 96.7 mhz; 3 kw; ant. 299 ft.)**—Seeks assignment of license from Tupelo Communications Inc. to Ollie Collins Jr. for \$46,500 and assumption of liabilities. Seller is headed by Rod A. Callahan and has no other broadcast interests. Buyer, Collins, has no other broadcast interests. Filed June 5.

- **KHST(FM) Lamar, MO (BAPH910610HL; 99.9 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Michael Lee Husmann to Russell D. Weeks Jr. for \$12,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 10.

- **KANA(AM) Anaconda, MT (BAL910603ED; 580 khz; 1 kw-D, 197 w-N)**—Seeks assignment of license from Barry L. Solomon, trustee to Aireink Inc. for \$106,221. Seller has no other broadcast interests. Buyer is headed by David R. Fransen (99%), and is licensee of KGLM-FM Anaconda and KDRG(AM)-KDRF(FM) Deer Lodge, both Montana. Filed June 3.

- **KROL(AM) Laughlin, NV (BAL910612EA; 870 khz; 10 kw-D, 1 kw-N)**—Seeks assignment of license from Laughlin Roughrider Broadcasting Inc. to Million Dollar Broadcasting Inc. for \$750,000. Seller is headed by Sigmund Rogitch Trust, and has no other broadcast interests. Buyer is headed by Paul Bowman. His wife, Vivian Bowman, has interests in B&M Broadcasting, applicant for new FM at Temecula, CA. Filed June 12.

- **WZAD(FM) Wurtsboro, NY (BTCH910607HE; 97.3 mhz; 3 kw; ant. 300 ft.)**—Seeks transfer of control from Jerome Gillman Inc. to Richard Landy for \$20,000. Seller is headed by Jerome Gillman, and has no other broadcast interests. Buyer is headed by Richard I. Landy, who is president and 87.6% shareholder of Saw Mill Broadcasters Inc., licensee of WKNY(AM)-WDST(FM) Kingston-Woodstock, NY. Filed June 7.

- **WPHD(FM) Tioga, PA (BAPH910604HG; 93.3 mhz; 1.65 kw; ant. 430 ft.)**—Seeks assignment of CP from Susan E. Hartley, executrix for estate of Anita L. Clark, to Kevin M. Fitzgerald for no cash consideration; station is inheritance. Assignor has no other broadcast interests. Assignee owns 13.6% stock of K G Broadcasting Inc., licensee of WKGB-FM Susque-

hanna, PA. Filed June 4.

■ **WSUR-TV Ponce and WLII(TV) Caguas**, both Puerto Rico (WSUR-TV: BALCT910611KF; ch. 9; 58.9 kw-V; 5.89 kw-A; ant. 2,270 ft.; WLII: BALCT910611KG; ch. 11; 200 kw-V; 39.8 kw-A; ant. 1,180 ft.)—Seeks assignment of license from Teleonce Corp. to Estrella Brillante Ltd.; assignee will assume programing and film liabilities of assignor for \$3 million, and will also assume other contingent liabilities. Seller is headed by Anne P. Jones, trustee, and has no other broadcast interests. Buyer is subsidiary of Malrite Communications Group Inc. (78%); Lucas Thomas Muniz (20%) and Milton Maltz (2%) and John C. Chaffee Jr. Malrite Communications Group also heads Channel 7 Inc., which is selling WSTE(TV) Ponce, PR (see below). Malrite Communications Group owns and operates WXIX-TV Newport, KY; WFLX(TV) West Palm Beach, FL; WHTZ(FM) Newark, NJ; KLAC-(AM)-KZLA-FM Los Angeles; KNEW(AM)-KSAN-FM Oakland-San Francisco; WHK(AM)-WMMS(FM) Cleveland and WGGY(AM)-KEEY-FM Minneapolis-St. Paul. Malrite Communications Group also owns and operates, through subsidiary, WOIO(TV) Shaker Heights, OH. Malrite Communications Group is general partner of Malrite Guaranteed Broadcast Partners, licensee of WEGX(FM) Philadelphia. Filed June 11.

■ **WSTE(TV) Ponce, PR** (BALCT910611KE; ch. 7; 166 kw-V; 22.4 kw-A; ant. 2,710 ft.)—Seeks assignment of license from Channel 7 Inc. to Siete Grand Television Inc. for \$6 million ("Changing Hands," June 24). Seller is headed by Malrite Communications (see WSUR-TV Ponce, PR above). Buyer is headed by Jerry B. and Esther M. Hartman, husband and wife, and has no other broadcast interests. Filed June 11.

■ **WJOT(AM) Lake City, SC** (BAPL910610EB; 1260 khz; 1 kw-D, 65 w-N)—Seeks assignment of CP from Wiggins Broadcasting to Holly City Communications Inc. for \$75,000. Seller is headed by John H. Wiggins, and is licensee of WULF(AM)-WKXH(FM) Alma, GA; WWFN(FM) Florence, SC; WKZF(FM) New Bern, NC, and has application pending for CP at Centerville, TN. Buyer is headed by June F. Mitchell (51%) and John B. Mitchell (49%), and has no other broadcast interests. Filed June 10.

■ **WRKQ(AM) Madisonville, TN** (BAL910524EC; 1250 khz; 500 w-D, 86 w-N)—Seeks assignment of license from East Tennessee Broadcasters Inc. to Monroe Area Broadcasters Inc. for \$1; real and broadcast property is owned by Buyer. Seller is headed by Sidney R. Kean and Mary S. Kean and has no other broadcast interests. Buyer is headed by Norman B. Lee (51%) and N. Burton Lee II (49%), father and son, and has no other broadcast interests. Filed May 24.

■ **KMVL(AM) Madisonville, TX** (BAL910531EA; 1220 khz; 500 w-D, 12 w-N)—Seeks assignment of license from William F. Carter to Leon Hunt for \$80,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 10.

■ **KDOK(AM) Tyler, TX** (BAL910605EC; 1330 khz; 1 kw-D;)—Seeks assignment of license from Radio Center Inc., debtor-in-possession to Gleiser Communications Inc. for \$65,000. Seller has no other broadcast interests. Buyer is headed by Paul L. Gleiser, who is sale consultant and manager of KTEN(TV) Ada, OK. Filed June 5.

■ **KULE-AM-FM Ephrata, WA** (AM: BAL910607EA; 730 khz; 1 kw-D; FM: BALH910607EB; 95.9 mhz; 1.5 kw; ant. 460 ft.)—Seeks assignment of license from B&G Enterprises to Basin Street Broadcasting for \$25,000. Seller is headed by Alfred C. Geesey, and has no other broadcast interests. Buyer is headed by The Northcentral Broadcasting Co. (51%), headed by Jerry Isenhardt, and Randy E. Boruff (49%). Northcentral Broadcasting is licensee of KOZI-AM-FM Chelan, WA., and FM translator stations K265AX ChelanManson, K267CT Twisp, K276BY BrewsterPateros and K276CY Manson25 Mile Creek, all Washington. Isenhardt is licensee of translator stations K296CW WenatcheeEast Wenatchee and K221BT OthelloRoyal City, both Washington. K296CW rebroadcasts signal of KULE(FM); accordingly, contemporaneously with this application, Isenhardt is filing application to assign and divest himself of K296CW. Filed June 7.

Actions

■ **KQEZ(FM) Coolidge, AZ** (BALH910322GK;

103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Larry E. Salsbury to Chriscom Inc. for \$380,000. Seller has no other broadcast interests. Buyer is headed by Scott V. Christenson, who holds 1% of stock of Alpha Radio Inc., licensee of KKPL-AM-FM Opportunity, WA. Action June 10.

■ **KCBR(AM) Monument, CO** (BAL910502EA; 1040 khz; 4.6 kw-D)—Granted assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Chip Lusko & Kent Bagdasar Partners for \$3,000. Seller is headed by Dan R. Hubbard, Carolyn D. Hubbard and Richard Brame, and has no other broadcast interests. Buyers Lusko (50%) and Bagdasar (50%) have no other broadcast interests. Action June 14.

■ **KCRT-AM-FM Trinidad, CO** (AM: BAL910415EA; 1240 khz; 250 w-U; FM: BALH910415EB; 92.7 mhz; 3 kw ant. 150 ft.)—Granted assignment of license from Essex III Broadcasting Inc. to International State Bank; bank is repossessing assets of station, valued at \$230,000. Seller is headed by Molly Smith, and has no other broadcast interests. Buyer is headed by Ronald L. Moore (93%) and Ronald L. Schmeits (.30%), and has no other broadcast interests. Action June 12.

■ **WLKQ(AM) Buford, GA** (BAL910426EA; 1460 khz; 5 kw-D, 194 w-N)—Granted assignment of license from Buford Broadcasting Inc. to La Favorita

Inc. for \$120,000. Seller is headed by Jacqueline A. Joseph, and is licensee of WLKQ(FM) Buford, GA. Buyer is owned by Samuel Zamarron, who has interests in WAOS(AM) Austell, GA. Action June 12.

■ **WRUS(AM) Russellville, KY** (BAL910507EA; 610 khz; 2.5 kw; 73 w-N)—Granted assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for \$10 and assumption of debt. Seller is headed by Donald J. Alt, who has interests in licensees of WILK(AM)-WKRC(FM) Wilkes-Barre and WNNK-AM-FM Harrisburg, both Pennsylvania; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR(FM) Memphis, TN; WWL(AM)-WLMG(FM) New Orleans, and WDCK(FM) Williamsburg, VA. Alt is also 45% stockholder of Logan Broadcasting Inc., proposed assignee of WFBG-AM-FM Altoona, PA. Buyer is headed by Joseph C. Amaturro (35% GP), and is licensee of WKGR(FM) Ft. Pierce, FL; KKMJ-AM-FM Austin, TX; WBVR(FM) Russellville, KY, and KFRG(FM) San Bernardino, CA. Amaturro is also licensee of KHGI-TV Kearney, NE, and its satellites KSNB-TV Superior and KWNB-TV Hayes Center, both Nebraska. Action June 13.

■ **WQFX(AM) Gulfport, MS** (BAL910429EG; 1130 khz; 500 w-D)—Granted assignment of license from Steere Broadcasting Corp. to Bleu Bayou Broadcasting Inc. for \$47,500. Seller is headed by David E. Steere,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

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.

and has no other broadcast interests. Buyer is headed by William B. Thrasher (10%), Travis B. Anderson (36%), Albert J. Jenkins (5%) and Robert R. Fauchaux Jr. (49%). Fauchaux has 60% interest in WSLA(AM) Slidell, LA. Action June 17.

■ **KKUL-AM-FM** Hardin, MT (AM: BAL910425EA; 1230 khz; 1 kw-U; FM: BALH910425EB; 95.5 mhz; 100 kw; ant. -13 ft.)—Granted assignment of license from Michael K. Rapkoch, receiver, to Bruce Erikson for \$354,354. Seller has no other broadcast interests. Buyer is headed by Erickson and Claude R. Erickson, president and chairman, respectively, of First Security Bank of Livingston (Montana), and has no other broadcast interests. Action June 12.

■ **KQSK(FM)** Chadron, NE (BALH910425GI; 97.5 mhz; 100 kw; ant. 840 ft.)—Granted assignment of license from Big Sky Company to KLOE Inc. for \$125,000. Seller is headed by Jess Pilkington, Gregg Donald Jones and Alan Greg Kath. Jones has 70% interest in Jackalope Radio Inc., licensee of KWIV(AM) Douglas, WY, and 22.23% interest in Radio Broadcasters, licensee of KASL(AM) Newcastle, WY. Kath is 5% owner of Kath Broadcasting, licensee of KGOS(AM)-KERM(FM) Torrington, WY, and LPTV K244AR Pine Bluffs, WY. Buyer is headed by KAYS Inc. (60%) and Robert E. Schmidt (40%), and is licensee of KAYS(AM)-KHAZ(FM) Hays, KHOK(FM) Great Bend and KKCI(FM) Goodland, all Kansas. KAYS Inc. also owns cable systems in Kansas. KAYS Inc. also has interests in licensees of KFEQ St. Joseph, MO; KCOW(AM)-KAAQ-FM Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska, and KLOE(AM) Goodland and KWBW(AM)-KHUT(FM) Hutchinson, both Kansas. Robert E. Schmidt owns 49.33% of Beach Schmidt Inc., licensee of KVOP(AM)-KATX(FM) Plainview, TX. Action June 13.

■ **KAWL-AM-FM** York, NE (AM: BAL910429EE 1370 khz; 500 w-D, 176 w-N; FM: BALH910429EF 104.9 mhz; 2.75 kw; ant. 310 ft.)—Granted assignment of license from Gleason Broadcasting Co. Inc. to Central Nebraska Broadcasting Co. Inc. for \$530,000. Seller is headed by E. Louise Gleason, and has no other broadcast interests. Buyer is headed by Tommy L. Gleason Jr. (50%) and Tommy L. Gleason Sr. (50%), brother-in-law and nephew of seller, and are minority stockholders in Community Service Radio Inc., licensee of KRVR(FM) Davenport, and WIRL(AM)-WSWT(FM) Peoria, both Illinois. They also have interests in Galaxy Cablevision Management Inc., which operates systems in seven states. Action June 11.

■ **KDEF(AM)** Albuquerque and KMYI(FM) Armijo, both New Mexico (AM: BAL910426ED; 1150 khz; 5 kw-D, 500 w-N; FM: BALH910426EE; 107.1 mhz; 50 kw; ant. 304 ft.)—Granted assignment of license from Matteucci Broadcasting Co. Inc. to KCST Inc. for undisclosed price. Seller is headed by Richard L. Matteucci, and has no other broadcast interests. Buyer is headed by George R. Chapman, A.C. Smith, George R. Chapman Trusts (50%) and A.C. Smith Trusts (50%). Action June 13.

■ **WKTV(TV)** Utica, NY (BALC910409KI; ch. 23; 4.7 kw-V; 6.9 kw-A; ant. 1,380 ft.)—Granted assignment of license from Harron Communications Corp. to Smith Television of NY Inc. for \$10 million (assets of Smith Broadcasting Group's WETM-TV Elmira, NY, will combine with WKTV to form assignee, total effective price is approximately \$16 million; see "Changing Hands," April 22). Seller is headed by Paul Harron, and is licensee of WMTW-TV Poland Spring (Portland), ME, and owns 11 cable systems in seven states. Buyer is headed by Robert N. Smith (64%), Harron Communications (33%), David N. Fitz (1%), William S. Reyner Jr. (1%) and Doris E. Shwedel (1%). Smith owns 95% voting stock of Smith Broadcasting Group Inc., which holds interests in licensees of WHTM-TV Harrisburg, WWCP-TV Johnstown and WATM-TV Altoona, all Pennsylvania; KEYT-TV Santa Barbara, CA; WETM-TV Elmira, NY; KWCH-TV Hutchinson, KBSH-TV Hays, KBSD-TV Ensign and KBSL-TV Goodland, all Kansas. Action June 18.

■ **WBTB(AM)-WZYC-FM** Beaufort-Newport, NC (AM: BAL910426EB; 1400 khz; 1 kw-U; FM: BALH910426EC; 103.3 mhz; 100 kw; ant. 459 ft.)—Granted assignment of license from BD Communications Inc. to Recycled Radio Co. Inc. for assumption of

debt. Seller is headed by J. Phillip Goldman, who is vice president of Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix, AZ; WRBQ-AM-FM St. Petersburg-Tampa, FL; WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, both Virginia; and KKLQ-AM-FM San Diego. Buyer is headed by Benjamin S. Ball (43%), Nancy W. Scofield (21.66%), Bruce Naegelen (21.34%) and Philip A. Martin (14.0%). Martin currently owns 8.33% of Coastal Broadcasting Co. Inc., licensee of WNHV(FM) Nags Head, NC. Action June 12.

■ **WPTF-TV** Durham, NC (BTCCT910412KM; ch. 39; 5000 kw-V; 250 kw-A; ant. 2,000 ft.)—Granted transfer of control from Durham Corporation to F.S.F. Acquisition Corporation for \$3 million cash and 835,000 shares of stock. Sale transfer includes WMXF-AM-FM Laurinburg (BTC910412KN and BTCH910412KO) and WPTF(AM)-WQDR(FM) Raleigh (BTC910412KQ and BTCH910412KP), both North Carolina (see below). Concurrent with and as part of consummation of this transfer, F.S.F. Acquisition will cause licensee Durham Life Broadcasting to assign WPTF(AM) to First State Communications Inc. and WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg to new wholly owned subsidiary Carolina Media Group Inc. Durham Life Broadcasting will then transfer all of its shares in Carolina Media Group to Donald W. Curtis in exchange for Curtis's shares in F.S.F. Acquisition. Seller is headed by F.P. Coley. Curtis also has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPS(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. Buyer is headed by F.S.F. Acquisition Corp. (100% VS), B.W. Landstreet III, B.W. Landstreet IV and Sara Camden B. Holdges. Action June 14.

■ **WMXF-AM-FM** Laurinburg, NC (AM: BTC910412KN; 1460 khz; 5 kw-U; FM: BTCH910412KO; 96.5 mhz; 100 kw; ant. 985 ft.)—Granted transfer of control from Durham Corporation to F.S.F. Acquisition Corporation (see WPTF-TV Durham, NC, above). Action June 14.

■ **WPTF(AM)-WQDR(FM)** Raleigh, NC (AM: BTC910412KQ; 680 khz; 50 kw-U; FM: BTCH910412KP; 94.7 mhz; 100 kw; ant. 1,200 ft.)—Granted transfer of control from Durham Corporation to F.S.F. Acquisition Corporation (see WPTF-TV Durham, NC, above). Action June 14.

■ **WMXF-AM-FM** Laurinburg and WQDR(FM) Raleigh, both North Carolina (AM: BTC910412KI; 1460 khz; 5 kw-U; FM: BTCH910412KJ; 96.5 mhz; 100 kw; ant. 985 ft.; WQDR: BTCH910412KK; 94.7 mhz; 100 kw; ant. 1,200 ft.)—Granted transfer of control from Durham Life Broadcasting Inc. to Donald W. Curtis for exchange of stock (see WPTF(AM) Raleigh, NC, below). Action June 14.

■ **WPTF(AM)** Raleigh, NC (BAL910412KL; 680 khz; 50 kw-U)—Granted assignment of license from Durham Life Broadcasting Inc. to First State Communications Inc. for \$5 million. Seller is headed by George Womble, and is licensee of WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg (see above), and WPTF-TV Durham (see above), all North Carolina. Buyer is headed by Donald W. Curtis (7.14%) and J.C.D. Bailey (14.29%). Bailey owns 60,100 shares (.71%) of Durham Corporation, which owns 100% stock of assignor Durham Life Broadcasting. Bailey is also president and 100% stockholder of Bailey Financial Group Inc., which owns 51,100 shares (.61%) of Durham Corporation. Curtis has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPS(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. Action June 14.

■ **WAST(AM)** Ashtabula, OH (BAL901113ED; 1600 khz; 1 kw-D)—Dismissed assignment of license from Quests Inc. to Phillip J. Cantagallo for \$5,000. Seller is headed by Arthur W. Cervi. Buyer holds 65% of the stock of WAQI Inc., which has interests in Quests Inc. Action June 7.

■ **KXOL(AM)-KSWR(FM)** Clinton, OK (AM: BAL910401EA; 1320 khz; 1 kw-D, 108 w-N; FM: BALH910401EB; 106.9 mhz; 100 kw; ant. 286 ft.)—Granted assignment of license from Gentry Broadcasting Inc. to Custer Broadcasting Inc.; station is being volun-

tarily returned to previous owner. Seller is headed by Frank A. Gentry Jr., and has no other broadcast interests. Buyer is headed by Robert L. (50%) and Norma J. Stephenson (50%), husband and wife, and John W. Fox. Robert Stephenson is 25% owner of Fox Broadcasting Co. Inc., licensee of WWLS(AM) Moore (Norman), OK. Action June 17.

■ **KWIP(FM)** Dallas, OR (BAL910403EA; 88 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Firebird Communications Inc. to Jupiter Communications Corp. for \$21,000. Seller is headed by Mark Blinoff and Kolman C. Rutkin, and has no other broadcast interests. Buyer is headed by Diane Burns and Fredrika Adkinson, and has no other broadcast interests. Action June 10.

■ **KTDD(FM)** Huntsville, TX (BAPH910426GY; 103.5 mhz; 1.55 kw; ant. 139 ft.)—Granted assignment of CP from Oara Inc. to New Wave Communications Group Inc. for \$125,000. Seller is headed by J.D. Osburn and Kenneth R. Reynolds, and is permittee of KAGG(FM) Madisonville, TX. Osburn and Reynolds each have 50% interest in WYN/WSLI Inc., Jackson, MS; Lufkin Broadcasting Inc., licensee of KYKS(FM) Lufkin, TX, and Radio Victoria Inc., licensee of KZEU(FM) Victoria, TX. Buyer is headed by Benjamin B. Amato, and has no other broadcast interests. Action June 13.

■ **KWFS(FM)** Wichita Falls, TX (BALH910418GH; 103.3 mhz; 100 kw; ant. 449 ft.)—Granted assignment of license from RadioSunGroup of Texas Inc. to American General Media-Lubbock Inc. for \$1.2 million. Seller is headed by Frank A. Woods, and is licensee of KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. It is subsidiary of Sun Group Inc., ultimate licensee of KESY-AM-FM Omaha, NE; WKXX(FM) Birmingham, AL; KKSS(FM) Santa Fe, NM; KKYS(FM) Bryan, TX; KMJJ-FM Shreveport, LA; WOWW(FM) Pensacola, FL; WACO-AM-FM Waco, TX (49%), and WGNF-FM Daytona Beach, FL (49%). Buyer is headed by Anthony S. Brandon (50%) and L. Rogers Brandon (50%). Anthony Brandon and L. Rogers Brandon are 66.6% owner and director, respectively, of American General Media Corp., licensee of KERN-AM-FM Bakersfield, CA; WWWG(AM) Rochester, NY; KLLF(AM) Wichita Falls, TX and WWTN(FM) Manchester, TN. Anthony Brandon and L. Rogers Brandon are also each 50% owners of American General Media Texas, licensee of KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, AL, and KKCL(FM) Lorenzo, TX. Action June 12.

NEW STATIONS

Applications

■ **Window Rock, AZ** (BPH910610ME)—Western Indian Ministries Inc. seeks 103.1 mhz; 3 kw; ant. 72 m. Address: P.O. Box F, Window Rock, AZ 86515. Principal is headed by Stanley Van Keuren, and has no other broadcast interests. Filed June 10.

Actions

■ **Attalla, AL** (BPH900122MX)—Granted app. of Kerry Rich for 102.9 mhz; 1.1 kw H&V; ant. 214 m. Address: Route 6, Box 655, Arab, AL 35016. Principal has 40% GP interest in partnership of Kerry Rich and Joel Kennerman, licensee of WLLK(FM) Somerset, KY. Rich is also 75% stockholder of Alexandra-Brooke Broadcasting Co. Inc., licensee of WCRQ-FM Arab, AL and 75% stockholder of Arab Broadcasting Inc., licensee of WRAB(AM) Arab, AL. Action June 10.

■ **Attalla, AL** (BPH900119MO)—Dismissed app. of G. Dean Pearce for 102.9 mhz; 3 kw; ant. 100 m. Address: 1169 Northwood Lake, Northport, AL 35476. Principal has no other broadcast interests. Action June 10.

■ **Attalla, AL** (BPH900119MP)—Dismissed app. of Attalla Broadcasting Co. for 102.9 mhz; 6 kw; ant. 100 m. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Principal is headed by Leslie E. Gradick and Steven L. Gradick. Steven Gradick owns 100% OF WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Action June 10.

■ **Attalla, AL** (BPH900122NI)—Dismissed app. of Attalla Broadcasters Ltd. for 102.9 mhz; 1.1 kw H&V; ant. 235 m. Address: 3390-A McGehee Rd., Montgomery, AL 36111. Principal is headed by Maide Persons (GP) and Frank E. Holladay. Holladay owns 100% of New South Communications Inc., licensee of KJLO-AM-FM Monroe, LA and WZHT(FM) Troy, AL. Action June 10.

■ **Attalla, AL** (BPH900122NL)—Dismissed app. of Etowah Broadcasting Ltd. for 102.9 mhz; 6 kw H&V; ant. 100 m. Address: 2312 32nd Ave. North, Birmingham, AL 35207. Principal is headed by Eric Grayson, and has no other broadcast interests. Action June 10.

■ **Los Banos, CA** (BPH890503ME)—Granted app. of Amador and Rosalie Bustos for 106.9 mhz; 3 kw; ant. 84 m. Address: 46200 Paseo Padre Parkway, Fremont, CA 94539. Principals own 50% of Toro Broadcasting General Partnership, 30% stockholder in Coyote Communications Inc., which was granted CP for channel 241A at Morgan Hill, CA. Action June 10.

■ **Selbyville, DE** (BPH860917MD)—Granted app. of Anchor Broadcasting Ltd. for 97.9 mhz; 3 kw H&V; ant. 328 m. Address: 7541 16th St. NW, Washington, DC 20012. Principal is headed by Herman F. Stamps, Ridgley C. Bennett, R. Kenneth Mundy and Francis L. Smith, and has no other broadcast interests. Action June 7.

■ **Harlem, GA** (BPH900522ML)—Granted app. of T & M Broadcasting for 95.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 341, Thomson, GA 30824. Principal is headed by Mary Dozier and Richard Dozier, and has no other broadcast interests. Action June 10.

■ **Hinesville, GA** (BPH890504MN)—Granted app. of Bullie Broadcasting Corp. for 104.7 mhz; 3 kw; ant. 100 m. Address: 547 S. Main St., Hinesville, GA 31313. Principal is headed by Virginia B. Frankenthaler, and has no other broadcast interests. Action June 12.

■ **Preston, ID** (BPH900423NA)—Granted app. of Zeldon A. and Mary Lynne Nelson for 96.7 mhz; 1.05 kw; ant. 69 m. Address: 1133 E. Glendale Rd., Preston, ID 83263. Principals own KACH(AM) Preston, ID. Action June 13.

■ **Nashville, IN** (BPH891011ML)—Granted app. of Julie J. Carey for 95.1 mhz; 1.60 kw; ant. 194 m. Address: 5367 Pershing Ave. #3, St. Louis, MO 63112. Principal has no other broadcast interests. Action June 13.

■ **Halfway, MO** (BPH900820MK)—Granted app. of KYOO Broadcasting Co. for 93.1 mhz; 2.36 kw; ant. 112 m. Address: 304 E. Jackson, Bolivar, MO 65613. Principal is headed by Melvin and Gretchen Pulley, husband and wife, and owns KYOO(AM) Bolivar, MO. Action June 14.

■ **Atlantic City** (BPED900522MC)—Granted app. of New Jersey Public Broadcasting Authority for 89.7 mhz; .025 kw-H, 6 kw-V; ant. 84 m. Address: 1573 Parkside Ave. CN777, Trenton, NJ 08625. Principal is headed by Robert Berkowitz, and is licensee of public stations WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair and WNJS(TV) Camden, all New Jersey. It is also permittee of new ITFS stations WHR821 Montclair-Newark and WHR822 New Brunswick, all New Jersey. Action June 13.

■ **Bridgeport, NY** (BPH890110MB)—Granted app. of Four County Broadcasting Inc. for 99.5 mhz; 3 kw; ant. 100 m. Address: 431 S. Wilbur Avenue, Syracuse, NY 13204. Principal is headed by Robert J. Raide, and has no other broadcast interests. Action June 13.

■ **Peru, NY** (BPED890113MM)—Granted app. of St. Lawrence University for 88.3 mhz; .2 kw; ant. 323 m. Address: Romoda Drive, Canton, NY 13617. Principal is headed by Ellen Rocco, and has no other broadcast interests. Action June 14.

FACILITIES CHANGES

Applications

FM's

■ **Fairbanks, AK** KWLF(FM) 98.1 mhz—June 3 application for CP to change ERP: 28 kw H&V.

■ **Bakersfield, CA** KTQX(FM) 90.1 mhz—June 7 application for mod. of CP (BPED860115MA) to change ant.: 46.7 m.; change TL: 1801 Panorama Dr., Language Arts Building, Bakersfield, CA.

■ **Ione, CA** KEDR(FM) 88.3 mhz—May 31 application for mod. of CP (BPED861023MB) to change ERP: 50 kw (V) only; ant.: 144 m (V) only; TL: .78 km NE of Meiss Rd., 2.45 km W of Ione Rd., 6 km SE of Rancho Murieta, CA; class: B and to change city of license from Ione to Sacramento.

■ **Needles, CA** KWAZ(FM) 97.9 mhz—June 6 application for CP to change ERP: 4.25 kw H&V; ant.: 473 m.

■ **Grand Junction, CO** KIOB(FM) 107.9 mhz—June 3 application for CP to make changes in new station; reduce antenna by 3 m.

■ **Palm City, FL** WCNO(FM) 89.9 mhz—June 7 application for mod. of CP (BPED840309CJ) to change ant.: 187 m.

■ **Griffin, GA** WQUL(FM) 97.7 mhz—June 6 application for CP to correct previous error regarding radiation center height above ground.

■ **Pocatello, ID** KZBQ(FM) 93.7 mhz—June 6 application for mod. of CP (BPH821004AK as mod.) to change antenna supporting structure height.

■ **Mt. Vernon, KY** WXJJ(FM) 102.9 mhz—June 6 application for mod. of CP (BPH860703MF new station) to change ant.: 100 m.; TL: 1.3 mi SW of Broadhead, KY, .2 mi N of Negro Creek Rd.

■ **Niles, MI** WAOR(FM) 95.3 mhz—June 6 application for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Prentiss, MS** WJDR(FM) 98.3 mhz—June 5 application for CP to change ERP: 6 kw H&V.

■ **Vicksburg, MS** WSTZ-FM 106.7 mhz—June 10 application for CP to change ant.: 323 m.; TL: the site is located at 1330 Moses Rd., MI.

■ **Osceola, MO** KBUG(FM) 92.3 mhz—June 3 application for mod. of CP (BPH890405MA) to change ERP: 3.2 kw H&V; change ant.: 79 m.

■ **Belgrade, MT** KGVW-FM 96.7 mhz—June 3 application for CP to change ant.: 212.4 m.; TL: High Flat 11 mi W-SW of Bozeman, MT.

■ **Missoula, MT** KZQ(FM) 100.1 mhz—June 6 application for mod. of CP (BPH900626IB) to change ERP: .48 kw H&V; change ant.: 646 m.; TL: antenna will be located on top of Mount Dean Stone, 8 km S of Missoula.

■ **Gardnerville-Minden, NV** KGVM-FM 99.3 mhz—June 10 application for CP to change freq: 99.1 mhz; ERP: 6.9 kw H&V; ant.: - 249 m.; change to class C3 (per docket 90-461).

■ **Boiling Springs, NC** WGWG(FM) 88.3 mhz—May 31 application for CP to change ERP: 50 kw H&V; ant.: 92 m.; change TL: 4.8 km WSW of Boiling Springs, NC near intersection of SR 1186 and SR 1195 in Cleveland County.

■ **Bellevue, OH** WNRN(FM) 92.1 mhz—June 3 application for CP to change ant.: 74 m.; TL: 605 Goodrich, Bellevue, OH 44811.

■ **Shawano, WI** WOWN-FM 99.3 mhz—June 7 application for CP to change ERP: 13.9 kw H&V; ant.: 134 m.; change TL: SW corner of the SE Quarter of section 5, town of Angelica, WI; change class: C3; change antenna system from omni-directional to directional.

TV

■ **Castle Rock, CO** KWHF(TV) ch 53—June 13 application for CP to change ant.: 193 m; TL: 5.000 kw; antenna: Harris TWSC-20BP(DA)(BT).

Actions

AM's

■ **Black Canyon City, AZ** KUET(AM) 710 khz—June 17 application (BMP900405CP) returned for mod. of CP (BP8700330AL) to add night service with 4.2 kw and make changes in antenna system.

■ **Honolulu** KAIM(AM) 870 khz—June 11 application (BP900405BC) granted for CP to make changes in antenna system and change TL: 3.7 km on a bearing of 73 degrees from the intersection of H-2 at Mililani, HI

21 28 41N 157 58 23W.

■ **Graham, NC** WSML(AM) 1190 khz—June 10 application (BMP910130AD) granted for mod. of CP (BP850905AH) to augment nighttime standard pattern.

■ **Hillsboro, OH** WSRW(AM) 1590 khz—June 17 application (BP891002AJ) dismissed for CP to make changes in antenna system.

■ **Harrisonburg, VA** WMRA(AM) 90.7 mhz—June 11 application (BPED9101161A) granted for CP to change ERP: 7.5 kw H&V; ant.: 319 m.; TL: 10.9 km at 115 degree to Linville, VA.

FM's

■ **Anchorage, AK** KATB(FM) 89.3 mhz—Application (BPED900102MH) granted for CP to change ant.: 105 m.; change ERP: 4.9 kw H&V; class: C3.

■ **Lowell, AR** KISK(FM) 101.9 mhz—June 12 application (BMPH910207IB) dismissed for mod. of CP (BPH871105MC) to change ERP: 25.5 kw H&V; ant.: 211 m.; TL: .35 km W of Ventris Rd. and 2 km SE of Posy Mtn., AR.

■ **Lemoore, CA** KQYZ(FM) 104.9 mhz—June 11 application (BMPH900531IB) granted for mod. of CP (BPH881020IC) to change ERP: 3 kw H&V; ant.: 65 m.; TL: 13817 16th Ave., Lemoore, CA 93245.

■ **Woodlake, CA** KQKX(FM) 104.1 mhz—June 7 application (BMPH900601IF) granted for mod. of CP (BPH850712PK as mod.) to change ERP: 16 kw H&V; ant.: 265 m.; TL: atop Eshom Point, 7 km due E of Badger.

■ **Enfield, CT** WPKX(FM) 97.9 mhz—June 13 application (BPH900912IE) granted for CP to change ERP: 2.22 kw H&V.

■ **Goulds, FL** WRTO(FM) 98.3 mhz—June 11 application (BPH901102IE) granted for CP to change ERP: 100 kw H&V; change ant.: 496 m.; change class to 252C.

■ **Red Oak, IA** KOAK-FM 95.3 mhz—June 10 application (BPH910110ID) granted for CP to change ERP: 25 kw H&V; change ant.: 90 m.; TL: .16 km N of Oak St. on County Rd.; Red Oak, IA; change channel from class 237C1 to 237C3 (per docket #89-174).

■ **Beattyville, KY** WLJC(FM) 102.3 mhz—June 14 application (BMLH910102KA) granted for mod. of license (BLH860304KG) to change freq: 102.3 mhz (per docket #90-199).

■ **Central City, KY** WKYA(FM) 101.9 mhz—June 5 application (BMPH900608IB) granted for mod. of CP (BPH870226IQ) to change ant.: 206 m.; class: C1; change length of transmission line: TL: 3.5 km NNE of Nuckols, KY E side Hwy. 431, or .71 km N of Buck Creek Church and 1.1 km.

■ **Abbeville, LA** KROF-FM 104.9 mhz—June 10 application (BPH901217IC) granted for CP to change ERP: 25 kw H&V; change ant.: 89 m.; class: C3; change freq: 105.1 mhz (per docket #89-389).

■ **Bunkie, LA** KRBG(FM) 104.3 mhz—June 7 application (BMPH901102IC) granted for mod. of CP (BPH880803MD) to change ERP: 25 kw H&V; TL: .4 mi S of State Hwy. 457, 2.6 mi E of Lecompte, in Rapides Parish, LA, change from 282A to 282C3 (per docket #89-419).

■ **Ferriday, LA** KFNV-FM 107.1 mhz—June 7 application (BPH901219IB) granted for CP to change ERP: 18.5 kw H&V; change ant.: 71 m.; change to class C3 (per docket #89-410).

■ **Fairfield, ME** WUMH(FM) 93.3 mhz—June 13 application (BMPH910116IK) granted for mod. of CP (BPH881011ME) to change freq: 93.5 mhz; ERP: 13.5 kw H&V; ant.: 134 m.; TL: RFD 3, Box 5860, Skowhegan, ME; change to class C3 (per docket #89-467).

■ **Franklin, NH** WFTN-FM 94.3 mhz—June 10 application (BMPH901226IB) granted for mod. of CP (BPH900417ID) to specify change in orientation of directional antenna.

■ **Amsterdam, NY** WKOL-FM 97.7 mhz—June 12 application (BPH910109IA) granted for CP to change ERP: 2.1 kw H&V; change ant.: 118.4 m.; TL: 1000 ft. N of Ridge Rd., E. of intersection of Ridge Rd. and Midline Rd., NY.

■ **Spencer, NY** WCII(FM) 88.5 mhz—June 13 appli-

cation (BMPED9102041A) granted for mod. of CP (BPED870608MB) to change ant.: 148 m.; TL: Ridge Rd. .8 km SSW N Barton, NY.

■ **Guymon, OK** KKBS(FM) 92.7 mhz—June 12 application (BPH9010181C) granted for CP to change ERP: 11.3 kw H&V; change ant.: 148 m.; TL: E side of S Ellis to street between 9th and 10 Streets Guymon, OK; change class to C3.

■ **Bishopville, SC** WXMA(FM) 93.7 mhz—June 14 application (BMPH9102081D) dismissed for mod. of CP (BPH880519ND) to change ERP: 6 kw H&V; ant.: 100 m.; TL: 1.4 mi NE of Elliot, SC.

ACTIONS

■ **Auditory Assistance Devices** Proposed amending Part 15 of rules by expanding bands in which auditory assistance devices are permitted to operate. This change would improve ability of educational institutions to meet needs of hearing-impaired students and promote more effective use of radio spectrum. (ET docket 91-150 by NPRM [FCC 91-167] adopted May 24.)

■ **FCVS Communications (WACH(TV))** Denied

FCVS's petition for special relief seeking ruling that WACH(TV) is significantly viewed in nine South Carolina counties. (By MO&O [DA 91-724] adopted June 1 by Chief, Video Services Division, Mass Media Bureau.)

■ **Appointed Honorable N. Norling**, Chairman of Delaware Public Service Commission, and Honorable Dean J. (Joe) Miller, President of Idaho Public Utilities Commission, to serve on Federal-State Joint Conference. (Report DC-1895, June 11 by Order [FCC 91-180].)

■ **Colorado Springs, CO** Granted applications of three commercial television broadcast stations licensed to Colorado Springs-Pueblo, CO television market for rule waiver to permit them to have syndicated program exclusivity protection against certain stations from Denver. (By MO&O [FCC 91-174] adopted June 4 by Commission.)

■ **Hartford, VT** Denied request by Citadel Communications Co., Ltd. for reconsideration of Commission's action granting application for consent to transfer control of WNE-TV Inc., licensee of WNE(TV) ch. 31 (NBC), from Taft Broadcasting Co. and Northern New England Television to Heritage Media Corp. (MM-547, Mass Media Action, June 17 by MO&O [FCC 91-190].)

ALLOCATIONS

■ **Gualala, CA** Effective August 5, allotted channel 263B1 as Gualala's first local aural transmission service; filing window: August 6-September 5. (MM docket 90-467 by R&O [DA 91-717] adopted June 10 by Chief Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Modesto and Ceres, CA** Effective August 5, reallocated channel 23 from Modesto to Ceres, CA as its first local television service. (Docket 89-307 by R&O [DA 41-718] adopted June 10 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Claxton and Waynesboro, both Georgia, and Bluffton, SC** Effective August 1 substituted channel 297C3 for channel 296A at Claxton, conditionally modified license of station WCLA(FM) accordingly; substituted channel 296C3 for channel 296A at Waynesboro, and modified construction permit for station WAGW(FM) accordingly; substituted channel 295C1 for channel 295C2 at Bluffton, and modified license for WLOW(FM) accordingly. (MM docket 90-536 by R&O [DA 91-708] adopted June 6 by Chief, Allocations Branch.)

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General manager: Fifteen years in radio...sales-sales management-general management. One complete turn around to my credit. Honesty-integrity-professionalism. My track record speaks for itself. Reply Box M-3.

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Dark radio station returned to air and positive operating billing achieved in four months. Positive cash certain in six months of turn-on. Current project ending 31 July. Thoroughly devastated TV. Went into project with billing and collections at 40% of operating expenses. Positive billing and receipts achieved in seven months. Billing and collections at approximately 240% of operating expenses at end of project (11 months). Also selection of key personnel. Former radio owner. Eight year president-general manager of station taken from serious problems to sale at 2 1/2 times purchase price. I identified buyer. Seeking position with a group with ongoing projects, one-time project, or small to medium management position with option to purchase. Telephone 704-487-1589 to explore possibilities.

SITUATIONS WANTED ANNOUNCERS

FM Easy Listening coastal stations only. Deep, sincere pipes. Years of experience. Mint references. 717-675-6982, after 3 p.m. Eastern.

Experienced DJ with superior production skills seeking AOR, AC, CHR on-air position. Will relocate. Call Curt for a convincing demo tape. 708-888-1799.

Broadcaster with 20 years experience wants to relocate. News is my main thing. Good voice, creative, reliable. Available from September. Please phone John Shepard if you want details and a tape. Tel. 504-882-3301.

Experienced sports talk host seeks move to larger station. Ivy league grad. Also have PBP & DJ experience. Neil 301-309-3857.

We kicked Neil Rogers' butt, who's next? Wherever there's bad radio send out the call for "The Radio Outlaw." For demo tape: Radio Outlaw, 7925 Tropicana St., Miramar, FL 33023

SITUATIONS WANTED TECHNICAL

Former Harris engineer and big group chief is available for field service assignments anywhere! Expert on automation, transmitters, audio & construction. Super references. 413-442-1283.

SITUATIONS WANTED NEWS

Experienced, reliable college graduate seeking entry-level radio news position. Any shift, any location. BA in Radio/TV. Experience in radio and TV reporting in top 100 markets. Contact Pam 817-756-7509.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Chuck Harder is "for the people"—and for you! Put this 15 hours of listener pro-active talk with America's hottest consumer advocate in your lineup and watch your numbers soar. More than free, better than barter: you get 5% cash revenue sharing and caller print-outs from your area. And we're on two satellites, so you're downlink-ready with a home satellite receiver or SCPC. But get on the bandwagon fast—we're putting together an on-air, grass-roots promotion that's going to knock your competition for a loop! Call VP/GM Bruce Micek today at 904-397-4145, or check Chuck out on our listen-line M-F, 2-6p eastern, at 904-397-4258.

Attention small competitive markets. Program director - broad experience in radio and research - will put creative ideas to work for CHR/hot AC. Dedicated to your station's success. Dennis 912-265-2819.

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate and life, would like to work for you for free. He offers 18 hours of programing 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

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.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

What do employers want? Get station owner's viewpoint. Send \$9.95 for audio tape to SBC, Box 26523, Prescott, AZ 86312.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager, one of the nation's highest rated network affiliated stations is looking for the best. Candidates must have a minimum of 3 years national sales experience. Local sales/sales management is an added plus. Send letter, resume, salary history and all pertinent information to: David A. Olmsted, VP/GM, WCTV, PO Box 3048, Tallahassee, FL 32315. No phone calls please. WCTV and John H. Phipps, Inc. are equal opportunity employers.

Promotions manager: Group owned ABC affiliate is seeking an aggressive hands-on promotions manager. 2 to 3 years experience with documented results a must. Send resumes to: Bill Ferrell, VP/General Manager, WAPT-TV, PO Box 10297, Jackson, MS 39289. WAPT is an EOE.

Local sales manager: We are Midwest, small market and Fox. Seeking experienced professional to develop local sales. Mail resume in confidence to Box D-48. EOE.

General manager with extensive sales experience (national, local, and rep) for Fox affiliate in Baltimore with 10:00 pm news. Send resumes to Executive Committee, PO Box 4800, Baltimore, MD 21211. No phone calls. EEO.

HELP WANTED SALES

Sales/marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of Southwest/South Central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box D-49. EOE.

National sales manager: Experienced, aggressive sales manager needed for Oklahoma City CBS TV affiliate. BA or comparable plus 4 years related experience. Resumes to Rob Krier, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE-M/F.

HELP WANTED TECHNICAL

Assistant director of engineering. Assist in the supervision of broadcast operations, engineering personnel, production, transmission and maintenance. Ability to collaborate in design, installation and repair of television systems. Familiarity with computer operation required. Requires 3-6 years experience in television engineering, 2-4 years in a supervisory position. Operational experience a must. Experience in RF a plus. FCC 1st class/General license or SBE certification required. Salary \$32,885 - \$38,501. Send letter of application, resume and three professional references to Mrs. Ernst, KRMA-TV, Channel 6, 1261 Glenarm Place, Denver, CO 80204 by 7/8/91 EEO/AA.

Chief engineer: Midwest UHF commercial independent. Seeking hands on professional to manage staff of six. Requires indepth knowledge and desire to maintain 3/4" format tape equipment. Mail resume in confidence to Box D-47. EOE.

Fun and challenging TV career awaits qualified applicants in the cruise industry. Looking for videographers & computer graphics specialist. Must be AMIGA compatible. Good pay and great benefits for those with necessary television skills. Need two candidates quickly to shoot, edit and produce. Send resume only: Box D-52. EOE.

Television maintenance engineer to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc. 390 West Market Street, Newark, NJ 07107. EOE, M/F.

Master control operator: Requires network affiliate switching experience. Duties include on-air switching, transmitter operation, dubbing spots to ACR cart, camera setup and receiving satellite and microwave feeds. FCC permit required. Send a resume, no phone calls accepted to: David Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Maintenance engineer: Wanted with strong 3/4" and engineering experience. Resume and salary history to Chief Engineer, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

HELP WANTED NEWS

Reorganization underway at Southern affiliate. Looking for reporters who are aggressive, self-starters, enterprising, good writers, and who can tell a story well. News is our business, not features. Producing experience would be helpful. Also, looking for a take charge assignment editor. Someone who understands what it takes to put both quality and quantity in the day's newscasts. And, need anchor for morning and noon. Warmth, ad-lib ability, sincerity, and strong credibility essential. The right person will be more than a reader. Writing and producing assistance a substantial part of this job. EOE. Women and minorities encouraged to apply. If any of these positions interest you, send resume, letter with news philosophy and goals to: Box M-4.

Meteorologist/reporter: Weekend weathercaster to complement #1 all meteorologist team on #1 station. Reporting duties 3 days per week. Meteorology degree and one year experience required. Send tape & resume to: EEO-MRP1-BM, PO Box 44227, Shreveport, LA 71134. EOE. No phone calls.

Senior producer: Statewide public television network needs experienced senior producer with demonstrated producing ability in public affairs programing. Government and legislative experience preferred. Send resume, tape and salary history to: Personnel, PO Box 20066, Tallahassee, FL 32316 by July 12, 1991. EOE.

Television producer: A real go-getter who can supervise and lead others. Prior TV news experience and good people skills required. Send tape to Liz Grey Crane, News Director WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

Co-anchor: Aggressive Midwest affiliate seeks experienced anchor to complement female co-anchor. Successful candidate will possess strong news judgement, community involvement, team leadership, and a minimum of three years anchoring experience. Send resume to Box M-5. EOE.

News director: Must be a good leader and motivator with a complete knowledge of a news room operation. Prior news director experience preferred. Send resume to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

Field producer position with one of the country's top Christian television programs. Minimum of 3 years experience with news or magazine style stories is required. Good journalism background a must. Looking for creative, mature individual. Excellent salary and benefits package. Send reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9099. EOE.

Fox 59/WXIN-TV starting up 10pm newscast. One of the nation's hottest Fox affiliate's getting even hotter. Need news anchors (2), weather, sports, producer, assignments, photographers, reporters, tape editor, writer, and newscast director. Nonreturnable tapes to: Jim Sanders, News Director, WXIN-TV, PO Box 59, Indianapolis, IN 46206. No phone calls. WXIN is an equal opportunity employer.

Weeknight 6 & 10 pm co-anchor. We're looking for the right person to complement our existing female. We're a Southwest NBC affiliate in a medium market. There's a very good compensation and benefits package. Our choice will be ready to report, when needed, and become involved in the community. This could be just the position you've been seeking but it hasn't been available for a long time. Send resume and photo to Box M-8. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Television producer, Manhattan: To oversee technical production of employer's Chinese language broadcasting. Oversee/supervise staff in maintenance, repair, acquisition, replacement of TV production equipment; responsible for editing, narration; will supervise sound engineer and editing equipment operator. Bachelor's degree with coursework in television production and television broadcasting. One year experience and Chinese (Mandarin) language required. 5 day, 40 hour week. \$59,100. per annum. Send letter or resume in duplicate to CJ#106, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

Audio/video coordinator for a large New England ski resort. Responsibilities include operation of local TV station to include videotaping, production, sales, staffing and programming. Skiing ability preferred. Year-round with benefits. EOE/MF. Send resume to Box M-6.

KTXH-TV Houston has an opening for an experienced program director. Must be current with FTC and FCC regulations and license renewal requirements. Skills in negotiating and marketing a must. Hands on computer skills a must. Strong background in ratings research, budget planning, movie series and kids scheduling. Must have an interest in professional basketball and baseball. If you're up to the challenge, send your resume to Mike Dunlop, Director of Marketing, KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. No phone calls please. A Paramount Television Station. EOE.

Graphic artist, 2 years experience on paintbox, aggressive Northeast medium market. Box M-9. EOE.

Experienced commercial television technical director needed in the Lansing market. Responsibilities include, but are not limited to, operation of a multi-level effects switcher and ancillary support equipment in a live broadcast environment. Must be able to give and take direction with equal tact. Flexibility in dealing with changing work assignments a must. Resume to: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. EOE.

Senior segment producer w/strong television writing, producing, and advertising skills needed in creation and production of all assigned segments for a national Christian broadcast. Five year minimum experience a must. One year minimum experience in supervision of two or more personnel and television promotional or spot production. If you are interested in working for this growing, exciting organization, please submit your resume and reel to Personnel Dept., Kenneth Copeland Ministries, Fort Worth, TX, 76192-0350. EOE.

Broadcast copywriter needed as part of a creative team writing broadcast ad copy for a national Christian program. Bachelor's degree w/concentration in writing, journalism, and advertising or its equivalent. Two to three years broadcast and/or print writing. Highly proficient writing and grammar skills a must. Please submit resume to Personnel Dept., Kenneth Copeland Ministries, Fort Worth, TX 76192-0350. EOE.

P.O.V., PBS' independent non-fiction film series, seeks director of communications. Position challenging work to primetime audiences, work closely with executive producer, expand visibility of series. Experience with independent media, social issues, press relations. For details write D. Lewis, P.O.V. 330 W. 58th, #3A, NYC 10019. No calls. EOE.

Art director: KCCI-TV, a CBS affiliate, is seeking a full-time art director with at least five years experience in broadcast television. Applicant must possess strong design skills to create and coordinate the overall look of the station as well as have extensive experience in computer graphics and/or paint box. In addition, we are looking for someone who can design and build sets, props and scenic backdrops for use in news, promotion and production. Send tapes and resumes to: John Pascuzzi, Vice President of Operations, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

Production manager: Oversee and work with staff of 15. Must know all aspects of production and work well with clients. Must be able to do voice work. Send resumes to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

Producer: Description of duties: Assumes responsibility for developing ideas, research, field producing, story content and writing of program, "Cleveland Tonight." Helps to format and design the production look of the show. Maintain quality and integrity on all levels of the story writing process. Other duties as required, i.e., MDA Telethon, specials. Education: College degree. Qualifications: At least 3 years experience as a producer or associate producer in a top 50 market. Must have strong writing, research and producing skills and a mature editorial judgement. Must be able to work with constant management supervision and ability to deal effectively with peers is essential. Date needed: July 8, 1991. Person to contact: Jim Felber, Program Manager 5800 South Marginal Rd., Cleveland, OH 44103. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Involved, active and innovative. 25 successful years in general management, sales, promotion and programming. Available for relocation to a competitive market situation due to sale of present station. Reply to Box C-55.

Television general manager. Experienced, knowledgeable, versatile. Bottom line operator. Best references. Excellent performance record. If your operation needs improvements, hire a professional. Confidential to: Box M-7.

18 years TV production experience, 11 of them as operations manager at Buffalo VHF. Seeking similar position in Northeast with solid company. Team player, results-oriented, 3 national awards for excellence. Call Gary 716-837-6679.

SITUATIONS WANTED TECHNICAL

Experienced engineer seeks CE or ACE position in small or medium market, prefer South or Midwest. Supervisory experience, hands on expertise as well. Construction, budgeting, capital planning, unions. Good with computers, people. Call Jim 718-361-9122, leave message.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Meteorologist with on-air experience, exclusive professional broadcasting training, extensive knowledge of ColorGraphics products, seeks on-air weather position. Call Brian 314-432-2566

Savvy, energetic individual with professional experience in TV PR seeks reporting or PR position. Contact Kathleen. 618-242-3686.

Talented reporter/anchor: Attractive black female with TV and radio anchor, reporter, assignment editor experience. Seeks challenging newsroom position. Call 919-822-5754.

Major market weather anchor, with AMS seal. Looking for 1 to 30 market with #1 news team. Reply Box M-10.

With experience in commercial and campus settings, college graduate seeks entry level production position. Five months experience as weekend assignment editor at market 70 station during school; station manager of the campus TV station -- producer of monthly half-hour news magazine, director of newscasts, and producer and editor of promotional pieces for the athletic department and campus auxiliary services. Contact Kristen 716-662-9157.

Broadcast veteran with fourteen years radio announcing experience, three years radio sales, one year sales management, and one year TV news and sports anchor seeks re-entry to TV news. Mature, no drugs, no smoke. References. Excellent grooming. Good image, amenable, prefer medium market up, but consider all, including TV sales if chance for on camera news. Strong production for voiceovers. 214-270-1114 mornings.

SITUATIONS WANTED ANNOUNCERS

Veteran pro sportscaster with heavy PBP, basketball, football, baseball, talk and major markets seeking better opportunity. Six years at present job. 812-424-6020.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Hard working young man looking for production position that utilizes my experience in CMX editing, writing and working with clients. Programs-aired experience and willing to relocate. 317-643-5838. Travis.

Enthusiastic graduate, seeking entry level position. Directing experience/will relocate/resume. Pete Whiting 425 Calle Delicada, San Clemente, CA 92672.

MISCELLANEOUS

Capital available to purchase radio or television station. Hudson & Hudson Private Investment Bankers 1-800-543-8410.

Primo people seeks bi-lingual (Spanish/English) sports reporters with some anchoring experience. 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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Lenoir-Rhyne College, four year liberal arts college related to Evangelical Lutheran Church in America in Hickory, North Carolina, seeks applications for tenure track faculty position as assistant professor of communications studies/video production, effective January 5, 1992. Candidate must be able to teach courses in mass media (media law and media impact), develop/teach video production and video direction, and supervise campus radio station. College teaching experience required. Broadcast or radio/television production experience desired. Ph.D. preferred. ABD near completion considered. Salary based upon degrees and experience. Send letter of application, vita, and three letters of reference by July 30, 1991 to Dr. Robert L. Spuller, Vice President and Dean for Academic Affairs, Box 7420, Lenoir-Rhyne College, Hickory, NC 28603. Lenoir-Rhyne College is an EOE employer.

HELP WANTED SALES

Can you live on \$2000 a month in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOSYNDICATION is the expansion of two well-known, established and respected companies. As our distributor, you'll market the world's largest stock library of animated effects, a stable of custom commercial characters headed by the famous Jim (Hey Vern, it's Ernest!) Varney, generic commercials, music libraries and more. You need to have media sales experience, the ability to manage 3-4 people and the willingness to work full time and harder than you ever have in your life. If you are entrepreneurial in spirit and love to sell, call Lee Michaels at 615-242-8900. Territories closing rapidly! EOE.

HELP WANTED NEWS

The office of public relations is looking for an individual whose primary responsibilities are to write and produce stories for the University's radio actualities service; assist in the production of videos and television news projects; work with news media to assist them in covering the university. Candidates must demonstrate: sound news judgement; the ability to edit both audio and video tape; good diction, interviewing and writing skills; an aptitude for promotion; the ability to execute multiple projects while producing the highest quality work under deadline. Minimum qualifications: Bachelor's degree required with major in broadcast journalism, communications or related field; minimum two years experience in radio and/or television news required. Salary commensurate with qualifications and experience. Review of applications will commence July 5. Position open until filled. Send letter of applications, resume, and either an audio cassette or a video tape of your best work (it will not be returned) to: Don Walton, Personnel Services, 111 Gilchrist Hall, University of Northern Iowa, Cedar Falls, IA 50614-0034. The University of Northern Iowa is an equal opportunity educator and employer with a comprehensive plan for affirmative action.

HELP WANTED TECHNICAL

Electronic engineer wanted: A manufacturer of broadcast equipment located in the Southwest seeks a person with a strong background in analog and digital electronics with emphasis in audio engineering. Must have experience with DSP and a strong background in analog audio design. Experience in broadcasting and broadcast equipment manufacturing preferred. Company has excellent reputation and good benefits. Send resume only to: Box D-43 EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Writer/producer: Land-grant university seeks extension communicator to research, write, produce, narrate, and edit broadcast quality radio and TV productions. Write radio scripts for others to use in their local programming. Develop broadcast leads into print news and feature stories two to three times a month. Produce television features and public service announcements. Offers consultation and services in broadcast media production. Act as project coordinator on special extension broadcast projects. Minimum qualifications: Experience with current radio and TV technology; experience in producing and placing broadcast news releases; audio and video production experience; good writing skills. With preference given for: Training in broadcasting and communications; educational media training; broadcast marketing experience; cooperative extension experience. 703-231-5301 or any Virginia Employment Commission office for Virginia state application. Return application and resume to: VPI&SU, Personnel Services, 109 UCOB, Blacksburg, VA 24061-0318 by 5 p.m. Aug. 2, 1991. Refer to Job No. 5376P. Salary: \$23,044-\$31,476. An equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

SALES TRAINING

Kiss your butterflies goodbye! Speak with comfort, confidence, conviction. Presentation skills workshops for sales people/GSM's/GM's. Videotaping/critiquing. Groups/privately. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

EMPLOYMENT SERVICES

Reporters. We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

Law enforcement jobs. \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

Need personnel for your radio, television station or cable system? I represent the best people in the industry! All positions - all levels. Write on company letterhead for complete free listing. Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

ENG truck in good condition with telescoping mast, generator, and accessories. Call Mike McKinnon, Chief Engineer, WXIN-TV, 317-632-5900.

FOR SALE EQUIPMENT

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

1KW AM transmitters: Harris MW1A (1978), Cont. 314R1 (1986). Harris BC1H1 (1974), RCA BTA 1S (1976), Transcom Corp. 800-441-8454, 215-884-0888, Fax 215-884-0738.

FM transmitters: BE FM30, 30KW (1983), CCA FM20,000E, 20KW (1979), Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980). Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

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.

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Harris 55KW UHF TV transmitter high band, klystrons low hours. Call Bill Kitchen, Sunbelt Media. 303-786-8111.

UHF transmitter package includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

Transmitters, FM, TV and LPTV: All brand new. Energy-Onix FM and 3dbm television transmitters. Call Jimmie Joynt at 800-279-3326.

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1-5; Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057, 1-713-729-7300.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

650' of 6 1/8 inch used transmission line for sale at transmitter site in Williamsport, Ohio 513-599-2009/559-4672, 614-847-8229.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. Celebrating 10 years of excellence. 918-252-3600.

We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.

TELEVISION

Help Wanted Technical

CHIEF ENGINEER

WKYC-TV, A MULTIMEDIA STATION LOCATED IN CLEVELAND, OHIO IS SEEKING A HANDS ON CHIEF ENGINEER FOR A STATE-OF-THE-ART TECHNICAL FACILITY.

QUALIFICATIONS SHOULD INCLUDE FCC GENERAL CLASS AND RESTRICTED LICENSES, S.B.E. BROADCAST ENGINEER CERTIFICATION PLUS A MINIMUM OF 10 YEARS EXPERIENCE IN ALL PHASES OF BROADCAST TV TECHNICAL OPERATIONS INCLUDING THE FOLLOWING: TRANSMITTER, SATELLITE SYSTEMS, COMPUTERS, CONTROL ROOM AND STUDIO EQUIPMENT. RESPONSIBLE FOR EQUIPMENT, TECHNICAL STAFF AND CAPITAL EXPENDITURE RECOMMENDATIONS.

ONLY RESUMES WITH SALARY HISTORY AND REQUIREMENTS WILL BE CONSIDERED. QUALIFIED CANDIDATES SHOULD SEND RESUME TO:

WKYC-TV, DEPT. CE,
1403 E. 6TH ST.,
CLEVELAND, OH 44114
FAX (216) 344-3477

WKYC-TV IS AN
EQUAL OPPORTUNITY EMPLOYER



Situations Wanted Management

TELEVISION

TROUBLE-SHOOTER CONSULTANT

Review-Evaluate-Improve
BOTTOM LINE RESULTS!

Reply Box M-12

Miscellaneous

FOR LEASE

UHF commercial license in eastern market with 500K TV homes available for leasing by hour, day or day parts.

Reply Box D-45
for info & rates

RADIO

Programming Services



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS • P.O. Drawer 1737
Jonesboro, Arkansas 72403 • 501/972-5884

Programming Services Continued

EDWARD ST. PE'
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NATIONAL WEATHER NETWORK
AMERICA'S #1 BARTER WEATHER SERVICE FOR RADIO SEEKING NEW AFFILIATES IN TOP 100 RADIO MARKETS. AMS CERTIFIED / OVER 200 AFFILIATES ON-LINE

CALL AFFILIATE MANAGER
RODGER OWNBY: 601-352-6673

ALLIED FIELDS

Help Wanted Programming Promotion & Others

Martin Marietta Aero & Naval Systems

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Martin Marietta Aero & Naval Systems, a Fortune 500 industry leader located in suburban Baltimore, seeks to expand its staff of professional communicators. We have an excellent opportunity available for a Video Specialist who is a team player with good interpersonal skills.

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FATES & FORTUNES

MEDIA

Appointments at Scripps Howard Broadcasting: **Raymond Hunt**, general manager, KNXV-TV Phoenix, **J.B. Chase**, general manager, WCPO-TV Cincinnati and **Arnold J. Kleiner**, general manager, WMAR-TV Baltimore, elected VP's. **F. Steven Crawford**, former general manager, Southeastern United States cable system, Knoxville, Tenn., named VP, cable television, Cincinnati.

Alan R. Terry, executive director, taxes, Turner Broadcasting System Inc., Atlanta, named VP, taxes.

Vincent Barresi, VP and general manager, WTSP-TV Tampa, Fla., joins KDVR(TV) Denver, in same capacity.

Peter Mathes, from KCOP(TV) Los Angeles, joins co-owned KTVX(TV) Salt Lake City, as VP and general manager.

Diana L. Sanchez, formerly of People's Choice TV of Texas, joins KUII(AM) Dallas-Fort Worth, as business manager.

Kent Cornish, operations manager, WIBW-TV Topeka, Kan., named director of operations and programming.

SALES AND MARKETING

Don Gorski, director of sales, People and Properties Inc., joins KRLD(AM) Dallas, as general sales manager.

Robert Morgan, acting general sales manager, WRKO(AM)-WBMX-FM Boston, named sales manager.

Roger Stallard, local sales manager, WFOX(FM) Gainesville, Ga. (Atlanta), named general sales manager.

Lathy K. Lawrence, national sales manager, KOY-AM-FM Phoenix, named general sales manager.

Appointments at Tucson (Arizona) CableVision: **Peter Tracy**, former assistant marketing director, named marketing manager; **Kris Hanssen**, recent graduate, University of Arizona, named marketing assistant, pay-per-view manager; **Lucienne DuPlain**, former district sales manager and commercial development coordinator, named general sales supervisor; **Corky Roth**, from Type Two graphics studio, named creative services supervisor and **Sandra Dell**, marketing

assistant, named commercial services representative.

Richard Giannini, president and co-founder, Raycom Management Group (RMG), resigned. **Rick Ray**, chairman, RMG, named interim president.

Robert A. Galle, general sales manager, WFLA-TV Raleigh, N.C., joins KPLR-TV St. Louis, in same capacity. **Steve Lenox**, from Petry Television, joins KPLR-TV St. Louis, as account executive.

Gale Hall, from WMQX-FM Winston-Salem, N.C., joins WWWB(FM) High Point, N.C., as account executive.

William D. Wells, executive VP and director of marketing services, DDB Needham Worldwide, Chicago, retired. **Kathleen Snow**, administrative assistant to president, DDB Needham Worldwide, Washington, named assistant account executive.

Cheri D. Gmitter, account executive, Market Place Development Inc., Orlando, Fla., joins DDF&M Public Relations, as advertising account executive.

Local marketing specialists **Lee Nixon** and **Frank Hughes**, WJXT(TV) Jacksonville, Fla., named regional marketing specialists.

Jack Dicoskey, general sales manager, KJZY(FM) Denton, Tex. (Dallas), and **Mary Ellis**, formerly of KMGL(FM) Oklahoma City, join KUII(AM) Dallas-Fort Worth, as account managers.

Robin Goldhaber, account executive, WHLI(AM)-WKJY(FM) Hempstead, N.Y., and **Robert Belpedio**, account executive, WHWH(AM)-WPST(FM) Princeton, N.J., join WQHT(FM) New York, in same capacities.

Cliff Kaplan, sales coordinator, Madison Square Garden Network, New York, named account executive. **Mark Toffolo**, international sales manager, Bernard Picture Co. Inc., joins MSG Network, New York, as account executive.

Paula G. Christakos, from *Roanoke Times & World News*, joins WDBJ(TV) Roanoke, Va., as account executive.

Jennifer Luke, recent graduate, Seltel's training program, named account executive, rangers team, Chicago.

Karen Barbaro, from Lintas: Campbell Ewald, joins Kane and Kane Inc., Birmingham, Mich., as media director.

Appointments at Katz Radio: **Melissa Weinberg**, account executive, New York, and **Garrett Frakes**, account executive, Chicago, named senior account executives; **Drew Dickens**, manager, St. Louis, adds duties as VP; **David Goldstein**, account executive, Madison Square Garden Radio, New York, named sports account executive there and **Tracey Williams**, buying supervisor, Kely, Scott & Madison, Chicago, named account executive there.

Fellis Carnley, retail sales manager, WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), named director of sales and marketing, succeeding **John Simons**, resigned.

Timothy Halpin, copywriter, and **Thomas Hadden**, art director, D'Arcy Masius Benton & Bowles, St. Louis, named associate creative directors. **Margaret Sims**, account manager, DMB&B, St. Louis, named account director.

John J. McMenamin, VP, national sales director, advertising and promotion divisions, Actmedia Inc., joins Turner Broadcasting Sales Inc., New York, as VP, sales.

Appointments at Katz: **Douglas Cook**, account executive, WPTY-TV Memphis, named sales executive, Katz Continental Television, Chicago; **Pat Frodyma**, media buyer, D'Arcy Masius Benton & Bowles, St. Louis, named sales executive, Katz American Television there, and **Tom Sheehy**, account executive, WHAS-TV Louisville, Ky., joins Katz Independent Television, Los Angeles, as sales executive.

Kendall D. Adkins, promotion and marketing director, KDKB-FM Phoenix-Mesa, joins KMBZ(AM)-KMBR(FM) Kansas City, Mo., as director of marketing and promotion.

Mike Hathaway, director of marketing, Leigh Stowell & Co., Seattle, joins KMTT(FM) there as general sales manager.

John R. Dawson, general sales manager, WALA-TV Mobile, Ala., joins WSFA(TV) Montgomery, Ala., in same capacity.

Mark Benecke, manager, Major Market Radio Northwest, Portland, Ore., joins KUPL-AM-FM there as national sales manager and vendor marketing director.

Chris Beringer, from KATU(TV) Portland, Ore., joins KUPL-AM-FM there as account executive.

PROGRAMING



Beeks

Steven Beeks, senior VP, Republic Pictures Corp., Los Angeles, named executive VP and adds duties as president, Home Entertainment Group.

Peter Frankovich, executive VP, motion pictures and television, ITC

Productions, joins Hearst Entertainment Productions Inc., Los Angeles, as independent producer to develop and produce television movies, mini-series and series.

Edwin A. Bowen, co-owner, Stanfill Bowen & Co. Inc., investment management company, joins MTM Entertainment, Los Angeles, as senior VP and chief financial officer.

Heidi Wall, VP, original programing, Harmony Gold, joins Harry Chandler Productions, Los Angeles, as VP. **Wendel Melnick**, agent trainee, United Talent, joins Harry Chandler Productions, as manager of development.



Girard

Judy Girard, director, broadcasting, WNBC-TV New York, named VP, program development and syndication, NBC Television Stations there.

Marrissa O'Leary, associate director of business affairs and administration,

MGM/UA Television Production Group, Culver City, Calif., named director of business affairs and administration.

Sean A. Riley, recent graduate, Syracuse (New York) University, joins SportsChannel New York, Woodbury, N.Y., as production assistant.

Jesse Sandidge, overnight announcer and producer, *Sunday Morning Jazz*, WMJX(FM) Boston, joins WCDJ(FM) there as air personality.

Lenny Clarke, former star, FOX-TV's *Lenny*, named host, *The Sunday Comics*, Los Angeles.

Kendall Baldwin, producer, Group W's *The Entertainment Report*, Los Angeles, named senior program producer.

Bruce Ranes, producer and engineer,

DIR Broadcasting Corp., joins WXPN(FM) Philadelphia, as producer.

Sandy I. Goldman, VP, new business, Actmedia Inc., Norwalk, Conn., joins Checkout Channel, Turner Private Networks Inc., Atlanta, as VP and general manager.

Josh Grotstein, recent graduate, Harvard Business School, Cambridge, Mass., joins CNBC, Fort Lee, N.J., as director of affiliate marketing. **Suzanne Chaplin**, affiliate relations manager, Financial News Network, joins CNBC, Fort Lee, N.J., as affiliate relations manager, Midwest region.

Don Jalbert, director of sales, Aspen Publishers Inc., Rockville, Md., joins Public Broadcasting Service, Alexandria, Va., as director of sales, PBS Video.

NEWS AND PUBLIC AFFAIRS

Rick Davis, correspondent, NBC News, New York, named national correspondent, NBC-TV's *Today*.

Deborah Potter, correspondent, CBS News, Washington, joins CNN there, in same capacity. **Neal Kendall**, producer, *Downey*, CNBC, Fort Lee, N.J., joins CNN, Washington, as producer, *Larry King Live*.



Mankiewicz

Josh Mankiewicz, political correspondent, WCBS-TV New York, joins KCAL(TV) Norwalk, Calif. (Los Angeles), in same capacity.

Lowell Deo, reporter, WJZ-TV Baltimore, joins KSDK(TV) St. Louis, as general assignment reporter.

Richard A. Reingold, news director, WMAQ-TV Chicago, joins WKYC-TV Cleveland, in same capacity.

Stefany Strong, formerly of WPEC(TV) West Palm Beach, Fla., and WMAR-TV Baltimore, joins KETK-TV Jacksonville, Tex. (Tyler), as Longview (Tex.) anchor and producer.

Glen A. Meek, chief reporter, KTNV(TV) Las Vegas, joins KAKE-TV Wichita, Kan., as investigative reporter.

Shelly Quinn, talent coordinator, *Showbiz Today*, CNN, joins Group W's *The Entertainment Report*, Los Angeles, as assignment manager.

Appointments at Paramount Pictures, Hollywood: **Hollace Brown**, VP, advertising and sales promotion, named se-

nior VP, advertising and sales promotion; **Jack Kanne**, VP, sales, named senior VP, sales and distribution and **Alan Perper**, VP, marketing, named senior VP, marketing, Paramount Home Video.

TECHNOLOGY

Peter Polgar, former VP and general manager, microelectronics operations, General Instrument Corp., named VP, operations, videocipher division, San Diego, Calif.

Bill Thompson, product marketing manager, audio and video converter products, Semiconductor division, Analog Devices Inc., joins Tektronix Television Division, Beaverton, Ore., as audio products marketing manager.

George Palmer, former technical manager, ABC-TV and ESPN, joins Broadcast Television Systems Inc., Salt Lake City, as product sales support specialist, Western United States.

Mark Mooty, contract engineer, Houston, joins KVKI-AM-FM Shreveport, La., as chief engineer.

Gregg Miller, East Coast regional director of sales and marketing, Enigma Records, joins Broadcast Data Systems (BDS), New York, as senior sales executive, RecordTrack service. **David Peeler**, from Actmedia, joins BDS, New York, as director of sales, advertising services.

Catherine Hapka, president, Control Data Corp., Minneapolis, joins U.S. West Inc., Englewood, Colo., as VP, market planning.

PROMOTION AND PR

Janet Alston Jackson, photo publicist, ABC Public Relations, Los Angeles, named manager, photo editing and advertising liaison.

Lisa M. Galeano, assistant sports information director, Hofstra University, Hempstead, N.Y., joins SportsChannel New York, Woodbury, N.Y., as manager of public relations.

Tim Johnson, promotion director, WFOX(FM) Gainesville, Ga. (Atlanta), named promotions and marketing director. **Sandra Marilyn Patyk**, recent graduate, Marquette University, Milwaukee, joins WFOX(FM), as promotions assistant.

Tom McDermott, VP, information, National Live Stock and Meat Board, Chicago, joins Porter/Novelli, Washington, as senior VP.

Jeffrey M. McClelland, VP, marketing services, Hamm & Associates Inc., joins McAdams Richman & Ong Inc., Bala Cynwyd, Pa., as VP, account management.

ALLIED FIELDS

Wallace S. Snyder, executive VP, government relations and general counsel, American Advertising Federation, Washington, named president and CEO, succeeding **Howard Bell**, retired.

Kay Koplovitz, president and CEO, USA Network, New York, named volunteer chairman, Advertising Council Inc.

Children's Television Workshop, New York, presented second annual "ELMO" Award, to KQED(TV) San Francisco, for its multi-media projects, *Vacation Video*.

Richard D. Novik, president, WKIP-AM-WRNQ(FM) Poughkeepsie, N.Y., elected to one-year term as chairman, radio board of directors, National Association of Broadcasters, succeeding **David L. Hicks**, president and CEO, Hicks Broadcasting Corp., Kalamazoo, Mich., whose term expired. **Ronald Townsend**, president, Gannett Television Group, Arlington, Va., elected to one-year term as chairman, NAB's television board of directors.

Robert B. Brooks, former senior VP, Daniels & Associates and United Artists, and **Samuel S. Street**, formerly with Viacom International and United Artists Entertainment Corp., form cable communications consulting company, Brooks & Street, located at 6810 Tucson Way, Englewood, Colo. 80112.

J. Birney Blair, retired president and general manager, KHQ-TV Spokane, Wash., named Broadcaster of the Year by Washington State Association of Broadcasters.

Jo Maeder, air personality, WXRK(FM) New York, accepted to executive M.B.A. program at Columbia University, New York.

Jeff Dinces, former program manager, WRUC(FM) Schenectady, N.Y., joins Radio Advertising Bureau, New York, as production director.

DEATHS

Simon B. Siegel, 85, retired executive VP and former board member, American Broadcasting Companies Inc., died June 23 of cancer in White Plains, N.Y. In 1929, Siegel joined ABC's predecessor company, Paramount Publix Corp., as auditor, continuing as comptroller with company's theatre division, United Paramount Theatres Inc., in 1950. After 1953 merger of American Broadcasting Co. and United Paramount Theatres, Siegel was appointed treasurer, and in 1957 added duties as financial VP. He was elected to ABC's board of directors in 1959 and served on executive committee until 1984. From 1961 until 1972, Siegel was executive VP, ABC Inc. **Leonard H. Goldenson**, founder, American Broadcasting Companies Inc., and chairman of executive committee, Capital Cities/ABC Inc., said, "Si Siegel was a talented financial and administrative executive and worked side by side with me in getting the company on its feet. He served ABC and its predecessor companies for 55 years and contributed significantly to ABC's early growth." Survivors include his wife, Rose; daughter, Irma; son, Bernie; nine grandchildren and one great-grandchild.



Siegel



Greene

Cheryl Greene, 44, VP, affiliate relations, Video Jukebox Network Inc., died in Miami June 21. Cause of death was unavailable. Green had joined VJN in 1988 and previously worked at HBO and later Storer Cable as VP, sales and marketing. She is survived by her

daughter, Lisa; son, John-Barton, and mother, Katherine Shewey.

Arno W. Mueller, 64, former executive, Storer Communications, died of pneumonia June 23 in Miami. In 1947, Mueller was budget director and VP, programming, for Texas State Network. In 1961 he joined Storer as director of budgeting and financial planning, moving his way up to VP, chief financial officer and director, by 1967. He was elected president of Storer Cable Television in 1979. In 1983 he left to establish AWM Communications in Miami. Most recently, Mueller was chairman and had radio station and cable system interests. He is survived by his wife, Beverly; three daughters, and one son.

Yvonne Daniels, 53, air personality, WNUA(FM) Chicago, died of cancer June 21 there. Daniels was co-host of *Sid and Yvonne*, WCFL(AM) Chicago, in 1960's and had stints at WGCI(AM) and WLS(AM), both Chicago, and WSDM-FM Brazil, Ind. She is survived by her husband and grandmother.

Judy DeKalb-Truesdale, 40, receptionist, WDCA-TV Washington, died in her sleep June 23 in Silver Spring, Md. Cause of death was not disclosed. DeKalb-Truesdale had worked at WDCA-TV for 21 years. Survivors include mother, Paulina, and father, Baron.

Elmo Sackett, 48, general manager, KAKM(TV) Anchorage, died there of congestive heart failure June 22. Sackett was hired by KAKM in 1978 and previously worked at KISU-TV Pocatello, Idaho. Surviving him is wife, Sharon; daughter, Shannon, and brother, Gary.

Herb Brandes, 69, general manager, KDRO(AM) Sedalia, Mo., died June 23 there after lengthy illness. He had series of strokes as well as pneumonia. Brandes had been at KDRO since early 1940's and was appointed general manager in 1945. He bought controlling interest in 1957 and sold it last year. He is survived by his wife, Ima; daughter, Linda, and one grandson.

John T. Schimpf, 53, director of electronic communications, Michigan Bell's public relations department, died June 16 in Livonia, Mich., of leukemia. From 1963 to 1965, Schimpf worked for *Mike Douglas Show* at KYW-TV Philadelphia and at WKYC-TV Cleveland from 1965 to 1976. He is survived by his wife, Georgiana; three daughters, Nancy, Joan and Maureen; son, Joseph; four stepchildren, Greg, Tracey, Douglas and Matt Wright.

Austine McDonnell Hearst, 72, former radio commentator, CBS, died of cancer June 23 in New York. She is survived by her husband, William Randolph Jr.; two sons, William Randolph III and Austin, VP, Hearst Entertainment and Syndication.

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FIFTH ESTATE

LIN'S GARY CHAPMAN: BALANCING A FULL PLATE

As the NAB's new joint board chairman, Gary Chapman will have plenty to do. While shepherding the industry's representation through must carry, spectrum allocation and other issues, he will also be running LIN Broadcasting's seven TV stations and spearheading the effort to introduce personal diaries for local TV ratings measurement.

But juggling responsibilities is nothing new for Iowa-born Chapman. His first full-time job in broadcasting, as the play-by-play announcer for WCIL, the only AM station licensed to Carbondale, Ill., found him also working days selling spots.

The latter job was something he had to persuade the station's owner to permit. Chapman was steered toward sales by his uncle, Bill Greff, a news anchor and director at WOC-AM-TV Davenport, Iowa, who said that to do well in the world it was necessary to understand the business side of broadcasting. It was watching Greff anchor the news that Chapman says first interested him in broadcasting—his own father was an engineer at a GE refrigerator plant.

That advice led Chapman to minor in marketing at Southern Illinois University while majoring in radio and television studies. Part of his education included play-by-play for the broadcast of sporting events, including an NIT basketball championship team led by Walt Frazier. Shortly before graduation he married a classmate in the communications department which recently named him alumnus of the year.

While his announcing helped him get the \$15-per-game job at WCIL, he used his sales experience to land a sales service job in St. Louis, at dominant KSD(TV). Ray Karpowicz, the general manager who hired Chapman, said he was impressed by the fact that while in high school Chapman had bought a jeep and snowplow and hired himself out during the winter to pay for his first year's college tuition.

At KSD(TV), Chapman showed similar enterprise working his way up the sales organization, spending a lot of time on ratings. Betty Nicol, an executive secretary at Pulitzer, remembered his office as full of ratings papers, "yet he knew where everything was."



Those who have known Chapman cite his interest in details. Pete Vesey, head of CNN International and then news director at KSD-TV, remembers Chapman as being interested not only in sales but also in news and other aspects of the station operation. Much of the station's research was done in-house. During that time, Chapman was also using computer technology to put together more effective research presentations.

In 1978, Pulitzer added two TV stations, both of which came under Chapman's purview as marketing and research director. Shortly thereafter he was named general manager of one of the two stations, WLNE(TV) New Bedford, Mass. (Providence).

The challenge went beyond this being his first chance to direct a station. The move also included going from a station, KSD-TV, that dominated its market, to what may have been

the worst performing CBS affiliate in the top 50 markets. Part of the problem was signal impairment, says Chapman.

In 1982, Pulitzer had to sell the station to comply with the then seven-station limit. The buyer, Irvine, Calif.-based Freedom Newspapers, was new to

broadcasting, and President Robert Segal asked consultant Ward Quaal who should manage the station. Quaal responded that he thought Chapman was doing a good job.

One incentive to Chapman to stay at the station was the hope that Freedom would buy more stations and that he would have a chance at running the group. During the next few years, several new TV stations were added to the Freedom Newspapers portfolio, including two spun off by A.H. Belo, and Chapman was named senior vice president, broadcasting.

In 1988, another executive search brought Chapman's name to LIN Broadcasting Chairman Donald Pels, who was looking for someone to run LIN's seven-station group. Pels says of Chapman: "[He] knows the business and knows business. On top of sales, he had developed administrative techniques that he had reduced to manageable methods."

At both Freedom and LIN, Chapman has worked at companies where ownership was changed or has been in question. The turmoil at the top, he says, is best dealt with by worrying about "...things you have control over. What is really important is what you have on the news tonight."

During most of the 1980's, Chapman served on the Electronic Media Rating Council and was its chairman for six years, focusing on, among other things, station activities that distort sweeps measurement. He has also served on the NAB's Research Subcommittee on Local TV Audience Measurement (COL-TAM), where he has

pursued the development of personal diary measurement that would add measurement of out-of-home viewing. All of this, says the new NAB joint board chairman, will facilitate "selling the value of television time, not just selling spots."

Gary Ronald Chapman

President LIN Broadcasting, Providence, R.I.; b. March 5, 1944, Davenport, Iowa; BS, Radio and Television, Southern Illinois University, Carbondale, 1967; announcer WCIL(AM) Carbondale, 1967; sales service, KSDK-TV (then KSD-TV) St. Louis, 1967; account executive, 1968; marketing manager, 1970; national sales manager, 1972; director of marketing and research, Pulitzer Television, 1976; General Manager, WLNE(TV) New Bedford, Mass. (Providence, R.I.), 1979; Director of Broadcasting, Freedom Newspapers Inc., 1984; Senior VP, Broadcasting, 1987; present position since 1988; m. Linda K. Fruth, March 19, 1967; children—Christopher, 16; Josephine, 12.

IN BRIEF

ABC will close door on its prime time up-front inventory July 3. Network is said to not be discounting rates as heavily as other networks (under double-digit decreases) and has been planning to hold back inventory in anticipation of strong scatter market. No word on how much prime time inventory was sold—"traditionally" networks tend to sell 75%-80% in upfront—however, ABC's strategy may have required it to sell less now and wait for scatter. ABC likely will clear \$1 billion in prime time sales by July 3.

H&C Communications announced several executive-level changes as well as sale of WTVF-TV Nashville to Landmark Communications. Sale price of CBS affiliate was not disclosed. Landmark had proceeds from previous sale that it needed to use in order to preserve tax benefit. Said William P. Hobby, chairman of H&C: "We were not seeking a buyer, but their offer met our desire for added liquidity."

H&C, Houston-based group owner, also announced **promotion of Thomas H. Reiff to president of broadcast group**, post that H&C President James Crowther said had recently been vacant. **Replacing Reiff as president-GM of KPRC-TV Houston is Nolan Quam**, currently president-GM of H&C's WESH-TV Orlando, Fla. Company is also expected to name as replacement for Quam **Jeffrey H. Lee**, currently GM of KSBW-TV Salinas, Calif. Lee had formerly been GM of KPRC-TV.

CBS News executives are downplaying speculation that network is considering plan to form international newsgathering operation with British Sky Broadcasting's debt-laden Sky News and other European channels. CBS is only U.S. broadcast network that does not have ownership in international news organization. Network is evaluating whether it will later this year renew as client of international newsgatherer WTN, which is 80% owned by ABC. Another ser-

vice, Visnews, is partly owned by NBC.

ABC News plans to cancel its 15-minute late weekend newscasts after weekend of Sept. 15 as result of low affiliate clearances. Newscast, anchored by Jack Smith on Saturdays and Brit Hume on Sundays, was cleared by only 65% of ABC's affiliates, and only 10% of those, carried telecast live. Newscast has aired since 1965. No staff cuts are expected in connection with cancellation.

A.H. Belo Corp. said \$58 million libel verdict returned against its WFAA-TV Dallas-Fort Worth **will be dismissed as part of settlement agreement** with plaintiff. Plaintiff, former district attorney in McLennan County, alleged in 1986 suit that he had been defamed in series of broadcasts by station.

FCC is expected to file petition for rehearing on indecency ban in U.S. Court of Appeals today (June 1). Last May, Appeals Court struck down FCC's 24-hour indecency ban and ordered commission to establish so-called safe harbor where indecent programming can be aired without penalty.

CBS was big winner at 18th Daytime Emmy Awards ceremony last Thursday night, grabbing five awards compared to NBC's three and ABC's two. Syndicated programming captured four awards, while Disney, Fox and PBS each garnered one.

Arthur A. Watson, 61 former NBC Sports president, **died June 27** at Valley Hospital, Ridgewood, New Jersey. No cause of death has been reported. Watson spent much of his career at NBC, joining in 1956 as operations analyst. He went on to serve as business manager and later VP-GM of NBC O&O's in mid-1960's. Watson was president of NBC Sports from July 1979 until April 1989 when he was named executive VP for sports rights negotiations. He has been credited with bringing NBC announcers Bob Costas and Marv Albert to network and was described in 1966 profile by BROADCASTING as part of new breed of fiscal-oriented executives. He is survived by wife Maryalesia and four children.

NBC's decision to consolidate all program transmission activities to East Coast will affect jobs of possibly up to 80 NBC technical staff members. Change is effective Jan. 1, and NBC spokeswoman said net-

VIACOM'S TANNENBAUM REPLACED BY LUCAS

As part of a consolidation effort within the executive ranks, Viacom Productions President Thomas Tannenbaum's contract will not be renewed at the end of July, leaving Gus Lucas, executive vice president of Viacom Enterprises and West Coast operations president, to take over Tannenbaum's responsibilities under his current titles. A spokeswoman for parent company Viacom Enterprises would only say it was a "management decision not to renew [Tannenbaum's] contract," which ends his seven-year tenure as head of the Los Angeles-based network production arm.

A source close to the production company confirmed that "belt tightening" measures have been instituted within Viacom Productions since last January. Tannenbaum was unavailable for comment on his plans following his Aug. 1 departure.

Upon joining Viacom in 1984, a time when the production company had no network series in production, Tannenbaum embarked upon aggressive expansion by making Dean Hargrove and Fred Silverman partners on the production of *Father Dowling Mysteries* (formerly on NBC and ABC), *Jake and the Fatman* (CBS), *Matlock* (NBC) and the *Perry Mason* made-for's (NBC). From 1982-84, Tannenbaum was president of MGM Television (now MGM/UA Television).

Lucas was named to his current titles in 1987, and was placed as head of business affairs under Tannenbaum at Viacom Productions, besides overseeing all of Viacom's West Coast operations, making him a "logical successor" to take over Viacom Productions, according to a source. Before joining Viacom, Lucas was vice president of ABC Entertainment and assistant to former entertainment presidents Fred Silverman and Brandon Stoddard from 1970-87.

Although *Matlock* was not announced on NBC's fall schedule, the network has ordered 22 new episodes for next season. CBS has *Jake and the Fatman* in its 1991-92 schedule, and rumor has it that Viacom and The Fred Silverman Co. have received a script order for a *Jake* spinoff featuring Dick Van Dyke.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

BAD CALL

Journalists should protect sources. That is the broad stroke. Can that protection be absolute and still leave freedom for editorial decisionmaking? That is the fine line. It is a line that a slim majority of the Supreme Court failed to recognize last week. In a 5-4 decision in a Minnesota case involving the protection of sources, the majority of the court held that the First Amendment takes a back seat to state contract law when it comes to a reporter's promise of confidentiality to a source. The minority, on the other hand, led by Justices Souter and Blackmun in separate dissenting opinions, and joined by this page, believes that such a promise of confidentiality can be superseded by a journalistic interest that is—or should be—protected by the First Amendment from the chill of civil suits.

"The state's interest in enforcing a newspaper's promise of confidentiality," wrote Souter for justices Marshall, Blackmun and O'Connor, "[is] insufficient to outweigh the interest in unfettered publication of the information revealed in this case." And Justice Blackmun wrote, with Justices Marshall and Souter concurring, that absent a compelling state interest of the highest order, which this case did not provide, "the law may not be enforced to punish the expression of truthful information or opinion."

Promises of confidentiality should be honored, and are, in all but the rarest cases (you hear of far more reporters threatened with legal action for protecting sources than for revealing them), but if editorial news judgment compels a decision to reveal the name of a source, that decision should not expose journalists to expensive litigation and damages. In fact, the Supreme Court itself put it best in *Times vs. Sullivan*: "Punishment of error runs the risk of inducing a cautious and restrictive exercise of the constitutionally guaranteed freedoms of speech and press."

By putting state contract law ahead of the First Amendment, the high court has done just that.

BUT WORDS CAN NEVER HURT YOU?

The worst word of all in last week's report on broadcast television by the FCC's Office of Plans and Policy was "irreversible." As in: "Broadcast television, however, has suffered an *irreversible* long-term decline in audience and revenue share, which will continue throughout the current decade."

That's in the first paragraph of the executive summary; the report goes downhill from there. Essentially, it contains nothing new to the broadcast, the cable or the "any other media" side of the equation. But coming from the FCC—albeit without official blessing by the chairman and commissioners—it will be a touchstone of media dialogue for a long time to come.

Among the conclusions:

- Broadcast TV will be smaller and far less profitable in the year 2000 than now.
- Many small-market stations, and especially UHF independents, are likely to go dark.
- Television advertising will grow very slowly, and its overall share will decline.
- Reductions in the quality and service of broadcast television are likely.

All those things will happen, the report predicts, if things just continue as they're going. It doesn't factor in what will happen if cable becomes even more attractive to the viewer and the rate of broadcast attrition accelerates, except to suggest things will just get worse faster.

For the broadcaster, the report comes as lemons. The challenge will be to convert it to lemonade.

Most conspicuously, this FCC report should spur its own agency to eliminate the last vestiges of regulation that consign broadcasters to the back of the competitive bus. Among those rules the report's authors cite as suspect are multiple ownership, network crossownership and broadcast-cable crossownership. They also give a glancing blow to the financial interest and syndication rules, noting that much of the reason for higher program costs is in networks passing on higher profits to Hollywood.

Congress, too, may well be inclined to follow the report's lead by putting the brakes on cable's expansion—by reregulating the wired world while the FCC frees up the broadcast universe.

Frankly, we'd prefer they both be free. And without competitive advantage one over the other. The government's micromanaging the media—principally in dividing broadcasting and cable into two warring camps—is largely responsible for the present impasse. What the nation needs now is an approach to media development that allows all comers to bring their best to the new technologies.

Wire may well go into the next century with a competitive advantage, but it's far too soon for policymakers to give up on broadcast TV. Irreversible its future isn't yet.



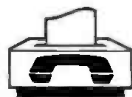
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