

Broadcasting Jul 22

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60th Year 1991

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Networks get sports help; Fox affiliates dodge programing contribution

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Arbitron releases rest of spring survey results for top 10 markets

CABLE / 19

Cable networks preview programing for media critics; CTAM heads to Nashville

BUSINESS / 40

Arbitron prepares to remake service; declining revenues may force immediate actions

Show of the Year

170 Markets Sold. 95% Coverage.

WWOR-New York	KSHB-Kansas City	WSMH-Flint/Sag	WVNY-Burlington	KZTV-Corpus Christi	KTAB-Abilene/Swt
KCAL-Los Angeles	WCCB-Charlotte	KTAL-Shreveport	KVVU-Las Vegas	WMGT-Macon	KTUU-Anchorage
WPWR-Chicago	WTVF-Nashville	WTVR-Richmond	WEHT-Evansville	WTOV-Wheeling	WDHN-Dothan
WGBS-Philadelphia	WKFT-Raleigh	KSAS-Wichita	KHAS-Lincoln/Has	WPDE-Florence	KIDK-Idaho Falls
KPIX-San Francisco	WSYX-Columbus	WBIR-Knoxville	WAFB-Baton Rouge	KIMA-Yakima	KOTA-Rapid City
WBZ-Boston	WYFF-Grrv/Spar/Ash	WNWO-Toledo	KCEN-Waco	WSAW-Wausau	WFXV-Utica
WDCA-Washington	WGNO-New Orleans	WGBA-Green Bay	WEVU-Ft. Myers	WPBN-Traverse City	KTVO-Billings
WJBK-Detroit	WOTV-Grand Rapids	WTVH-Syracuse	KOAA-Colo Springs	KFDM-Beaumont	KALB-Alexandria
KTXA-Dallas	WMC-Memphis	WHO-Des Moines	KCIK-El Paso	WTWO-Terre Haute	WOGX-Gainesville
WJW-Cleveland	WKBW-Buffalo	WJPR-Roanoke	WFFT-Ft. Wayne	KMEG-Sioux City	WXVT-Grrwd/Grrvl
KPRC-Houston	KAUT-Oklahoma City	WOWT-Omaha	WSYM-Lansing	KBAK-Bakersfield	WPGX-Panama City
WGNX-Atlanta	KUTV-Salt Lake City	WAND-Chmp/Sprng	WROW-Augusta	WKBT-LaCrosse	KYEL-El Centro
WTOG-Tampa	KENS-San Antonio	WDKY-Lexington	WFXI-Grrv/New B	WCBI-Columbus	WXXV-Biloxi/Gulf
KARE-Minneapolis	WTKR-Norfolk	WSIL-Paducah	WCDV-Montgomery	WQRF-Rockford	WTAP-Parkersburg
KING-Seattle	WLNE-Providence	KREM-Spokane	WTGS-Savannah	KBCI-Boise	KOTV-St. Joseph
WSVN-Miami	WPMT-Harrisburg	WCSH-Portland, ME	KDLS-Sioux Falls	WETG-Erie	WBBJ-Jackson, TN
WPXI-Pittsburgh	WNEP-Wilkes-Barre	KGAN-Cedar Rapids	WTAT-Charleston	KXMC-Minot	WLUC-Marquette
KPLR-St. Louis	WTTD-Birmingham	KSPR-Springfield, MO	KSBW-Mont/Salinas	KPEJ-Odesa	KEYC-Mankato
KMGH-Denver	WDRB-Louisville	WQAD-Davenport	WEEK-Peoria	KODE-Joplin/Pitts	WGRB-Bowling Green
KPNX-Phoenix	WXII-Grrs/H.P.	KMSB-Tucson	KADY-Santa Barbara	KIMT-Roch/Mas Cit	WJSU-Anniston
KTXL-Sacramento	WFLX-W. Palm Beach	WDEF-Chattanooga	KLFY-LaFayette	WIBW-Topeka	KLST-San Angelo
WBAL-Baltimore	KGGM-Albuquerque	WDBD-Jackson, MS	WTVM-Columbus, GA	KJTV-Lubbock	KOIA-Ottumwa
WFSB-Hartford	WRGT-Dayton	WSET-South Bend	KHBS-Ft. Smith	KDRV-Medford	KVTV-Laredo
KGTV-San Diego	WOWK-Charls/Hun	WIS-Columbia	KOLO-Reno	KRCG-Columbia	WHIZ-Zanesville
WCPX-Orlando	WXXA-Albany, NY	WZDX-Huntsville	WTWC-Tallahassee	KETK-Tyler	KTVH-Helena
WISH-Indianapolis	WAWS-Jacksonville	WJHL-Tri-Cities	KVAL-Eugene	WLBZ-Bangor	KFTY-Santa Rosa
KATU-Portland, OR	KJRH-Tulsa	WKBN-Youngstown	KNOE-Monroe	WALB-Albany, GA	WGOT-Derry
WTMJ-Milwaukee	KLRT-Little Rock	WISC-Madison	KFDA-Amarillo	KHQA-Quincy/Han	WBSG-Brunswick
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THE PAST 12 WEEKS,
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Station Sales:

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In the last twelve weeks, The \$100,000 Pyramid has had a 20% share growth across all markets. And since it has excelled in markets both large and small, in all dayparts, and on affiliates and independents, it's no wonder the Pyramid is the only new game show renewed for a second season.

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>Share</u>
Abilene	KRBC	6:30pm	+22%
Amarillo	KFDA	9:00am	+22%
Boston	WBZ	4:00pm	+40%
Columbus	WBNS	9:30am	+58%
Des Moines	WHO	11:30am	+22%
Flint	WNEM	10:00am	+117%
Grand Rapids	WOTV	11:00am	+14%
Greensboro	WFMY	12:00pm	+12%
LaCrosse	WKBT	9:00am	+19%
Memphis	WMC	11:30pm	+67%
Miami	WTVJ	9:30am	+44%
Omaha	WOWT	9:30am	+9%
Orlando	WESH	10:00am	+27%
Philadelphia	WCAU	4:00pm	+18%
Pittsburgh	KDKA	10:00am	+8%
Portland	KPDX	12:00pm	+20%
Raleigh	WPTF	12:00pm	+100%
Richmond	WTVR	9:00am	+50%
Sacramento	KXTV	3:00pm	+33%
St. Louis	KMOV	8:30am	+12%
San Francisco	KPIX	9:30am	+36%
Seattle	KCPQ	9:30am	+50%
Tampa	WTSP	12:30pm	+33%
Wichita Falls	KSWO	11:30am	+50%
Wilkes-Barre	WYOU	9:30am	+14%

Source: Nielsen Feb '91 vs May '91



THIS WEEK

11 / FIGHTING CHANCES FOR PPV

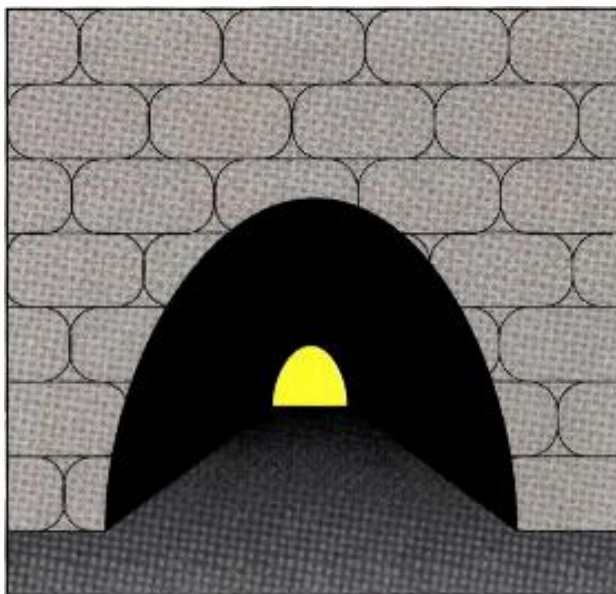
Thanks mostly to blockbuster boxing showdowns, '91 revenues for pay per view are outpacing last year's totals by 75%, and event purchases are unexpectedly besting movies. The revenue surge is good news to MSO's, which are receiving less-than-anticipated income this year from premium channels. Looking ahead to more boxing rounds and the summer Olympics in 1992, cable executives expect the good news to continue—even PPV-holdout TCI has started to edge toward the service.

13 / TURNAROUND IN ADS PUSHED TO '92

Broadcasters and rep firms that had hoped for a brighter advertising climate by the third quarter of this year have pushed their turnaround predictions to mid-1992. The delayed rebound is linked by many to the slower-than-expected improvement in the economy as a whole. But more pessimistic observers point out that the ad revenue slowdown preceded the recession and that there is no evidence to support anticipating a joint recovery.

14 / CUTBACKS AT NEWS BUREAUS

With each one costing between \$500,000 and \$1 million annually, news bureaus are feeling the effects of network budget constraints. The exception:



Broadcasters are still looking forward to ad revenue turnaround, but see date receding into mid-1992 (page 13).

CNN, which plans to open three new overseas bureaus later this year. While a handful of bureaus will close, the trend is toward downsizing: for example, ABC News replaced a larger Dallas bureau with a full-time correspondent who works out of his home. In addition, technicians are being switched from full-time status to freelance.

16 / 'GAME-EDIES': A LAUGHING MATTER?

For the 1992-93 season, syndicators hope that "game-edies," i.e., game shows with a strong comedy element, and talk shows will prove more successful than last season's decimated game show field. A remake of *You Bet Your Life*, hosted by Bill Cosby, is the most talked-about entry in the game-edy genre.

On the talk show circuit, Group W will have a show with Vicki Lawrence, MCA has signed Kitty Kelley, and Tom Snyder, sources say, has been approached.

19 / CABLE PRESS PREVIEWS

HBO and Showtime told the Television Critics Association press tour to expect a growing number of original productions from the two networks in the coming year. The reason: recessionary pressure to pay less per title for theatrical releases, combined with high ratings for their own made-for-cable productions. Lifetime premieres *Confessions of a Crime*, focusing on the motivations for violent crime, this week; A&E will launch encore episodes of

Late Night with David Letterman in September; and Comedy Central plans *Harvard Lampoon Looks at 10 Years of MTV*, a one-hour satirical look at the music-video network on its 10th anniversary.

22 / CUSTOMER SERVICE: 'BUZZWORDS'?

This week's CTAM conference in Nashville has three themes: improving pay television by experimenting with packaging; addressing human resources concerns, and implementing quality customer service. The conference "will focus on building your department, your division, your group and your company.... We're trying to show this isn't the next six-month buzzword," says CTAM Chairman and Discovery Channel President Ruth Otte.

23 / NEW AUDIENCES GET ENCORE

Now received by 1.5 million TCI subscribers for \$1 a month, the low-priced Encore service will soon be tested on one to four systems by each of nine large MSO's: Time Warner, Continental, Cox, Jones, Newhouse, Cablevision Industries, Adelphia, Falcon and Scripps-Howard. John Sie, president of the channel, says that testing shows that cannibalization by Encore of other pay services has been negligible—0.5%—and that Encore households have a lower churn rate for

other pay services and a higher upgrade rate.

28 / WHO'LL PRODUCE TV SPORTS?

The agreement between ABC and independent producer/syndicator Raycom, in which Raycom will pay the network approximately \$1.5 million to produce college basketball games and sell the advertising, has engendered a debate within the industry on the trend in network sports programming. Raycom thinks that high production costs, union demands and skyrocketing rights fees will continue to push the networks toward independent production companies; others predict that few independents will have the technical or sales resources to handle such huge undertakings.

29 / COMPENSATION UNCHANGED AT FOX

Fox Broadcasting's compensation structure with its affiliates will remain unchanged for now, but options for altering the arrangement in 1992 will be discussed at a board meeting set for late August. The company has encountered resistance from affiliates reluctant to sacrifice compensation in the current economic climate. A number of station managers, however, said they would not object to making some kind of contribution to Fox's program bill.

30 / BIG BARTER BUSINESS

Although a majority of independent stations agree that barter programming improves their profitability, they worry that syndicators will continue to seek more local advertising inventory and devalue national spot ad

rates with preemptive barter ad sales. Findings of a California university survey of independents also showed that, for a third of respondents, daily schedules consisted of between 26% and 52% barter programming. Of general managers, 48% believe that barter has "negatively affected" national spot sales.

32 / MUST CARRY RESURRECTED

Despite FCC Commissioner James Quello's firm commitment to the regulations, and a strong push by independent television stations, the restoration of must-carry requirements is seen as a long shot, given sentiments of other commissioners. Only Ervin Duggan has shown any interest; Chairman Alfred Sikes and Commissioner Sherrie Marshall favor marketplace solutions. However, current legislation before Congress includes a must-carry provision; its passage would make the FCC proceedings moot.

33 / LICENSE APPLICATION CALLED A PAYOFF RUSE

An FCC administrative law judge last week dismissed the license application of Garden State Limited Partnership, entered in competition with WWOR-TV, on the grounds that Garden State had challenged the renewal merely to force the station into a lucrative settlement. ALJ Richard Sippel ordered WWOR's renewal and threw out a \$2-million settlement that had been reached last January.

36 / CPB MAKES FUNDING APPEAL

The Corporation for Public Broadcasting asked

the House to consider increasing the CPB's FY '94 funding to \$355 million, or \$95 million more than the Bush administration has proposed. CPB believes its ability to provide educational programming to a national audience and to reach rural and culturally diverse areas should translate into increased funding.

40 / ARBITRON PLANS NEW-BUSINESS BLITZ

Faced with declining revenues and share of stations, Arbitron Communications hopes a two-pronged strategy of aggressive pricing and cost-cutting can help the company regain its market share. Some possibilities: reduce sample sizes in nonsupportive markets, cut the number of surveys produced, put information onto disks instead of printing books and eliminate some books. "The bottom line," said Sales and Marketing VP Pete Megroz, "is...to design a service smaller in scope but more productive."



ABC-Raycom deal for college basketball coverage raises questions about outside productions (page 28).

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CLOSED CIRCUIT

WASHINGTON

Telco talk

Following GAO briefing on cable rate survey, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) warned he may insert some form of telco entry provision into cable rereg legislation now pending in subcommittee. "We start with [video] dial tone and then we move up from there," he said. He also said he was committed to other provisions fostering competition, "especially from satellite."

Revocation proceeding

FCC has reportedly voted on circulation to begin license revocation proceeding against WXFL(TV) Albany, Ga., due to owner Timothy Brumlik's conviction for laundering drug money. In triggering hearing, FCC is denying Brumlik opportunity to sell station to minority at below-market price under FCC's "distress sale" policy.

On fence

Community Antenna Television Association hasn't decided whether to challenge FCC's new "effective competition" cable regulation rules. It's miffed FCC did not include exemption from municipal rate regulation for small cable

systems, but has yet to work through practical and political ramifications of asking FCC for reconsider and/or going to court. Several individual cable operators are making same calculations.

Helping hands

Cable programmers are not leaving fight against Senate cable rereg bill to National Cable Television Association to wage alone. Loosely knit group led by Turner Broadcasting System has been working independently to kill legislation, which they feel will stunt growth of cable programming, not to mention programmers.

Among efforts was July 11 meeting between program executives and Michael Boskin, chairman of President's Council of Economic Advisors. Group also reportedly visited that day with group of other high-ranking administration officials with interest in cable policy, including Justice Department antitrust chief James Rill, Office of Management and Budget's Janet Hale and National Telecommunications and Information Administration's Janice Obuchowski.

Advance copy?

That NCTA had four-page summary full of bar graphs, line charts and analysis of GAO's cable rate survey em-

phasizing positive aspects of report is not surprising. But that summary was ready at time of report's release midday last Thursday (July 18) brought knowing smiles to many that association remains well connected to friends in high places. Word has it Telecommunications Subcommittee member sympathetic to NCTA's plight gave association copy of report night before. NCTA spokesman, however, believed report arrived from unknown source Thursday morning.

NEW YORK

Rep report

Rumor making rounds last week was that NBC is considering closing down NBC Spot Television Sales division and instead choosing to go with rep firm. Executives at three major rep firms all acknowledged that there was talk of NBC making such move. Said one rep: "If there is this much smoke, there has to be fire." Reason for decision, according to another rep, is that NBC recently had audit done and came to conclusion that it could save money by switching to rep firm. Spot Sales, which represents NBC's six TV stations, has 13 sales offices throughout country. No reps are thought to have yet made pitches to NBC, whose executives could not be reached for comment. Similar rumor, although less emphatic, suggested CBS was also re-examining in-house sales operation.

Aloha

Networks are still concerned about sending right signal in tough economic times. Partly for that reason, NBC has decided that if it has affiliate meeting next year, it will not be held in Hawaii, as originally planned. In memo network added it is pleased with reaction to most recent affiliate meeting in New York, including joint affiliate/advertiser program presentation, and will soon discuss revisiting that venue and alternate sites.

Tuesday morning quarterback

ABC Monday Night Football's Dan

ON THE MOVE?

Industry circles last week were filled with talk of two high-level sales executives considering moves: Orion Television's Bob King and Paramount Domestic Television's Greg Meidel. With Orion recently getting out of first-run syndication business, and facing possible bankruptcy (see "In Brief"), sources said last week that King is considering rejoining his two brothers, Michael and Roger King, at helm of King World Productions.

Meanwhile, sources said that Meidel, who is executive vice president of sales at Paramount, is considering two other options before his contract is up for renewal less than year from now. One top-level West Coast syndicator said Meidel may head to Carsey-Werner Co., which is launching Bill Cosby in *You Bet Your Life* (for fall 1992) and new syndication division under direction of Bob Jacobs. Carsey-Werner officials and Meidel were unreachable for comment. Another source said that Twentieth Television, whose network and syndication divisions are now under chairmanship of Lucie Salhany (formerly president of Paramount Domestic Television) may be courting Meidel with key sales post under Twentieth syndication president Michael Lambert.

Dierdorf will launch daily radio program Aug. 5. *Offsides* will run through Jan 31 and will feature former NFL lineman previewing major matchups, analyzing "Monday Night Football" games and commenting on players, teams and controversies. *Offsides* will be distributed by St. Louis-based Radio Personalities Inc. on market-exclusive basis. Affiliates signed on so far number about 230, including WFAN(AM) New York, WLUP(AM) Chicago, WEEI(AM) Boston, KMOX(AM) St. Louis and KRLD(AM) Dallas.

FLORIDA

Thumbs down

Early results of survey being conducted by Florida lawmakers show respondents are against televising executions by 2:1 majority. Unless there is dramatic reversal in responses received between now and July 26 deadline, Florida lawmakers will not consider legislation allowing televised executions in state, according to assistant for Rep. Willie Logan (D.-Opa Locka). State launched survey following court battle in California, where public TV station unsuccessfully tried to get permission to record execution. Florida survey includes more than 400 interviews with sheriffs, prosecutors, public defenders, journalists, death row inmates and various organizations.

SAN FRANCISCO

Fringe benefit

Look for Tele-Communications Inc.'s Bay Area systems to be at top of list to receive addressable converters now that TCI is committed to Jerrold boxes for 1992 PPV Olympics. Reason is carriage of newly merged SportsChannel Pacific, basic/pay hybrid channel. One stumbling block during merger talks was difficulty TCI would have in carrying another scrambled pay service in system that wasn't addressable. Company's shift on addressability to rollout converters, where needed, renders that problem moot.

LOS ANGELES

'Cosby' catch

In keeping with Group W Productions President Derk Zimmerman's drive to diversify and expand Westinghouse production and sales divisions, Group W Media Sales, under direc-



"Today, we are literally launching the next step toward inventing the future," said FCC Chairman Alfred Sikes (center), moments before the Advanced Television Test Center in Alexandria, Va., started testing proposed advanced TV transmission systems. Pictured are (l-r) Peter Fannon, ATTC executive director; Peter McCloskey, Electronic Industries Association president; Sikes; Richard Wiley, chairman of the FCC Advisory Committee on Advanced Television Service, and, representing the Advanced Television Research Consortium, the first proponent in for testing, Joseph Donahue, senior vice president for Thomson Consumer Electronics.

The biggest problem facing ATTC may prove to be getting and keeping expert viewers. Last Thursday, the center had to turn away one volunteer because he is color blind. For the next 12 months, ATTC must maintain three to five expert viewers every day, each paying his own way during week-long stays.

tion of Dan Cosgrove, has renewed its agreement to purchase one-third of *The Cosby Show*'s upfront national barter inventory from Viacom Enterprises. One rep source estimated that inventory could fetch \$15 million-\$20 million on the upfront market. Zimmerman declined to divulge how much Viacom was paid for chunk of *Cosby* inventory, but he did say barter sales arm will generate over \$100 million in soon-to-be closed upfront ad sales market. Other Group W programs selling upfront inventory are fall 1991 entries *The Chuck Woolery Show* and *Way Cool* and returning shows *Teenage Mutant Ninja Turtles*, *Home Again* with Bob Vila, *On Scene: Emergency Response* and *Missing/Reward*.

Boldly not going

Although original *Star Trek*, and Paramount Domestic Television's latest incarnation, *Star Trek: The Next Generation*, consistently achieved high ratings, critical praise and even cult status with viewers, neither has fared well at Emmy time. For fourth consecutive year, *Star Trek: The Next Generation*, which garnered slew of technical nominations, was shut out of performing, writing, directing or outstanding drama series categories. "I don't want to sound like sour grapes, but *Star Trek* has certainly deserved more recognition in the series, act-

ing, writing and directing categories," said John Pike, president of Paramount Television, whose network production division produces *Star Trek: TNG* for syndication. "Basically, we submit nominations for most technical and creative categories, but I really believe most voters think series from the broadcast networks are the cream of the crop. As far as budget, production value and the performances of Patrick Stewart [Capt. Jon Luc Picard], Jonathan Frakes [Cmdr. Will Riker], Brent Spiner [android Data], Michael Dorn [Worf] and Marina Sirtis [counselor Troy], I'd put this against any network series."

Original *Star Trek* (NBC, 1966-69) received technical and top series nominations, but came up empty-handed at award time.

One fewer headache

TV stations need not worry about rights to air amateur news footage of alleged police brutality in Fort Worth, tape that was obtained earlier this month by local station KXAS-TV and distributed nationally via CNN, Conus and NBC. Station news director Stuart Kellogg said amateur signed statement allowing for tape's distribution, adding nominal rights fees collected from sale to CNN and other news outlets would be shared by amateur and station.

MONDAY MEMO

A commentary on cable TV, DBS and the public interest from Patrick Maines, president, The Media Institute, Washington

Cable TV in the United States has evolved into an industry that is both beneficial and troubling.

Cable programmers have given us a new world of video choices, including such very good ones as C-SPAN, Arts & Entertainment, ESPN, CNN and The Discovery Channel.

At the same time, however, cable TV at the system level has grown into a colossus that operates largely without competition and which is regulated by local government to a degree that is deeply alarming.

Through its diverse programming, cable has expanded our video horizons and given us a peek into the world of narrowcasting. On the other hand, it is not clear that the economics of the cable industry will avail of narrowcasting on a grander scale, no matter how many channels it may offer.

Within the next two or three years we are going to find out whether cable TV, operating pretty much as we now know it, is going to be the dominant (and perhaps the only) multichannel video delivery system for as far as the eye can see, or whether there shall be some new regulatory model such as might encourage competition, and/or liberate cable from the clutches of government.

Not that liberation from government is high on the cable industry's agenda. Looked at purely from a financial perspective, the cable industry long ago calculated that it would be more profitable to live even with the most intrusive regulations in a non-competitive environment than to be liberated from government at the cost of competition.

The current regulatory structure has allowed governments to impose controls that coerce the speech rights of cable operators and thereby reduce the First Amendment. The past and perhaps future must-carry rules come to mind, as do requirements for government, public access and local-origination channels.

These requirements can also have an overt impact on content. In Chicago, for example, the city cable commission fined the local cable operator over \$60,000 in part because the city felt the operator's local origination programming appealed to suburban viewers rather than to city viewers only.

This government involvement is at the



heart of the fundamental problem with cable: a lack of competition. Competi-

tion among cable systems has proved to be a viable alternative in a number of the very few locales that allow more than one franchisee. Yet *de facto* exclusive franchising persists, and consumers suffer, because municipalities recognize a golden goose when they see one.

So do cable operators, who have fought off the advances of would-be competitors at every turn. Practically speaking, cable faces only two potential national challengers: the Regional Bell Operating Companies (RBOC's) and DBS. The National Cable Television Association has lobbied hard to keep the phone companies from being allowed to offer information services (including cable TV) in or out of their home regions. And in the last session of Congress, NCTA succeeded in killing a cable bill that would have mandated the sale of cable programming to DBS outlets.

In addition to the advantages to consumers, competition would encourage diversity and excellence in programming, and particularly so if the competition utilized a technology compatible with narrowcasting—targeting small audiences with specialized programming such as a history channel, an environmental channel and scores of vocational and avocational channels.

But the economics of the cable industry work against true narrowcasting. The industry is a collection of local systems that generally must pay for the programming they cablecast, and a local system operator (even if he has many channels available) is unlikely to buy programming that attracts only a handful of viewers. It makes more economic sense for the operator to repeat pay-per-view movies on unused channels. That scenario deprives the local viewer of the benefits of narrowcasting, but this is the economic reality throughout the country's 9,500 cable systems.

This is precisely where a technology like DBS could offer so much more in terms of diversity and excellence.

Some DBS proponents speculate that, depending on production costs and subscription fees, a given DBS channel might be financially successful with 500,000 or fewer viewers nationwide. That's the equivalent of about 53 subscribers per cable system. Because

of their economies of scale, national DBS systems would have the potential to bring true narrowcasting to life in ways that cable is unlikely ever to match—and without the corrosive and constitutionally suspect baggage, carried by cable, of overweening government control.

But DBS faces significant challenges, including access to programming at competitive costs, the logistics of marketing and providing customer service at a national level and the procurement of start-up capital. The phone companies, meanwhile, still have their own problems getting into the cable business because of restrictions imposed in the divestiture of the Baby Bells from AT&T.

It is time for policymakers and regulators to realize that the cable industry needs competition—for the sake of the consumer. That means taking steps to encourage the development of DBS and other new multichannel delivery systems, and rebuffing the anticompetitive efforts of entrenched cable interests to protect their monopoly turfs.

"It is time for policymakers and regulators to realize that the cable industry needs competition..."

Broadcasting

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Rhonda Moore, accounting assistant

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202-659-2340

Doris Kelly, sales service manager

Mitzi Miller, classified advertising manager

New York

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Sandy Bacchus, advertising assistant

Lewis Edge & Associates, (Southern regional and
East Coast equipment) 609-683-7900; Fax 609-497-0412

Dave Berlyn & Associates: 914-631-6468

Lindstrom Windsor & Associates: 914-234-7660,
Fax 914-234-7546

Hollywood

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and engineering) 213-393-9285, Fax 213-393-2381

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Production

Harry Stevens, production manager

Debra D. Funkhouser, production assistant

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Catherine F. Friday, secretary to the chairman

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Lawrence B. Talshoff, adviser

CAHNERS PUBLISHING COMPANY

Terrence M. McDermott, president

REED PUBLISHING (U.S.A.) INC

Ronald G. Segel, chairman and chief executive officer

Robert L. Krakoff, president and chief operating officer

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

July 21-22—North Carolina Association of Broadcasters summer meeting. Radisson Resort Hotel, Myrtle Beach, S.C. Information: Kelly Edwards, (919) 821-7300.

July 21-23—Wireless Cable '91, annual conference and exposition sponsored by *Wireless Cable Association*. Sheraton Denver Tech Center, Denver. Information: (202) 452-7823.

July 21-24—New York State Broadcasters Association 30th executive conference. Gideon Putnam and Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 22-23—"Newsroom Technology: The Next Generation," seminar sponsored by *The Gannett Media Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

■ **July 23**—"The Road to Results," affiliate ad

sales workshop sponsored by MTV Networks. Birmingham, Ala. Information: Spencer Grimes, (212) 258-8434.

■ **July 24**—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Nashville, Tenn. Information: Spencer Grimes, (212) 258-8434.

July 24—National Academy of Television Arts and Sciences. New York chapter, drop-in luncheon. Speaker: George Back, chairman and CEO, All American Television, Inc., on "Howard Stern and the Death of Boring Television." Copacabana, New York. Information: (212) 768-7050.

July 24-26—Cable Television Administration and Marketing Society annual conference. Opryland, Nashville. Information: (703) 549-4200.

July 24-28—National Federation of Local Cable Programmers annual convention and presentation of Hometown USA Video Festival awards. Portland Marriott, Portland, Ore.

July 25—Rita Ellix, Arts and Entertainment Mentoring Breakfast sponsored by *Women In Cable*. Opryland Hotel, Nashville, Tenn. Information: Lora Di Padova, (312) 661-1700.

MAJOR MEETINGS

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. 10-13—National Association of Black Owned Broadcasters fall convention. Washington. Information: (202) 463-8970.

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

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

Sept. 25-28—Radio-Television News Directors Association international conference and exhibition. Denver.

Oct. 1-3—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6—Society of Broadcast Engineers fifth annual national convention. Houston. 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. 10-16, 1992**—National Association of Broadcasters winter board meeting and legislative forum. La Quinta, Calif.

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) 426-5400.

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.

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

July 25-27—*South Dakota Broadcasters Association* annual convention. Sioux Falls, S.D.

■ **July 25-28**—*Public Radio News Directors Association* conference. Omni Hotel, Atlanta, Ga. Information: Tripp Sommer, (503) 726-2222.

■ **July 26**—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Memphis, Tenn. Information: Spencer Grimes, (212) 258-8434.

ALSO IN JULY

July 28-Aug. 2—"Democracy in the Information Age," seminar sponsored by *Aspen Institute, Program on Communications and Society*. Aspen, Colo. Information: (202) 637-6677.

July 29—*Associated Press Television-Radio Association of California and Nevada* seminar. Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 30—"A Homegrown Resource...North Carolina Public Broadcasting," sponsored by *Women In Cable, North Carolina chapter*. North Carolina Center for Public Television, Raleigh, N.C. Information: Julia TeKippe, (919) 665-0160.

July 30-Aug. 1—*Florida Cable Television Association* annual convention. Hyatt Grand Cypress, Orlando, Fla. Information: (904) 681-1990.

July 31—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward A. Bennett, president, VH-1, on "What Is a Hit?" Copacabana, New York. Information: (212) 768-7050.

July 31-Aug. 2—*National Religious Broadcasters, Southwest chapter*, annual convention. Dallas. Information: (602) 254-5001.

July 31-Aug. 2—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

Aug. 1—Deadline for TV program entries in *New York Festivals* 34th annual awards competition for TV programming and promotion. Information: (914) 238-4481.

Aug. 1—Deadline for applications for "Building the Winning Team," a workshop on audience building strategies for public radio sponsored by *National Public Radio and The National Federation of Community Broadcasters*. Information: Cathy Raines, (202) 822-2735, or Lynn Chadwick, (202) 393-2355.

Aug. 1-4—*North Carolina CATV Association* annual meeting, to be held jointly with *South Carolina Cable TV Association*. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards, (919) 821-4711.

Aug. 2-3—*South Carolina Broadcasters Association* 44th annual summer convention. Myrtle Beach Martinique, Myrtle Beach, S.C.

Aug. 3—"Cable Force 2000: The Work Force as a Strategic Resource," sponsored by *Women In Cable, North Carolina chapter*. Grove Park Inn, Asheville, N.C. Information: Julia TeKippe, (919) 665-0160.

Aug. 6-8—*Cable Television Administration and Marketing Society* service management master course. Denver. Information: (703) 549-4200.

Aug. 7—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker:

Melvin B. Smith, vice president of programming, Tribune Entertainment Company, on "How to Get Your Show on TV." Copacabana, New York. Information: (212) 768-7050.

Aug. 7-9—*Iowa Cable Television Association* annual convention. The Inn, Lake Okoboji, Iowa. Information: Tom Graves, (515) 226-5522.

■ **Aug. 9**—*Federal Communications Bar Association, midwest chapter*, inaugural luncheon. Speaker: FCC Chairman Alfred Sikes. Palmer House Hotel, Chicago. Information: Ronald Gavillet, (312) 407-0552.

Aug. 10-12—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill. For information: (202) 429-5368.

Aug. 13—Chapter Idea Exchange Luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and East Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

Aug. 14—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Nelson Price, President and CEO, Vision Interfaith Satellite Network on "A Different Kind of Television for a New Kind of Audience." Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 15**—*Women In Cable, Greater Philadelphia chapter*, seminar "Total Quality." Stouffer's, Valley Forge, Pa. Information: Miriam Shigon, (215) 828-8316.

■ **Aug. 15**—*New York Women In Cable* annual programming picnic. HBO Media Center, New York. Information: Martha Martin, (212) 484-9988.

Aug. 15—Deadline for applications for focus news workshop for rural radio reporters and producers sponsored by the *Alaska Public Radio Network and the Corporation for Public Broadcasting*. Anchorage, Ala. Information: Karen Cox, (907) 277-2776.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

Aug. 21—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Post, founder and vice chairman, Channel America Television Network, on "New Opportunities in Broadcast Television...It's Not Just Cable." Copacabana, New York. Information: (212) 768-5050.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 27—The Community Service and Public Service Announcement Emmy Awards spon-

sored by *The National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 27-29—13th annual Satellite Communications Users Conference. San Jose Convention Center, San Jose, Calif. Information: (303) 220-0600.

Aug. 28—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Stuart Kriesman and Chris Cluess, executive producers, Night Court, on "How Do You Freshen a Long Running Show Without Alienating Its Fans." Copacabana, New York. Information: (212) 768-7050.

SEPTEMBER

Sept. 6-10—Beijing International Radio & TV Broadcasting Equipment Exhibition '91, organized by *China Central Television and Chinese Institute of Electronics*. China World Trade Center, Beijing. Information (in Hong Kong): 575-6333.

■ **Sept. 7**—Eighth annual BROADCASTING-Tai-shoff seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Theme: "Broadcasting Ethics and Excellence in the Year 2000—What Is Our Image?" Poynter Institute, Tampa, Fla. Information: Tom Powell, (317) 653-3333.

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

■ **Sept. 10-13**—*National Association of Black Owned Broadcasters* fall broadcast management conference. Washington. Information: (202) 463-8970.

■ **Sept. 10-14**—Eighth annual on-site program screening sponsored by *Central Education Network*. Red Lion Hotel, Salt Lake City. Information: Dinah Huff, (708) 390-8700.

■ **Sept. 11-13**—*Association of National Advertisers, Inc.* corporate communications conference. Ritz-Carlton Buckhead, Atlanta, Ga. Information: (212) 697-5950.

Sept. 11-14—Radio '91, sponsored by *National Association of Broadcasters*. Programming keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

Sept. 12—Ribbon-cutting ceremony for scheduled opening of new building for *The Museum of Television and Radio* (formerly known as Museum of Broadcasting). 25 West 52nd Street, New York. Information: (212) 752-4690.

Sept. 12—Second entry deadline (for commercials produced during summer of 1991) for 34th annual New York Festivals, annual awards competition for television-cinema advertising and public service announcements. Information: (914) 238-4481.

Sept. 12-13—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

■ **Sept. 12-15**—Focus news workshop for rural radio reporters and producers sponsored by *Alaska Public Radio Network and the Corporation of Public Broadcasting*. Anchorage, Ala. Information: Karen Cox, (907) 277-2776.

■ **Sept. 13**—"Television 1992, Forecasting the Year Ahead," forecasting seminar sponsored by *Television Bureau of Advertising*. New York. Information: (212) 486-1111.

TOP OF THE WEEK

PPV BOLSTERING WEAK PAY TV PERFORMANCE

Revenues from growing service expected to beat '90 totals by 75%; blockbuster fights are unexpectedly outpacing movies

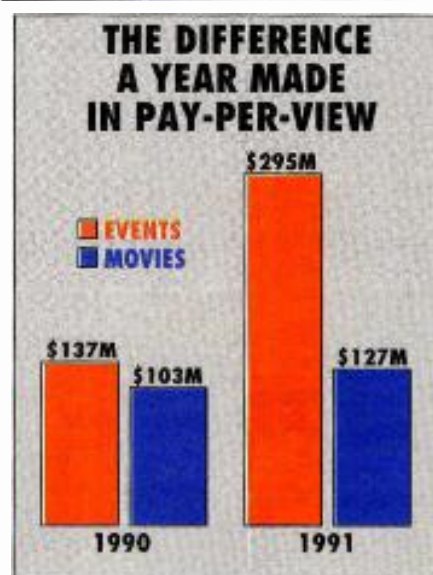
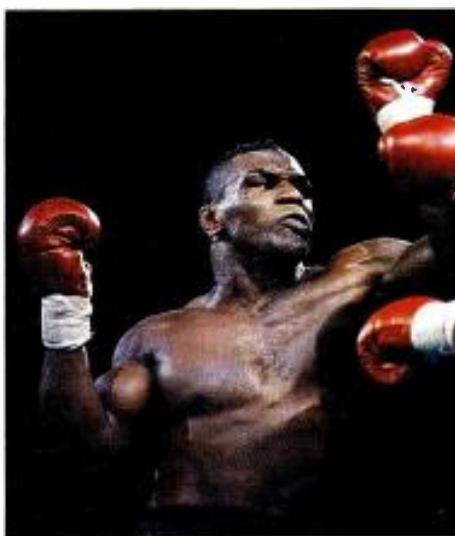
Pay per view, spurred by three major fights this year, is rapidly maturing as a bona fide revenue stream for cable companies. At a time when MSO's are below budget in income from premium services, PPV's surge has been a welcome addition to help make up for the shortfall.

The two fights between Mike Tyson and Razor Ruddock, plus the George Foreman-Evander Holyfield match, have brought in \$125 million, this year, almost matching event revenue for all of 1990 (\$137 million). And that figure doesn't include concerts and other events, primarily Wrestlemanias, that have brought in over \$40 million this year. On Nov. 8, the showdown between Mike Tyson and Evander Holyfield could produce upwards of \$100 million in revenue a total that could boost PPV event revenue to close to \$300 million this year, more than double that of 1990. Overall PPV movie and event revenue in 1991 is projected to hit \$422 million (\$295 million for events, \$127 million for movies), a 75% increase over 1990's \$240 million (\$137 million for events and \$103 million for movies), according to Paul Kagan Associates.

To cable MSO's, the unforeseen boost in PPV revenues couldn't have come at a better time. Cable marketers, who will be comparing notes this week in Nashville at the Cable Television Administrative & Marketing Society conference, report that basic is on budget for the first six months of 1991, growing at between 4% and 5%. But revenue from premium services is down, and although pay per view remains a small revenue stream, "PPV is making up for losses in premium units," said Ted Livingston, senior vice president, marketing, Continental Cablevision.

"It has been a killer year for everybody" in terms of PPV, said Chris Forgy, senior vice president, marketing and programming, for Times Mirror Cable.

Going into the year, no one expected PPV to make such a strong showing, or



for event revenue to outstrip movie revenue. United Artists Entertainment is a typical example. Greg DePrez, vice president, PPV, for UA, said the company received more revenue from PPV movies than events last year and expected the same this year, budgeting \$18 million from movies and \$12.7 million from events. But event revenue will outperform movies in 1991, he said, and will push UA's PPV revenue total be-

yond \$40 million, \$3 million more than it had budgeted and a 33% increase over 1989.

Although major fights receive the most attention, DePrez said that several years of work refining marketing techniques on movies is paying off. The company saw a 30% buy rate for movies in the first quarter, decidedly larger than the industry average, but still only a fraction of what is taken in by video stores. "There is a huge opportunity there," he said, to expand movie revenue. Meanwhile, "it keeps the wheels going" on the PPV machine between major events, he said. Additionally, said DePrez, the majority of those buying events aren't movie buyers, which indicates PPV is tapping into more and more homes.

While PPV has expanded, premium services continue to suffer. The victors in pay television this year will be the MSO's that don't lose subscribers. Newhouse President Robert Miron said pay "is down a little bit." Continental's Livingston said the company budgeted for flat revenues, but "we're not flat," indicating a drop of several percentage points.

"There is a lot more price sensitivity than there used to be," said another executive, but "the bigger issue is the stand-alone incremental rates for those units. Nevers and formers don't think they [the premium channels] are worth \$10," because that product has long been available from the home video store. And tiering doesn't help. CTAM database results show that every time a system tiers, and gives consumers a chance to re-evaluate their service, there is often a slight decline in pay units. If there is one bright spot on premium service, it's the relative stability of today's pay subscriber, said ATC's Tim Evard, vice president, marketing.

MSO's report that basic continued to grow in the first six months of the year, with the traditionally stronger second half of the year still to come. "We're doing fine on basic," said Times Mirror's Forgy. The company's net growth to date on basic, he said, "is 50% ahead of last year."

Evard said basic is growing at budgeted expectations of 4% to 5% at ATC. Livingston said basic is on track for a similar gain at Continental, but the traditional slowdown in the second quarter was a bit sharper than in recent years. The reason, he feels, "is that price issues are coming home to roost" with some nonsubscribers.

With the percentage growth in basic dropping slightly each year, and premium services losing ground, is PPV here to stay as an important part of cable's

revenue stream? "Absolutely," said UA's DePrez.

With the professed intentions of TVKO and Kingvision to produce a steady slate of PPV events, DePrez sees 1992 shaping up with two major fights and six or seven minor events. If that is the case, MSO's will be able to factor in that heretofore unpredictable fight revenue into their budgets, along with continued gains in movie revenue. DePrez envisions movie and event revenue to be fairly equal in 1992, but the 1992 sum-

mer Olympics could swing PPV revenue in the event direction again.

Perhaps the most important development to come from PPV's recent growth has been the shift in opinion toward PPV by Tele-Communications Inc. The boxing purses and the summer Olympics prospects have not gone unnoticed by the long-time PPV holdout: TCI will begin rolling out Jerrold converters to subscribers most likely to take the service, a move that could mean increased use of PPV by several million households. —MS

GAO REPORT PROVIDES GRIST FOR REGULATION MILL

Since cable rates were deregulated in January 1987, rate increases have outpaced inflation by three to one, the General Accounting Office said in its latest survey. The rate of increase, however, slowed between December 1989 and March 1991 (the scope of the most recent survey), but still remains higher than inflation, GAO said.

GAO presented its survey to the House Telecommunications Subcommittee last Thursday (July 18). Among the report's findings: monthly rates for lowest basic service increased by 9% (over the 15-month timeframe) while channels provided decreased by one; rates for the most popular basic services increased by 15%, while the number of channels increased by two; the number of systems offering basic service on a single tier dropped from 83.4% to 58.6%; overall monthly revenues increased by 4.2%, and 59% of systems (serving 80% of all subscribers) currently face "effective competition" as redefined by the FCC and will therefore remain outside the realm of federal, state or local rate regulation.

Subcommittee Chairman Edward Markey (D-Mass.) said that "there was a widespread sense that the report would provide ammunition to critics of cable; in fact, it provides an arsenal.... This GAO report is a blistering, scalding indictment of practices within certain parts of the cable industry.... This further reinforces our need to pass tough cable rate reregulation this year.

"Left to the mercy of the marketplace," Markey continued, "we have no guarantee when the cable industry will reform its behavior. This one industry sticks out as an embarrassment."

But ranking minority member Matthew Rinaldo (R-N.J.) was less critical. He said rate increases "shouldn't be viewed alone," but should be viewed in context.

"While you can make a case that ca-

ble rates have increased," the congressman said, "I don't think they have increased as dramatically as one would make it out to be at first blush."

John Ols Jr., director of GAO Housing and Community Development Issues, presented the report to the subcommittee and said the survey "can be used to make estimated pricing changes affecting about 45 million of the 54 million current subscribers." Ols said the 1,505 cable systems responding to the survey serve approximately 27 million subscribers, or about half the nation's total.

During the survey period, Ols said, "66% of subscribers to the lowest-price basic service incurred rate increases of more than 10%. In fact, 31% received rate increases of more than 20%... [while] the costs of most popular basic cable services have increased 15%."

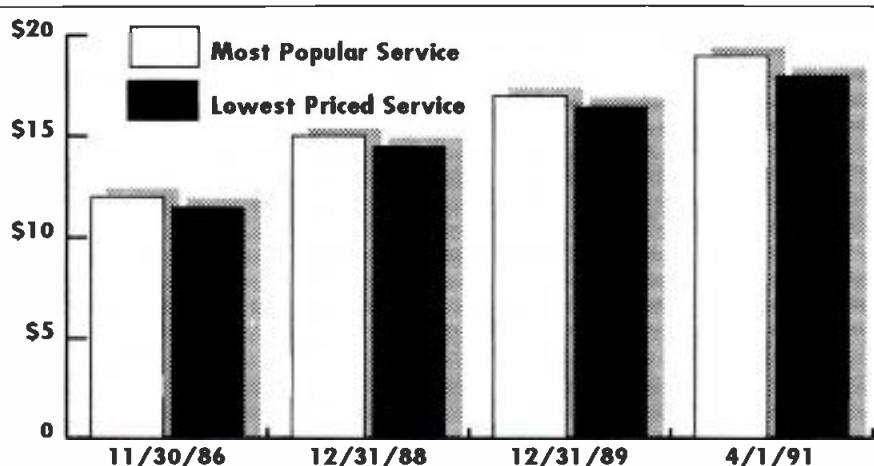
Because current legislative proposals offered in 1990 would regulate only the lowest-priced basic service, Ols said,

"one of the disturbing factors we note as we concluded our study... is the high level of [tiering]. We can't tell you what the intent of that retiering was. There was a decrease of 25%—83.4% to 54.8%—of those systems offering only one tier of basic service."

Markey said cable's sudden rush to retier was clearly "an anticipatory response to legislative and regulatory proposals that would regulate only the lowest tier of service."

Despite rate increases, GAO said that "on the revenue side, overall monthly revenues have increased an average of 4.2% between December 1989 and December 1990, and 4.7% between December 1989 and March 1991."

It was a point picked up on by the cable industry. NCTA President James Mooney said: "No matter how the numbers are manipulated, this study says that the average cable subscriber's monthly bill increased only 4.2% in 1990, when the overall [Consumer Price Index] went up 6.1%." —PS



The General Accounting Office's third study on cable shows rates continue to increase faster than the rate of inflation, which proves the need for cable legislation, said Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. The chart above reflects rates for cable's lowest-price service, typically broadcast tiers, as well as the most popular service, traditionally full basic.

There has been a perceptible change in predictions of a television advertising turnaround. The timing of such a turnaround from the worst media recession in memory is now being shifted by many into 1992, with some broadcasters and observers not expecting a noticeable upturn until the middle of next year. Agreement on the subject is not universal, but many broadcasters appear to have "written off 1991."

It was only a few months ago that many in the industry had predicted a turnaround well before 1992. The Television Bureau of Advertising, for one, was encouraged because the extent of declines from year-ago periods was lessening. But then, said TVB President James Joyella, April's decline worsened and May's worsened a little more still.

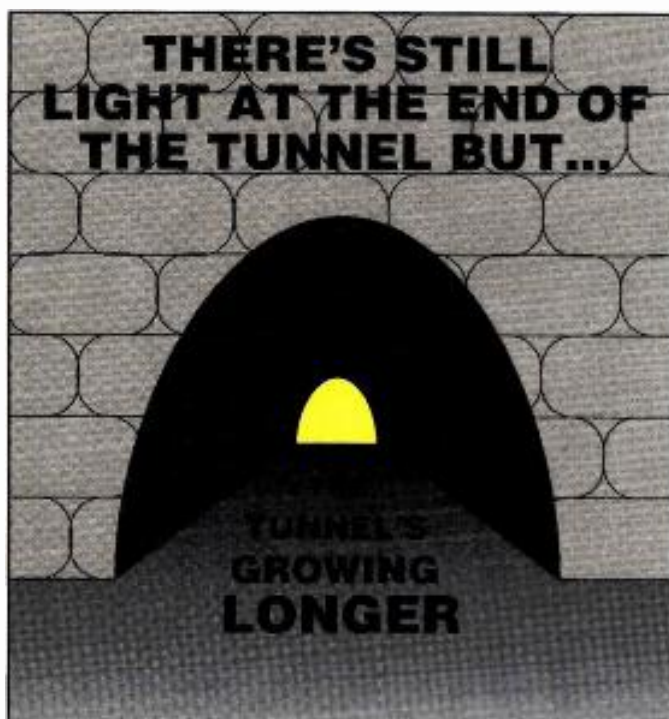
Last week, second-quarter financial results showed that the full quarter continued the trend. Among the publicly held broadcasters reporting, General Electric said NBC had "sharply lower" operating profit on a slight revenue increase that was "entirely related to the NBA play-offs."

Among major station groups reporting, Group W said operating profit was down "substantially" for the quarter, while Pulitzer quantified its profit drop at 20%, to \$13.8 million, on a 5% decline in revenue.

At Gannett, the second-quarter revenue decline was 10%, to \$97.8 million, "...reflecting competitive market conditions and reduced demand..." Scripps Howard Broadcasting said TV stations owned during both periods had a revenue decline, and McGraw-Hill blamed a "falloff" in national revenue for a 2% decline in revenue and a 4% decline in operating profit.

Even independent dominated groups were not immune. At Tribune television, revenue was off 4%, and operating profits declined as well.

Meanwhile, some predictions for the current and the fourth quarter have gotten more pessimistic. Rather than a turnaround in the third quarter, just-published estimates by rep firms such as Blair and Katz for spot and local television now call for a decline of at least 5%. Besting the prior year's third quarter will be difficult because of a boost



from political ad spending, which helped revenue increase 10% for national spot TV, and 5% each for local and network.

The downturn in advertising revenue really began in the fourth quarter of 1990. Revenue for that quarter was off 3% at the networks, up 1% for spot and 2% for local. Thus, reason some observers, the improvement, at least that measured against the year-ago quarter, should be easier. Comparisons for the first and second quarters of 1992 could be easier for the same reason.

Coming out of the just-completed upfront selling season, the networks have diverse views. Capital Cities/ABC has bet on improvement within the next 12 months by holding back an unusually high percentage of its ad inventory for later sale. But elsewhere, another network executive said he believes an upturn is probably a year away.

A slower-than-expected rebound in advertising revenue, so far, is linked by many to a slower-than-expected turnaround in the economy. Federal Reserve Board Chairman Alan Greenspan last week told Congress that while the economy is growing again, the Fed sees only "moderate growth" over the next six months. Some are not convinced that all the ills of the economy are out of the system yet and are predicting a "double dip" return to recession. A leading compilation of economists' forecasts compiled by Blue Chip Economic Indicators, a Sedonia, Ariz.-based newsletter, said the consensus forecast for the third

quarter is for decline in inflation-adjusted GNP of 0.2%, followed by a fourth-quarter increase of just under 1% and a return to roughly 2% growth in 1992.

Not everyone is convinced, however, that an improved economy will lead to a commensurate improvement in broadcast television advertising revenue. Alan Gottesman, a securities analyst for PaineWebber who follows the networks and ad agencies, noted that weakness in advertising revenue pre-dated the current recession. He sees no rebound this year: "The idea of a proximate recovery is not being supported by any of the data."

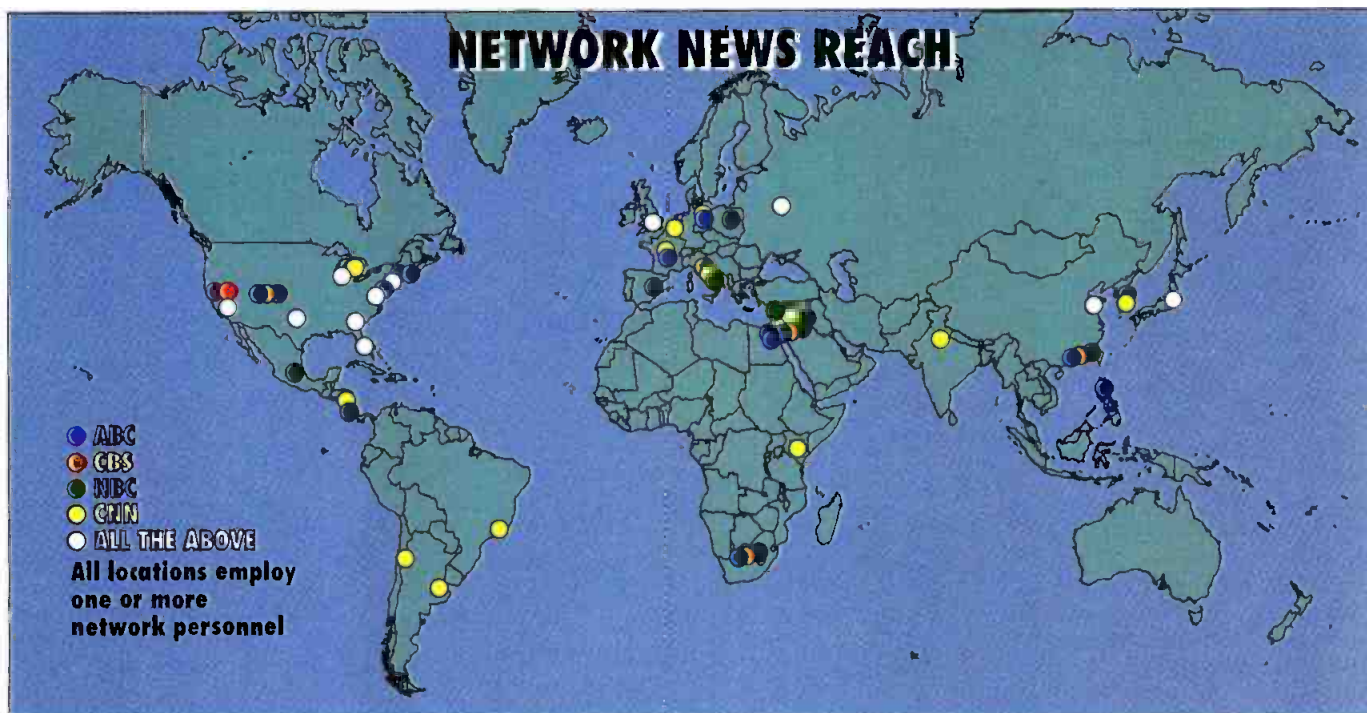
That expectations have been delayed does not imply that the current situation is worse than six months ago, said Robert Coen, senior vice president of McCann-Erickson.

The uncertainty in February was worse, he said, and suggested that many of those predicting a near-term turnaround at the time were speaking out of hope. Now, he said, there is a more solid economic basis for predicting a better advertising market. Once there are several months of consistently good economic data, advertisers' caution could be replaced by bullishness: "Now they are concerned about wasting money before the market is developed; pretty soon they will be concerned about getting locked out of the market."

Coen is not the only one still hoping for a 1991 turnaround. Some positive perspectives were also to be found on Wall Street, including at Goldman Sachs, whose analyst, Barry Kaplan, wrote: "...even though upfront pricing is down from last year, it is still well above last season's scatter pricing...." Reports by at least a few other analysts also less pessimistic may help explain why the stocks of both CBS and Capital Cities/ABC outperformed the market recently.

Still, even those touting the "half-full" rather than "half-empty" outlook have recently cut their revenue estimates or are considering doing so. Whatever the outlook, group owners that will soon prepare 1992 budgets are either likely to delay the process until the last minute or will be conservative in their projections. At some point, advertisers may be crowding to buy time on television, but the market has not yet reached standing room only.

-GF



NETWORKS HAVE THE WORLD ON A SHOESTRING

Budget constraints have forced news divisions to do more with less

Keeping track of network news bureaus these days is not easy. Cost-cutting over the past year has resulted in elimination or reduction of network bureaus in major cities from San Francisco to New York. At the same time, there has been expansion, as in CNN's plans to open three additional overseas bureaus later this year.

CNN announced last week it will spend more than \$2 million to open offices in Amman, New Delhi and Rio de Janeiro, and CNN President Ed Turner said he hopes eventually to add bureaus in Southeast Asia, Latin America and West Africa. By the network's count, last week's additions bring its total number of bureaus to 27.

Although news bureaus might not be as large as they once were, each of the networks is making an effort to maintain some presence in key locations. Networks are learning to operate bureaus in a slow economy which, in some cases, can mean a lone correspondent and/or producer. Technicians in many cities are being switched from full time to freelance or are being replaced by freelancers.

ABC News, for example, has been able to replace a larger Dallas bureau with a full-time correspondent who works out of his home. CBS News did the same thing in Denver late last year, and NBC News just announced similar

plans for its Miami bureau. The changes mark significant savings for the networks, which can spend anywhere from \$500,000 to well over \$1 million annually on each bureau, according to one network executive.

Networks are learning to operate bureaus in a slow economy, which, in some cases, can mean a lone correspondent and/or producer.

Bureau reductions are coinciding with a greater reliance on affiliates and owned-and-operated stations for spot news coverage, said Executive Vice President Don Browne, NBC News. It has become "financially impossible" and time-consuming for network personnel to try to be in all places at all times, he said, particularly at a time when network newscasts are taking a more analytical approach to the day's events.

For competitive reasons, the networks are somewhat reluctant to share details

on their various bureaus. A comparison shows varied approaches to staffing.

ABC News maintains full-time correspondents in 11 cities nationally, with its largest domestic bureaus in Atlanta, Denver, Los Angeles, New York and Washington. Its smallest operations include those in Dallas and Philadelphia, where the network employs just one correspondent apiece (ABC News is the only network with a Philadelphia correspondent). In both Boston and Miami, the network employs one correspondent and one producer at space rented at the local market affiliates. ABC News earlier this month indicated plans to build up its Chicago office in the wake of closing its St. Louis bureau. The network also maintains a correspondent, a producer and a technician in San Francisco.

CBS News employs full-time correspondents in nine cities, with its largest domestic bureaus in Dallas, Los Angeles, Miami, New York and Washington. The network last spring reduced its 20-person Atlanta bureau and built up its Miami office in a strategy directly opposite to NBC's southeastern efforts. CBS News late last year closed its Denver and Chicago bureaus, but maintains a correspondent in the former and a correspondent-producer team in Chicago. The network also has a correspondent in San Francisco. Unlike ABC and NBC, CBS News does not maintain any network

news personnel in Boston.

NBC News earlier this month announced it would close its 11-person New York bureau and move some affected personnel into the offices of NBC owned-and-operated flagship WNBC-TV New York, the first of the networks to make such a move in the city. The company maintains a presence in nine cities nationally, including recently scaled-back operations in Boston and Miami.

NBC News earlier this month replaced its 13-person Miami bureau with a single field producer working out of his home, opting to move its southeastern hub to an existing Atlanta office. The network closed its San Francisco operations last month and now directs coverage for that area out of its Burbank office. Other network correspondents and producers are based in Chicago, Dallas, Denver and Washington.

CNN maintains at least two correspondents in each of eight cities domestically, including Atlanta, Chicago, Dallas, Los Angeles, Miami, New York, San Francisco and Washington. Each of those offices also has a bureau chief and a full-time technical staff employed on a freelance basis. The cable network maintains a bureau chief/correspondent in Detroit.

Internationally, each of the four networks maintains a number of bureaus supplemented by material supplied by various news agencies. As with the domestic bureaus, strategies differ among the networks:

ABC maintains network personnel in a dozen cities abroad, with its largest offices in London, Moscow and Paris. The company earlier this month announced plans to close its Rome bureau, which had served as a hub for network correspondents covering the Middle East. The network instead plans to open a Middle East bureau, most likely in Cairo. ABC News maintains a number of overseas offices with just one correspondent, including Beijing, Berlin, Hong Kong, Johannesburg and Tel Aviv. Additional staffers are based in Manila, Tokyo and Seoul.

CBS News has its largest bureaus in London, Moscow, Tel Aviv and Tokyo, along with a smaller bureau in Rome. The network also maintains a cameraman or producer in each of three cities—Beijing, Hong Kong and Johannesburg.

NBC News maintains network personnel in 17 cities internationally, with primary offices in Beijing, Cairo, Hong Kong, Johannesburg, London, Moscow, Rome, Tel Aviv, Tokyo and Warsaw. The news division has also opened a

Barcelona office in anticipation of the network's coverage of the 1992 Olympics, an example of the flexible stance that NBC News takes on its foreign bureaus (the network closed bureaus in Budapest and Frankfurt following political stabilization in those countries). The network also maintains offices in Buenos Aires, Cyprus, Damascus, Manila, Mexico City and a stringer in San Jose,

Costa Rica.

With the additions of Amman, New Delhi and Rio de Janeiro, CNN now has a network correspondent in 18 cities internationally. Other cities with at least one CNN correspondent include Beijing, Berlin, Brussels, Cairo, Jerusalem, London, Managua, Manila, Moscow, Nairobi, Paris, Rome, Santiago, Seoul and Tokyo. —BB

FOX: NO MORE FALL LAUNCH FRAY

Network says new production schedule will boost fortunes; critics grill ATAS chief over 'Simpsons' snub

Fox took its case to the press last week, saying its break from traditional fall debuts and standard production commitments was a response to the realization that it had fallen into the same "self-destructive" practices—such as rushing series into development and joining in the fall network launch fray—as the other networks. That message was delivered by Peter Chernin, president, Fox Entertainment, last Thursday (July 18) at the Television Critics Association press tour in Los Angeles.

Just prior to his presentation, the gathering of critics sharpened their teeth during a confrontation with Leo Chaloukian, president, Academy of Television Arts and Sciences, over ATAS's snub of *The Simpsons* in failing to nominate the show in the best comedy category for the second year in a row.

Chernin said that Fox's recently announced year-round development plan would boost the network's odds of success, and he called the current development system a "recipe for mediocrity." Network television "is in trouble and on the decline," Chernin said. "Fox fell into the same trap as the others [networks]...like rushing shows into development and then throwing them all on the air in September," before deciding the process didn't make sense. He noted that the three networks and Fox debuted "34 new series last fall, and it was a massacre. Seventy-five percent failed. No other business debuts all of its new product like that. No longer at Fox. We will no longer concentrate our new series in the fall. We will roll out new series in every month of the year."

He said the new plan went into effect "last week when we began to attack those outdated practices," referring to the season premiere of *Beverly Hills 90210*, which he said showed an 84%

ratings improvement over its 1990-91 average. In addition, he said the episode garnered a 68% share of female teens. "Our goal is to provide compelling television 52 weeks a year," he said.

In addition to the year-round development, Chernin said other parts of the strategy include expanding episode orders for series and scheduling "one or two specials every month, 12 months a year." He also said Fox will order fewer pilots, opting to commit to shorter, more inexpensive pilot presentations. He said approximately 50% of Fox's development slate this year would be in presentation form. Before going to series, some comedy projects may be performed before live audiences to gauge their potential as part of what he called their "workshop process."

At the Q & A session featuring Chaloukian and Steve Sohmer, executive producer of the upcoming Emmy Awards telecast, critics grilled the ATAS president about the absence of *The Simpsons* from the best prime time comedy category. "The issue is still 'Does animation belong with live-action comedy,'" conceded Chaloukian. He said the academy had scheduled meetings with the producers of the series this year and last "but nobody showed up. Until such time as we meet with the people and get their input and have more information, we have to stand with what we have."

Chaloukian's explanation did little to satisfy many of the critics, who viewed the position as one being taken by an out-of-touch, unyielding organization. "If they can lump [PBS's 11-hour documentary] *The Civil War* with [NBC's] *Unsolved Mysteries* and *Entertainment Tonight* [all were nominated in the outstanding informational series category], they should have no trouble letting *The Simpsons* compete with *The Golden Girls*," grouched one critic. —SC

'GAME-EDIES,' TALK SHOWS FAVORED FOR '92 DEVELOPMENT

Carsey-Werner, Viacom and others among those pursuing comedy game shows; Group W, Multimedia among those exploring talk projects

Syndicators are beginning to gear up production for September, but many of them already have their eye on new projects for 1992. Talk shows and so-called game-edies (game shows with a comedy element) have taken an early lead as the favorite genres for development for the 1992-93 season.

Programers say the game-eddy phenomenon is a backlash from the failure of last season's trend toward more traditional question-and-answer game shows. Five such shows were launched last fall, and all were rejected by viewers.

"Distributors are a bit shell-shocked from last year's experience" with new games, said Mitchell Praver, vice president, programing, Katz Continental Television. "There may be room for one or two new entries, and [syndicators] are going for the comedy bent to attract younger adults."

Carsey-Werner's remake of *You Bet Your Life* is perhaps the most talked-about game-eddy for 1992. Much of the enthusiasm has to do with the fact that Bill Cosby is set to fill the role of host. Many feel Cosby is one of just a few talents who have the comedic skills to fill the shoes of Groucho Marx, who hosted the original version, which was largely driven by his personality.

"Everybody will take it seriously," said Janeen Bjork, vice president, programing, Seltel. Cosby is such an appealing television personality that his new show will have a built-in curiosity factor, as well as a "built-in greed-and-fear factor," said Bjork. "People will be asking: Do I really want to face this show [on a competitive schedule]?" Many stations asked the same question when *The Cosby Show* became available as an off-network property, driving the show's syndication revenues to record levels.

Game shows with comedy elements aren't new. *Hollywood Squares'* appeal came more from one-liners quipped by its celebrity panelists than from the game format. Celebrity shenanigans and silly responses from less famous panelists accounted for the appeal of such shows as *Win, Lose or Draw*, *The Dating Game* and the ongoing *Love Connection*.

Several other game-eddy projects are

in development for 1992. One is called *How's Your Love Life?* from Bob Stewart Productions, which is being considered by the Viacom-Katz consortium to develop first-run strips for syndication (BROADCASTING, March 25). It features a celebrity panel that analyzes the romantic tribulations of guests.

Paradigm Entertainment, Los Angeles, is developing a show called *Anything for Love*, and Kushner-Locke is developing *Kiss & Tell*, both said to fall



The remake of *'You Bet Your Life'* with Bill Cosby as host is the most talked-about 'game-eddy' of the season.

in the game-eddy genre. According to sources, Kushner-Locke is talking to Warner Bros. about distributing the show. Paradigm is shopping its project to distributors as well.

Columbia Pictures is testing the first-run waters with what some are calling a game-eddy named *Ruckus* that will air on WNBC-TV New York in the fall, with a possible rollout in 1992.

In the talk show category, a number of projects have already been announced, including one from Group W with host Vicki Lawrence. Group W's strategy is to pair the Lawrence-hosted show with *Chuck Woolery*, which assumes, of course, that *Woolery* makes it to year two.

Multimedia is developing several talk shows, including ones with Cincinnati newscaster Jerry Springer and Los Angeles news anchor Bree Walker. Viacom is currently testing *The Montel Williams Show* on several stations including

WCBS-TV New York for possible rollout in '92.

MCA has signed Kitty Kelley for a talk show, and sources said ABC Radio Network talk show host Tom Snyder has been approached about doing a new first-run show next year. Snyder could not be reached for comment at deadline.

Programers say the plethora of talk show development for 1992 is a signal from distributors that some current talk shows, or ones being launched next fall (*Jenny Jones*, *Maury Povich* and *Chuck Woolery*) will not be around for the 1992-93 season. "The bet is that there will be some holes to fill in the talk category by then," said one station executive.

But while more light has been shed on game and talk show development, distributors say they are looking at many opportunities for the NATPE convention next January that may or may not materialize into projects.

"I probably look at 500 ideas a year, and between 300 and 400 of them have some redeeming quality," said Don Micallef, vice president, program development, Worldvision Enterprises. "We try to develop something for each genre, but it's really important in today's environment with so many viewing choices to come up with something that will get people's attention right away."

In the magazine category, Warner Bros. is trying to revive *Getting Even*, which was proposed last year but did not get off the ground. The company is talking with station groups about producing the show as a possible joint venture. Talks along those lines with the CBS station group fell through several months ago.

In late night, Tribune is getting a jump on the competition with a new entry starring former *Saturday Night Live* trouper Dennis Miller, which bows in January 1992. Some see the late night arena becoming a whole new ball game next season, with the departure of Johnny Carson from *The Tonight Show* next May.

Group W Productions and Castle Rock Entertainment are collaborating on a late night game-eddy strip, *Make Me Laugh*, in which comedians from different venues around the country will com-

pete for funniest club comic.

Two years ago, Group W Productions bought a 15% stake in Castle Rock (which was founded by Rob Reiner), giving Group W initial distribution rights to first-run projects developed by Castle Rock. (The investment is one of several recent diversification moves by Group W [see story, page 29].)

Another first-run syndication series Castle Rock has in development with Group W is *Animania*, a collection of the "finest" animation short-subjects and commercials, according to Group W President Derk Zimmerman, for weekly distribution in fall 1992.

Projects being developed in-house at Group W include *For Better or Worse* (taken from Italian formatted *C'erevamo Tanto Amati*), one of a pair of half-hour "relationship" shows Zimmerman said are being developed for 1992-93 syndication.

Development of weekly shows tends to follow strip development, but Cannell Distribution already has its eye on a new action-adventure show to serve as a companion to *Street Justice*, which debuts in September 1991. Company President Pat Kenney said he is also looking at gamey and talk show projects for the 1992-93 season. -SM

CLI, ATRC FORM HDTV ALLIANCE

Compression Labs Inc. (CLI), San Jose, Calif., a leading developer of digital video compression technology, last week endorsed the Advanced Television Research Consortium's (ATRC) efforts to build an all-digital high-definition television terrestrial transmission system and offered its assistance in the system's development.

ATRC, a partnership of NBC, Philips Consumer Electronics, Thomson Consumer Electronics and the David Sarnoff Research Center, is building Advanced Digital TV (ADTV), one of four all-digital HDTV transmission systems to be tested over the next 12 months by the Advanced Television Test Center (ATTC), Alexandria, Va. One of the four digital systems, or of the two proposed analog systems, is expected to be chosen as an FCC standard in 1993.

CLI has developed a digital video compression system to transmit as many as eight conventional NTSC signals over the satellite transponder space usually used to transmit one signal. Similar technology is used to compress wide-

band HDTV production signals into a 6 MHz channel for broadcast and cable delivery. CLI plans to begin limited marketing of its compression equipment in September.

"We've got the two key groups of people [Sarnoff and Philips] who have developed a system. Now you take a brand new group of people who have [digital compression] skills to walk in and go through the whole thing," said D. Joseph Donahue, senior vice president for technology and business development, Thomson Consumer Electronics, Washington.

But CLI's influence is not expected to have a major impact on ADTV's digital compression. "It's too late to go back to the drawing board," Donahue said. ADTV's scheduled test date at the ATTC is March 9-April 22, 1992. CLI may instead suggest minor, incremental adjustments to ADTV. Major changes would be subject to a lengthy review process by the FCC's advisory committee on advanced television service. Minor changes in the system must be completed before mid-December, when the

LBS ASKS FCC TO CLARIFY MEANING OF 'NETWORK PROGRAMING'

LBS Communications filed a petition with the FCC last week asking for clarification of the commission's reinterpretation of "network programing" as it pertains to the prime time access rule. At stake, said LBS, is the future distribution of a weekly program, *Memories...Then and Now*, produced by NBC News Productions and syndicated by LBS.

The filing was in response to a revised definition of network programing barred from airing in access on affiliates in the top-50 markets—which now includes first-run shows produced by a network.

The reinterpretation was made in the commission's report and order on new financial interest and syndication rules, issued May 29, which took effect July 8. Up to then, network programing was defined as shows that aired on a national network and not shows produced by a network.

The new ruling has angered some syndicators, who say it limits potential program development and diversity in the first-run arena (BROADCASTING, July 8).

In its filing, LBS said the commission's "clarification" of the network programing definition left unclear whether the commission intended to include non-entertainment first-run shows produced by a network among those barred from access by PTAR.

LBS describes the program, largely viewed as a nostalgia show within the television industry, as a non-entertainment show consisting of "public interest commentary...interspersed with historic film footage."

By failing to address non-entertainment shows, LBS said, the commission also left unclear whether network public affairs and documentary shows would continue to be exempt from PTAR prohibitions, with the exception of Saturday nights, when such programs are covered by PTAR. *Memories* is cleared mostly on Saturdays in the prime time access time period.

If the commission intends to leave the Saturday exclusion in place, LBS said it wanted a waiver so that *Memories* could air in access on Saturdays. The distributor argued that when LBS and NBC planned the *Memories* show, almost two years ago, they relied on a set of rules, in place for years, that did not characterize *Memories* as network programing. "The series would be jeopardized and possibly discontinued because of the scheduling problems engendered by the new rules...LBS would be injured despite the fact that the commission's new syndication and financial-interest rules are intended to protect and foster independent companies."

LBS also said that was the intention of PTAR and that the FCC stressed during its fin-syn proceeding it had no intention of modifying PTAR in the course of the fin-syn proceeding.

Other distributors are contemplating similar filings to the FCC, including Blair Entertainment, which has been selling the KCBS-TV Los Angeles series *Studio 22* for fall 1991. MCA has made a determination that its weekly *Roggins Heroes* does not run afoul of the new rules because KNBC-TV Los Angeles's sole involvement in the show is that it leases studio space for the show's production, a spokesman said. -SM

advisory committee completes the final paper analysis of ADTV before it is cleared for testing.

For several years CLI had planned to market digital encoders and decoders to be used in transmission of whatever analog HDTV standard was approved by the FCC, said Ed Thompson, CLI director, new business development. Then in June 1990, CLI's competitor, the VideoCipher Division of General Instrument Corp., announced its DigiCipher system for all-digital delivery of HDTV and

multiple NTSC signals. Most of the other HDTV proponents quickly followed suit by digitizing their signals, rendering CLI's HDTV plans obsolete.

An alliance struck now with ATRC gives CLI greater exposure to the broadcasting and consumer electronics markets, which will need expertise in digital equipment development. "By being a player rather than an observer, we think that when the marketplace will be available for HDTV encoders, we'll have an edge over potential competitors because

we'll have played a part in the development," Thompson said.

ATRC stands to gain not only a valuable consultancy in digital compression technology, but a close relationship with an experienced digital equipment company. "One of these days someone is going to have to do something to go to market with things," Donahue said. "From our viewpoints, they complement us... They build equipment. They'd like to build encoders and things we don't want to build." —RMS

MITSUBISHI MAY JOIN SKYPIX

Japanese firm is looking to hitch its wagon to medium-power satellite service

SkyPix and Mitsubishi Corp. confirmed last week negotiations aimed at making the Japanese trading company a partner in SkyPix's much-heralded, but long-delayed, 80-channel medium-power satellite broadcasting service.

If all goes well, said George Alex, SkyPix senior vice president, finance, Mitsubishi will join the original SkyPix investors led by Hollywood financier Fred Greenberg, the House Shopping Network and unnamed others in SkyPix Joint Venture, the operating partnership.

Alex expects contracts sealing the joint venture to be signed by Aug. 31.

Aside from confirming the negotiations, Sanjeet Saxena, marketing coordinator, Mitsubishi Corp., New York, had no comment.

SkyPix also announced last week an agreement with GTE Spacenet under which the domestic satellite operators would uplink SkyPix's programming from its facilities in Oxford, Conn. Under the deal, GTE will make use of SkyPix's compression technology.

In addition to investing an unspecified amount of cash in the partnership for a "minority interest," said Alex, Mitsubishi would finance and coordinate the manufacture and distribution of the home satellite antenna and receivers to SkyPix subscribers.

Les Wandler, chief financial officer, HSN, which signed a preliminary agreement to join the SkyPix venture last month, said that HSN expects to close on the deal by Aug. 31, assuming SkyPix meets certain "milestones." One of those "milestones" is the participation of Mitsubishi in the venture, he said.

For its interest in the service, HSN would contribute \$30 million "worth of cash and services," Wandler said. The services include providing telephone

customer service representatives, billing and accounting, he said.

Neither Alex nor SkyPix Director of Marketing Rick Selvage would reveal the service's launch date. But Alex indicated it would be sometime later this year, saying the venture expects to reach "breakeven" sometime in the first quarter of 1992.

How many subscribers SkyPix thinks it needs to achieve breakeven is also a secret. But Alex allowed: "At a very low number of subscribers, it becomes a very positive cash flow business."

If SkyPix can cement its various partnerships and debut later this year, it will be several months behind schedule.

After much press speculation, SkyPix with the backing of Greenberg and other high-risk investors came out of the box last August, confident it could have its service up and running early this year.

Its big problem was the collapse last December of a partnership with Comsat

Video Enterprises amid charges back and forth over which party was responsible for it.

The cornerstone of the SkyPix service is a pay-per-view movie service promising subscribers a choice of some 200 movies a day. That choice derives from SkyPix's video compression technology, which will allow it to deliver up to eight channels over each of its 10 transponders on Hughes Communications' SBS VI satellite.

To receive the service, consumers will have to go out and pay \$700 for a satellite dish (one meter) and SkyPix receiver.

Selvage said SkyPix has signed agreements with major consumer electronics retailers throughout the country committing them to handling a total of more than 2.5 million home units over one year. SkyPix has lined up 5,000 retail outlets and 6,600 authorized installers, he said. —HAJ

PRIMESTAR TO TAKE TEST RESULTS TO ALL MARKETS

More than 90% of thousands of subscribers gained during market tests since last November would recommend Primestar—the 45-watt, Ku-band home satellite service—to friends, an independent survey found on the eve of Primestar's national rollout last week.

"We do not intend to make promises we are unable to fulfill," Primestar President John Cusick said of the two-year plan to gain distributors in 100% of the nation. By the end of this year, cable operators beyond the nine MSO Primestar partners (reaching one-third of the nation) will join, he said.

Pay-per-view marketing and keeping receiver-decoders out of the hands of signal thieves call for more than "selling the equipment and walking away," he said. A broad range of tests on upfront charges (as high as \$600) and program pricing revealed "points of resistance," he said, predicting that marketing and service approaches will gravitate toward a middle ground, based on shared test results.

Cusick said PPV buy rates have outstripped cable averages, often reaching one movie buy per month, per sub. Adding to its superstation lineup and expanding special sports events coverage are among programming plans in the works.

CABLE

PRESS PREVIEWS WIRED WORLD OF PROGRAMING

Cable networks kick off annual press tours in Los Angeles

HBO

A mini-series based on the life of Joseph Stalin starring Robert Duvall was one of the programming announcements made by Michael Fuchs, chairman and chief executive officer, HBO Inc., during the cable portion of the Television Critics Association press tour in Los Angeles last week. Fuchs also discussed HBO's upcoming multiplex test in August, calling the experiment the "ultimate move toward convenience."

During his "state of the union" speech, Fuchs also said that HBO will begin paying less per title for its feature-film packages because of the recession. The combination of cost per title and declining ratings for theatricals is causing HBO to depend more on their original programming. He said ratings for theatricals have fallen 23% since 1986. This is the first year, he said, that premieres of original programming have outperformed premieres of theatrical movies. He pointed to *The Josephine Baker Story*, which scored an 18 rating and 30 share in HBO homes when it debuted earlier this year. Its numbers were the highest of any HBO original programming during the past five years.

The strategy is also expected to improve the channel's stagnant subscriber growth. Fuchs said HBO's growth was flat this year, compared to an increase of about 300,000 last year.

One of the benefits of the multiplexing system that Fuchs expects will be to stem HBO's churn rate, which he pegged at about 4% a month, at which the channel turns over nearly 50% of its business every year. He also expects the expanded service to add nearly 500,000 new subscribers to HBO/Cinemax.

In addition to *Stalin*, which begins production in September, Fuchs also announced a one-time-only special featuring *Paul Simon Live: Born at the Right Time Tour*. The live event will be telecast on Aug. 15. HBO will also debut *Influences*, a musical series that will pair two musicians, one of whom has had an influence on the other. The first installment, set to air in September, will feature James Brown and M.C. Hammer.



Barbara Mandrell will guest star on 'The Statler Brothers Show,' new to Nashville this fall.

Another new series debuting on the channel is *The Adventures of Tintin*, an animated children's show beginning its 26-episode run in November.

Theatricals set to debut in the fall on HBO include "Presumed Innocent," "The Two Jakes," "Ghost," "Pacific Heights" and "Goodfellas."

Showtime

Echoing Fuchs's remarks, especially in the area of decreasing value of theatricals to premium channels, Tony Cox, chairman, Showtime Networks, said the diminishing return of theatricals and increasing performance of original projects will bring about tough negotiations for future film packages. Cox said Showtime plans to invest the money saved on cheaper theatrical acquisitions into more original movies. To prove his point, Cox illustrated that Showtime made-for-cable films averaged an 8.5 rating in prime time compared to the channel's overall prime time average of 5.2.

Cox also discussed several marketing plans geared to increase Showtime's value to viewers. While avoiding specifics,

he said: "We're working with ways to offer more services and to create some new services of our own." In light of the growth of pay per view, Cox said Showtime is considering giving subscribers a \$2-off coupon to Showtime exclusive movies, which get their first television airing in a pay-per-view system. "Pay per view has the potential to compete with and diminish the value of pay television but doesn't necessarily have to."

Lifetime

Lifetime Television debuts its new mystery series, *Veronica Clare*, on Tuesday, July 23. Starring Laura Robinson, the one-hour series is produced by Hearst Entertainment. The series is part of the channel's first night of original programming, joining *The Hidden Room* and the reality series *Confessions of Crime*. *The Hidden Room*, a half-hour anthology series hosted by Mimi Kuzyk, will feature Lara Flynn Boyle, Amanda Plummer, Helen Slater, Melissa Gilbert and other actresses in upcoming episodes. *Confessions of Crime*, a half-hour reality series hosted by Theresa Saldana, focuses on the causes and motivations of violent crime.

Arts & Entertainment

The Arts & Entertainment Network's fall schedule features three new series as well as encore episodes of *Late Night with David Letterman*, which will lead off the channel's prime time coverage. *First Flights*, hosted by Neil Armstrong, debuts on Sept. 25 and features achievements in flight with present-day pilots discussing aviation advances. *Time Machine with Jack Perkins* premiering Friday, Sept. 27, explores key events in history and attempts to predict the trends of the future. *Investigative Reports with Bill Kurtis* also debuts on Sept. 27, and features the veteran journalist going beyond the headlines of key events. Encore episodes of *Late Night with David Letterman* begin airing on Monday, Sept. 30, Monday through Friday, at 7 p.m. A&E also presents the North American debut of the five-part BBC

series *Naked Hollywood*, beginning July 28.

Nashville Network

The Nashville Network's fall lineup is headed by *The Statler Brothers Show*, a one-hour variety show. Premiering on Saturday, Oct. 12, the series is scheduled at 9 p.m. In addition, the channel debuts several new original specials including *Williams & Ree Comedy Central*, an hour-long special featuring stand-up comedy, skits and country music set to debut on Oct. 23, and *Loretta Lynn: The Seasons of My Life*, an hour special looking at the career of the singer, scheduled to premiere Nov. 13.

TNT

A three-part, six-hour mini-series detailing the rise and fall of MGM heads up TNT's programming plans next season. *MGM: When the Lion Roars* will be hosted by Patrick Stewart and is set to air in March 1992. The mini-series documentary features interviews with many former MGM stars, and traces the studio's glory days and finishes with the company's demise. Other TNT projects include *Crazy from the Heart*, starring Christine Lahti, about a conservative high school principal who becomes involved with the school's Mexican-American janitor, and *Iran: Days of Crisis*, a four-hour look back at the Iran hostage crisis in 1979.

TBS

TBS is scheduling *James Bond Wednesday*, a lineup of 11 Bond films on consecutive Wednesday nights beginning Sept. 25. TBS will also air *The Adven-*

tures of Robin Hood for 12 consecutive hours on July 25 and offer viewers the chance to vote for their favorite version of the classic story, either the 1938 film starring Errol Flynn or the current version featuring Kevin Costner. TBS's National Geographic *Explorer* series returns next season beginning on Aug. 18.

E! Entertainment Television

E! Entertainment Television will launch a three-hour block of original programming in January. The block will consist of six original half-hour series. Among the series making up the block will be *E! News Daily*, an entertainment news show hosted by Dagny Hultgreen set to debut on Monday, Sept. 30; *Behind the Scenes*, a backstage look at entertainment set to premiere on July 26. E! will also present four-and-a-half hours of Emmy award coverage with a viewer's guide to the awards ceremony, pre- and post-show coverage as well as a day-after awards program. Coverage kicks off on Friday, July 26, with the *Emmy Awards Guide*, a behind-the-scenes look at the events leading up to the night of the ceremony.

MTV

MTV airs two new specials as part of its new season programming. *Racism: Points of View* examines the causes and effects of racism. The half-hour special, which premieres on Wednesday, July 24, features insights from musicians and celebrities. *MTV Generation* looks at what it calls the often overlooked segment of the population, "the twentysomethings *Time* magazine dubbed the MTV Generation." The hour special debuts on Oct.

16. MTV also announced that Michael Jackson is set to appear on the channel's 10th birthday celebration. His appearance marks only the fourth time in the past 10 years the musician has appeared on a television program.

Nickelodeon

Nickelodeon premieres three new animated series for the fall, *The Ren & Stumpy Show*, *Rugrats* and *Doug*. All three shows debut on Aug. 11 and make up a 90-minute block of original animation programming on Sunday mornings from 10 to 11:30 a.m.

Comedy Central

Comedy Central will air *Harvard Lampoon Looks at 10 Years of MTV*, a one-hour satirical look at the past 10 years of MTV. Other specials include *The Higgins Boys and Gruber*, a half-hour sketch comedy featuring the comedy trio; *Esther's Follies*, two half-hour specials looking at a live comedy cabaret revue, and *That's Not Fair*, two specials of a comedy game show hosted by comedian Marc Weiner. Comedy Central has an option to bring to series any of the specials with the exception of the MTV special.

Disney Channel

The Disney Channel will premiere *Mark Twain and Me*, an original movie starring Jason Robards set to debut on Dec. 1. In addition, the channel announced the 1991 honorees for the *Walt Disney Company Presents the American Teacher Awards*. The second annual salute to the country's finest teachers will be telecast live Nov. 24. John Cooke, president, The Disney Channel, said the company is providing more than two-thirds of the \$3.5-million budget for the production, with Coca-Cola and other sponsors covering the remaining portion.

CNBC

CNBC announced it is expanding *The Real Story* to two hours beginning Monday, Aug. 26. The live, nightly magazine show hosted by Boyd Matson and Cassandra Clayton has been airing in 90-minute format.

ESPN

A new phone-in series hosted by Dick Schaap and a special looking at the career of Howard Cosell are among programming on ESPN's fall schedule. *Schaap Talk*, a 30-minute, live interview/call-in show debuts on Monday, Sept. 9. *Outside the Lines: The Life and Times of Howard Cosell*, an hour special, debuts on Aug. 29 at 8 p.m. -SC



Actor Tony Curtis joined with AMC executives to kick off the service's celebration of the Centennial of the Motion Picture. On hand (l-r) were AMC President Josh Sapan; Shirley Orr, general manager, Sammons Communications of Glendale; Curtis, and Maria Palma, marketing manager of the Glendale systems, which launched AMC this summer.

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Takes you there.

CTAM '91 TO FOCUS ON PAY TV, CUSTOMER SERVICE

Human resources will also be featured at Nashville meeting

Improving pay television, implementing quality customer service and addressing human resources concerns are the three issues headlining the agenda of the Cable Television Administrative & Marketing Society conference that runs July 24-26 at the Opryland hotel in Nashville.

"Last year was a recognition that things had changed," said Margaret Combs, president and chief operating officer of CTAM, in reference to the growing maturation of cable's product lines, "and this year, that has been ac-

things better when you're not growing, when you're growing 5% a year, 10% a year."

Different pay services are taking different tacks to improve their business, although they all share one theme: experimentation with packaging. That ranges from HBO's multiplexing plans to Showtime's TOPS plan to Jones's experiment by packaging Disney with basic service in some Florida systems.

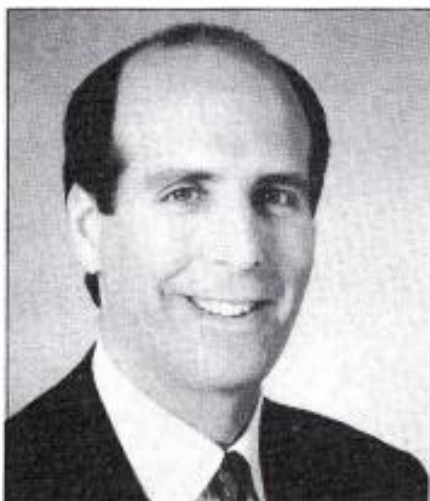
Blank said that how well pay does "is a function of how difficult we make it for consumers to buy our services." As

change in the future. "There is a massive concern on the basic side of what kinds of packaging configurations will evolve and what will be the criteria for those decisions," said Otte. "We, as an industry, have an obligation to our consumers to whatever packaging evolves; we do them based on consumer viewing habits and preferences, not just the price the service charges to the operator.

"If there are losses to our distribution, it will severely negatively impact our ad sales revenue. We will be able to put less on the screen. The worst scenar-



CTAM President Margaret Combs



Conference chair Matt Blank



CTAM Chairman Ruth Otte

cepted and now we have to get on and make things happen."

Matt Blank, president and chief operating officer, Showtime Networks Inc., and conference chair, said, in discussing the agenda, "we really felt the need to reach and give people actionable tactical information" and provide information on what will be important in the '90s.

CTAM Chairman Ruth Otte, president and chief operating officer, Discovery Channel, said the conference "will focus on building your department, your division, your group and your company, where it's a sustainable effort," on such issues as customer service. "We're trying to show this isn't the next six-month buzzword."

Blank said "the next five points of penetration really do require a different level of service, not just different products offered, but the way they are delivered. I think that all these things are lacking in business until there is a need It's hard to think about doing things better when you're growing about 20% a year... You start to think about growing

basic rates rise, he said, operators need to find ways to provide subscribers with greater access to premium services "without spending a lot more money." The other side of that is the prospect operators will take a margin hit. "But we would say, total revenues from premium are more important than household margin," he said.

While HBO will begin testing multiplexing soon, Showtime is holding back, although Blank said Showtime will work with affiliates if they want to test such a scheme. The real impact will be several years off, when channel capacity improves. "There's a lot to be said for giving the customer more for the money," said Blank, citing TOPS. "Our only question on multiplexing is: Are we giving the consumer enough more for the money or does the long-term opportunity lie in providing much more product, not just different packaging of product?"

Tiering has been a major concern to basic programmers, but its impact, to date, has been minimal. That may

io would be the very brands cable has helped to build will get weakened in the process," said Otte.

Combs said there was a 17% growth in the number of subscribers in tiers in the first quarter of 1991. And CTAM database statistics also show that "every time a tier is done, you interrupt the inertia of the customer relationship," said Combs. "Those systems that tiered last year had the greatest problem with retention of pay units," although the dip stabilizes. Single pay customers show greater propensity to downgrade, and there are fewer installs and upgrades of multipay homes in those systems immediately after tiering, database results show.

Maybe the most pleasant surprise this year has been the fight purses in PPV, which have given that category a major boost. Holyfield-Foreman and Tyson-Ruddock II brought in more than \$90 million between them, and the prognosticators are talking about \$100 million in revenue for the Nov. 8 Tyson-Holyfield fight. "Big fights are huge moneymak-

ers for PPV," said Blank, while the verdict is still out on the smaller fights.

Still, as the addressable universe expands, even smaller niche events targeted to a specific audience will be viable if the entire universe is double or triple today's numbers, Blank said. Additionally, operators will improve their marketing and promotion of PPV events and

movies, which will also drive the category.

Cable is also gearing up for next summer's PPV Olympics, which will be another big test for PPV. Combs said operators are saying they will be happy with a 1% buy rate on the games. "I think we will have accomplished a great deal if, as an industry, we can come up with half

of a percent," said Combs, "because it will have taken a lot of people into an arena of PPV that they have never been in before. I have to believe those buyers are avid about some particular sport, and they are going to be highly satisfied. That's a positive step forward for an industry that's never had anything of this scope before." —MS

ENCORE TO BE TESTED IN LARGE MSO'S

Low-priced channel now available only on TCI systems

Although Encore now receives widespread carriage only in TCI-affiliated cable systems, some top MSO's have agreed to test the low-priced pay channel in some of their markets.

To date, 1.5 million subscribers have signed up for Encore, which, so far, is available to 6.3 million subscribers in TCI owned-and-operated systems (out of a potential 6.7 million), according to Encore Chairman and CEO John Sie. Those subscribers paid \$1 per month for the service, a price in effect through May 1992. Subscribers receiving Encore now (after July 20) will pay more, depending on the level of pay service. Encore said nearly one million calls came into its regional switching centers between June 21 and June 23, following the announcement of the positive option plan.

Encore is also being launched in TCI-majority owned United Artists Entertainment cable systems and several smaller MSO's. All of those, except Post-Newsweek (TKR, Bresnan Communications, Columbia International and InterMedia), are partly owned by TCI or its spin-off, Liberty Media. UA has already launched Encore in 16 systems and will add an-

other 28 by year's end. With these commitments, as well as the test sites, Encore says it will be available to 9.5 million homes this year and is hoping additional commitments will bring that number to 11 million.

To break even, Encore will need four-million subscribers, which Sie says is projected for the fourth quarter of this year or the first quarter of 1992. The bulk will come from TCI, which is looking for 50% penetration, or three million subscribers, and is only halfway there.

The MSO's that have agreed to test Encore are Time Warner, Continental, Cox, Jones Intercable, Newhouse, Cablevision Industries, Adelphia, Falcon and Scripps-Howard. Those MSO's are testing Encore this year in anywhere between one and four systems.

The MSO's using Encore are making it part of packages of pay services. UA plans to add Encore to its current pay packaging plan, called Showcase. "We've penciled in Encore as being part of every one of the packages we create," said Jerry Maglio, senior vice president, marketing and programming, UAE. Jones Intercable's John Mathwick, group vice president, marketing, said Jones's "limited commitment" to

Encore will be part of a repackaged pay structure Jones plans to test later this year or early next year. No matter how it is packaged (and it must also be offered a la carte), Encore gets anywhere from 80 cents to \$1 per subscriber.

Sie also shared the first research about Encore subscribers last week. On April 1, TCI launched Encore as a test (and as a positive option) in four systems representing 38,000 subscribers, offering a one-month free preview. Encore's research results are based on those systems for the months of May and June.

Sie says that during those two



Encore Chairman and CEO John Sie announcing MSO launch plans

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months, Encore's cannibalization of other pay services was negligible. The Encore data indicate that 0.5% per month of the total number of existing pay units switched to Encore. "The switch-out is also likeliest to happen at the launch" when attention is focused on the new service, noted Sie.

In those four test systems, Encore charged basic subscribers anywhere between \$1 and \$4.95, single pay households had fees ranging from \$1 to \$1.95, and multipay households' cost was 75 cents to \$1. Of those who subscribed to Encore, 5% were new connects, 43%

were basic-only subscribers and 52% were pay subscribers.

The research also claims that Encore households had a lower churn rate and a higher upgrade rate for other pay services during those two months. According to Sie, the churn rate for Encore households in those markets was 2.3%, compared with 3.7% for non-Encore subscribers. The upgrade rate for Encore homes was 3.6%, versus 1.1% for non-Encore subscribers.

Encore's data also claims to show that the ratio of pay units to basic, and pay homes to basic, both grew from 54% to

78% and 35% to 45%, respectively, from April 1 to June 15. Pay revenue per basic subscriber also increased, from \$5.24 to \$5.87.

Encore also announced two new programming agreements, with Turner and Universal. The Universal deal, so far, is only for one movie, "Out of Africa," but Sie said the channel is negotiating for a 100-title package with the studio. The Turner package, from the MGM/UA library, is for 80 titles. Paramount remains the only major studio with product available that has not signed with Encore. **-SDM**

CABLECASTINGS

LIBERTY ACQUIRES SHARE OF COURT TV

TCI spin-off Liberty Media announced that it has acquired one-third of Court TV (see "Closed Circuit," April 1). Cablevision Systems and NBC retain their one-third interest, and Time Warner, which had walked off with two-thirds of the network when its American Courtroom Network merged with Cablevision/NBC's In Court late last year, now holds just one-third interest in the channel but retains its position as managing partner. Liberty is thought to have spent about \$30 million for its share of the channel, since start-up costs are said to be in the neighborhood of \$60 million.

ROCK 'N' ROLL IS THERE TO STAY

TCA Management Co. of Tyler, Tex., which pulled MTV off its cable systems July 1, has agreed to reinstate the music-video channel following a barrage of bad press from local media and picketing and petitions by high school and college students. TCA and MTV Networks have also concluded contract negotiations for the carriage of Nickelodeon and VH-1. The agreement ends all legal claims between the parties.

TCA, which serves 420,000 subscribers in six states, is expected to return MTV to most of its systems within 30 days. The company cited subscriber complaints about MTV's content as the reason for removing the channel.

One radio station, KQIZ-FM in Amarillo, Tex., made up a rap song

of what it termed TCA's "censoring" of MTV. A portion of the lyrics: "If I want to corrupt my mind, that's my decision, it's not some other guy's decision."

NEW INVESTORS FOR ICT

Scientific-Atlanta and KBLCOM have taken a \$12.5-million equity stake in International Cablecasting Technologies, which markets Digital Music Express, a digital radio service. ICT will also receive \$2.5 million from other institutional investors.

S-A is buying 3,183,675 shares and KBLCOM 300,000 shares at \$3.56, a 15% discount from the public stock price as of July 11. That translates into \$11.3 million from S-A and a little over \$1 million from KBLCOM. ICT said the combined investment amounts to 11% of the company. Other equity investors in ICT include TCI and Viacom.

REISS MEDIA CREATES INTERNATIONAL DIVISION

Reiss Media Enterprises is undergoing some organizational changes that will include the creation of a new division.

The newly created Reiss Media International will focus on international activities. Its president will be James Ganley, who is also executive vice president of Reiss Media Enterprises.

Reiss is renaming its production division Reiss Media Entertainment Corp., which is headed by Bruce Karpas. The company said the name reflects the division's widening production of programming, including Broadway theater and sporting

events.

Reiss's New York headquarters will move to 1350 Avenue of the Americas, 10019, on Aug. 15. The new phone number: (212) 484-5900.

CNN ADDS THREE NEW BUREAUS

CNN officially announced last week the opening of new bureaus in Rio de Janeiro, New Delhi and Amman, Jordan. The network also said that the reach of CNN International has increased from 6.8 million homes in January to 10.8 million in July, with the largest gains coming from Belgium (1.2 million) and the Netherlands (one million). Those two countries combined have over five million CNNI subscribers.

ESPN OPENS SATELLITE SUB CENTER FOR BARS

ESPN will open a new satellite subscription center Aug. 1 to serve bars, restaurants, taverns and country clubs. "ESPN will be better prepared to handle the volume of subscriptions it processes daily and will provide optimum service to this growing industry," said Roger Williams, senior vice president, affiliate sales and consumer marketing. Williams said ESPN expects "to be serving up to 100,000 bars and taverns through this facility."

Williams said establishments can use consumer VideoCipher units to receive programming once they call 1-800-842-ESPN for authorization. ESPN will also provide establishments with marketing and promotional materials.

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PROGRAMING

OUTSIDE PLAYERS JOIN NETWORK SPORTS TEAMS

ABC-Raycom deal is indicative of greater reliance on independent producers

A deal allowing independent producer/syndicator Raycom to produce college basketball games on ABC has created quite a stir in the TV sports industry, with some observers labeling the agreement a harbinger of greater change. Network sports divisions—faced with spiraling rights fees, shrinking ad revenues and skyrocketing salaries of in-house producers—could find themselves increasingly dependent on outsiders for programing.

Independent production is by no means new to network sports programing, but use of outside producers is clearly on the rise. The point was driven home with the signing of the ABC-Raycom deal, in which the independent producer will pay ABC about \$1.5 million in exchange for distribution of 26-30 Sunday afternoon college basketball games.

"Given the high cost of production and the unions, it makes fiscal sense that the networks would look to outside companies such as ours to do their production," said Ken Haines, executive vice president, Raycom. The regional sports producer, which produced 330 basketball games last year, has produced the Disneyland Pigskin Classic on NBC and will produce the Blockbuster Bowl later this year on CBS.

"Using the mere scale of efficiency, we're able to negotiate production arrangements cheaper than an organization producing 30 games a year," said Haines. "There's an economy of scale."

Under terms of the ABC-Raycom deal, the syndicator will market and sell virtually all advertising time on the games. It is believed that ABC, which will provide commentary for some of the telecasts, will retain a small amount of inventory. The arrangement does not affect Raycom's existing regional packages of mostly Saturday games, and allows for the national telecast of games that would not otherwise have such exposure.

Haines said that while the networks will themselves continue to produce major sports events in the foreseeable future, skyrocketing rights fees will force them to take a hard look at ways to cut



In a tight economy, networks' use of outside sports producers is on the rise

production costs during regular season games.

"I don't think there's any question that we have to seriously consider doing business differently," said ABC Sports executive producer Jack O'Hara, reflecting on the ABC-Raycom deal. "But this is, for the moment at least, an isolated incident. Ideally, we would like to continue to do our work ourselves."

ABC Sports last year cut regular season costs by using outside producers for its *Monday Night Football* coverage, marking a first in the 20-year history of the games. The network did so by hiring two former full-time producers on a freelance basis.

"When the business was healthy, there were a lot of overhead costs we could carry; now, the networks may not be able to afford carrying producers at what have become very high salaries," said one network sports executive, speaking on the condition of anonymity.

"It's economics," said Barry Frank, group vice president of Trans World International, which annually buys at least 25 broadcast network hours and 25 cable network hours for such sports events as the Johnny Walker World Golf Championship on ABC and the Ronald McDonald Golf Game on CBS. "If the networks were doing better, they wouldn't even be thinking about this."

Frank said he would not be surprised to see outside producers handling more than half of all sports programing on network television at some point in the future. And the broadcast networks are not alone—ESPN programs many hours of independently produced programing, including a deal with Ohlmeyer Communications that covers virtually all golf coverage on the cable network.

Among those prepared to meet network demand for independently produced programing is newly formed Davis Sports Entertainment, a Los Angeles-based production company headed by former NBC Sports producer and 12-time Emmy Award winner Michael Weisman.

"For the first time in recent memory, the sports divisions are losing money; if they can save millions and not affect the production quality, they're going to do it," said Weisman. Many top network sports producers are likely to become independents, he said, as the networks begin to balk at paying their high-six-figure salaries. He added the networks can now afford to unleash staffers because the pool of capable producers has grown dramatically with the advent of sports programing on ESPN, Sportschannel and elsewhere.

Long-time observers of the TV sports business, such as veteran producer Chet Simmons, said the networks are coming full circle with a return to more outside production. ABC's *Wide World of Sports*, for example, was originally produced by independent Sports Programs Inc. Simmons, a consultant whose career has included stints at the networks and a number of independent production companies, said he lamented any network reductions on in-house production.

"All of the great innovations and coverage of TV sports have come out of the three networks, and that is probably going to be given up to a certain degree because of economic considerations," said Simmons.

The Raycom-ABC deal might not necessarily dictate the first of many to come because most independent produc-

ers are not capable of handling such packages, said Andrew Harris Goldman, president of consulting firm Group Resources Unlimited and a former Trans World International executive.

Networks maintain a strong advantage over independent producers because of their well-established sales forces and ability to combine inventory with a full

schedule of sporting events, said Goldman. But networks will best be able to maintain control of their programming if they develop their marketing efforts as well as those of independent producers, he added.

"The networks have a lot of clout; they're just not using it right now," said Goldman. -RB

FOX AFFILIATES AVOID SHARING PROGRAMING TAB

For now, network won't ask stations to help pay for expanded production schedule

Fox Broadcasting and its affiliates have struck a compromise on FBC's demand that affiliates help foot the bill for prime time programing expansion, according to Fox station sources. The expansion includes ordering 30 episodes annually of some programs and rolling out shows on a 52-week-a-year basis.

Apparently Fox has recognized the sensitive nature of its demands, and has struck a bargain with the affiliate board to get by in 1991 without putting the squeeze on affiliates. However, a board meeting has been set for late August to discuss options for altering the compensation structure in 1992.

FBC executives told affiliates in May at their annual meeting that the program service needed some financial help to pull off the expansion. Talks have focused on restructuring the affiliate compensation program as the least painful way that affiliates could make a meaningful financial contribution.

The company has encountered resistance from some affiliates on the issue, who say they are having enough trouble keeping pace in the current economy without giving up part of their compensation checks. "Every dollar counts in this selling season," said one affiliate source.

One source estimated that Fox doles out over \$60 million in compensation annually to affiliates in compensation. According to other sources, a leading proposal for reducing that pool would be to reduce compensation for stations that post ratings gains next year and, so the theory goes, make up the compensation loss through increased local sales revenues (BROADCASTING, July 1).

"As you can imagine, it's a sensitive issue as it relates to compensation," said Kevin O'Brien, vice president and general manager. He said the August meeting hopefully will produce "the framework of an agreement" for altering the current compensation structure.

However, Preston Padden, senior vice

president, affiliates, questioned the use of the term "compromise" to describe the issue's status. "Nothing has been decided," he said. As to the August board meeting, "that is a regularly scheduled meeting at which this and many other issues will be discussed."

Fox has indicated it plans to order 30 episodes for the 1991-92 season of at least two of its hit programs—*Beverly Hills, 90210*, and *In Living Color*. *The Simpsons* will receive a 26-episode order, and negotiations are ongoing concerning an expanded order for *Married ...with Children*.

In addition, Fox has ordered 50 new episodes of *America's Most Wanted* and 40 new episodes of *Cops*. The network has not ruled out ordering additional episodes for other series as well. But just figuring those shows the network has identified, estimates are there would be a minimum of \$25 million added to the program budget.

A key element to be discussed at the August meeting would be how much revenue the affiliates would be asked to come up with, or give up, in terms of compensation.

Last week, a number of station execu-

tives said they would not object to making some kind of contribution toward FBC's program bill. No doubt, some of that goodwill was the result of the fine start that *Beverly Hills, 90210*, got off to with the launch of its new season, Thursday, July 11. The show set a record rating for the network, with an average 11.6/21, and finished second in network competition for the night behind *Cheers*. The show also helped Fox finish second overall for the night.

"We're off with a bang," said O'Brien, whose station, KTVU-TV Oakland, Calif., finished in first place in prime time in the market, the night of the *Beverly Hills* new season kickoff. "It's very encouraging for everybody."

"I think we should support them on this," said Bob Wormington, an affiliate board officer and general manager, KSHB-TV Kansas City, Mo. "We should support them all we can."

"I think the idea of loading up on the hits is a good one," said Gerald Walsh, vice president and general manager, WFXT-TV Boston. "Someone has to pay for it, and if the final proposal seems reasonable and the board approves it, I will too." -SM

GROUP W FORMS THEATRICAL ARM

European banks contribute \$20 million to start-up

With the help of overseas financial partners, Group W Productions is forming InterStar Releasing Corp. to finance and distribute theatrical films with an eye toward using such titles for future syndicated movie packages. The move, according to Group W Productions President Derk Zimmerman, is part of a diversification strategy to make the Westinghouse division a "full-service" domestic and international distributor, production, media sales and financing house.

As the chairman of InterStar, a joint venture with Westinghouse Pictures Inc., Zimmerman says the venture will be "aggressively" pursuing projects from independent producers "minus the fat cuts" major Hollywood studios are said to take for financing and/or distributing theatricals. Joining a consortium of European banks that pledged \$20 million, Group W and Westinghouse Pictures have formed Star I, a limited partnership that has pooled \$50 million for the start-up of InterStar.

"InterStar is part of our overall strategy to become a major player in domestic and international theatrical distribution and film production," says Zimmerman, who noted that InterStar's first theatrical

release will be Beacon Pictures's "A Midnight Clear." InterStar, says Zimmerman, will give motion picture exhibitors a chance to share in the net profits in exchange for guaranteed play dates

for such theatricals. Following their traditional home video and pay television windows, Zimmerman is hoping to have three or four theatricals available for syndication annually.

STUDY SHOWS BARTER IS BIG BUSINESS

California university white paper charts barter on independent TV

A new study on barter programming on independent stations shows that although a majority of respondents agree that barter programming improves their station's profitability, many expressed the fear that syndicators will continue to seek more local advertising inventory and devalue stations' national spot ad rates with preemptive upfront barter ad sales.

Those were just some of the findings of a survey on the effect advertiser-supported barter syndication has had on the independent station economy. Released in a 120-page white paper by California State University-Northridge (CSUN), the study, "Barter Programming: An Examination of Independent Television Station Program Acquisition," was conducted by CSUN professor and research coordinator Christopher J. Stefanidis.

Stefanidis confined the study to independent stations (including Fox affiliates), where syndicated program acquisitions cut across most dayparts.

Not surprisingly, the study found that stations in smaller markets (51-75, 76-100 and 100-plus) relied more heavily on barter programming.

Overall, almost a third of the respondents said their daily program schedule consisted of between 26% and 50% barter programming (see fig. 1), with another 18% reporting barter programming accounting for more than half of their schedule.

Barter time accounted for 16% or more of total ad inventory for 40% of the respondents, although the single largest category was 6%-10%, with one-quarter of stations falling in that range (see fig. 2). When queried about their willingness to yield additional inventory beyond the typical 50/50 barter split, more than three-quarters of all respondents answered with a flat "no."

As far as national barter's effect on stations, 48% of all general managers believe that barter has "negatively affected" national spot sales. Conversely, 22.8% maintained that national spot has been "positively affected" by barter, while 21.5% were "unsure" of barter's impact.

Although the survey is inclusive of

barter's impact on the first-run syndication market, Stefanidis was unable to develop a "differentiated" study on the effect cash-plus-barter off-network sitcoms have had on the pricing of traditionally straight cash licensed programming. The tiering of first-run programming, which gives stations the contractual right to downgrade or upgrade shows into different time slots, was also omitted from the survey for the same reason.

Among independent stations polled, 47.5% consisted of group-owned, privately operated entities, followed by 41.3% single-owned, privately operated stations. On the revenue side, 65% of the stations reported gross revenues of \$5 million or under for 1988, the latest

year Stefanidis said that accurate income data could be reasonably obtained; 12.5% estimated gross revenues between \$5 million and \$10 million, and 4% of the stations (concentrated in larger markets 1-20 and 21-50) reported gross revenues of over \$50 million.

Of the 264 questionnaires mailed to independent commercial stations in March 1990, 85 replies, or 32.2%, were received, of which 81 were considered fully valid replies. Based on A.C. Nielsen Co.'s market rankings, response rates within markets 1-20 accounted for 32% of the returned questionnaires; markets 21-50, 28%; markets 51-75 and 76-100, both 15%; and markets 101-210, 10%. —MF

TAKING A BAR READING ON BARTER

Fig. 1 Independent Station Schedule of Programming: Barter

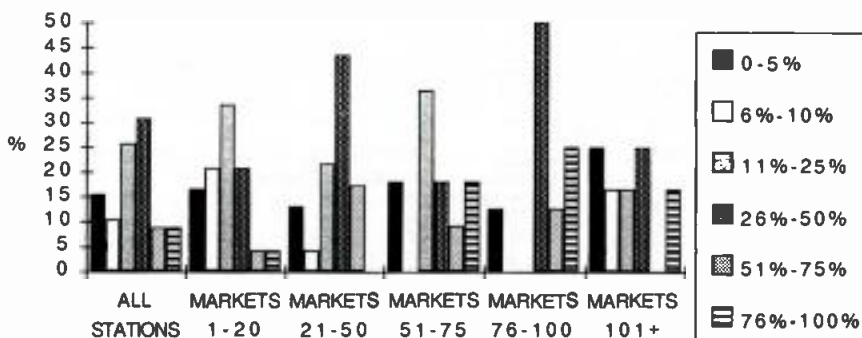
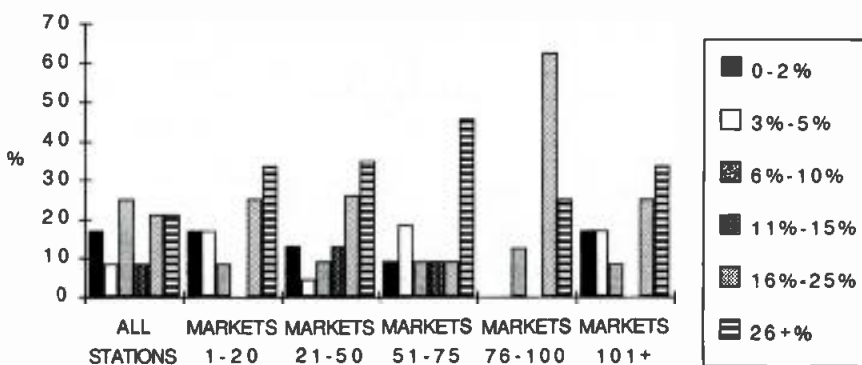


Fig. 2 Barter Volume: Percentage of Total Commercial Inventory



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 7/8	ABC 8.4 / 16		MACGYVER (52) [7.7 / 15] 7.3 / 15	8.1 / 16	ABC MONDAY NIGHT MOVIE—EVIL IN CLEAR RIVER (44) [8.8 / 16] 8.5 / 16	8.5 / 15	9.1 / 17	9.2 / 18
	CBS 12.6 / 24		MAJOR (22) DAD 10.9 / 22	FAMILY (25) MAN 10.6 / 20	MURPHY (6) BROWN 13.4 / 25	DESIGNING (3) WMN. 14.0 / 25	NORTH. EXPOSURE (7) [13.3 / 25] 13.4 / 25	13.3 / 26
	NBC 7.9 / 15		FRESH (30) PRINCE 10.0 / 20	SUNDAY IN (46) PARIS 8.7 / 17	NBC MONDAY NIGHT MOVIE—NOBLE HOUSE PT.2 (57) [7.1 / 13] 6.6 / 12	6.7 / 12	7.6 / 14	7.7 / 15
	FOX 4.4 / 8		FOX NIGHT AT THE MOVIES—PINK LIGHTNING (85) [4.4 / 8] 4.2 / 8		4.7 / 9	4.7 / 8		
TUESDAY 7/9	ABC 10.8 / 20		WHO'S THE (32) BOSS 9.9 / 19	DAVIS (32) RULES 9.9 / 18	ROSEANNE (5) 13.7 / 24	COACH (13) WMN. 12.0 / 21	CHINA BEACH (35) [9.7 / 18] 9.9 / 17	9.5 / 18
	CBS 16.5 / 30		MLB A/S (14) PR.GM.11.9 / 24	MLB ALL STAR GAME (1) [17.4 / 32] 15.4 / 29	17.3 / 31	18.4 / 32	18.5 / 32	18.5 / 33
	NBC 8.0 / 14		MATLOCK (43) [8.9 / 17] 8.6 / 17	9.1 / 17	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.3 (53) [7.6 / 13] 6.9 / 12	7.2 / 12	8.1 / 14	8.0 / 15
WEDNESDAY 7/10	ABC 8.5 / 16		WONDER (47) YEARS 8.1 / 17	GROWING (47) PAINS 8.1 / 16	DOOGIE (26) M.D. 10.4 / 19	MAN IN (41) FAMILY 9.2 / 17	EQUAL JUSTICE (54) [7.5 / 14] 7.3 / 14	7.7 / 15
	CBS 9.3 / 18		HOGAN (68) FAM.SP 5.9 / 12	FAMILY (66) MAN 6.0 / 12	JAKE AND FAT MAN (35) [9.7 / 18] 9.1 / 17	10.4 / 19	48 HOURS (12) [12.1 / 23] 12.3 / 23	12.0 / 24
	NBC 9.5 / 18		UNSLVD. MYSTERIES (11) [12.3 / 25] 11.6 / 24	13.0 / 26	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.4 (47) [8.1 / 15] 7.8 / 15	7.6 / 14	8.5 / 16	8.7 / 17
THURSDAY 7/11	ABC 7.2 / 14		SEA WORLD STAR (70) [5.8 / 12] SUMMER 5.5 / 11	6.0 / 12	GABRIEL'S FIRE (73) [5.7 / 10] 5.3 / 10	6.0 / 11	PRIMETIME LIVE (30) [10.0 / 19] 9.9 / 18	10.2 / 20
	CBS 7.4 / 14		TOP COPS (47) [8.1 / 16] 7.4 / 15	8.8 / 17	TRIALS OF ROSIE (65) [6.1 / 11] O'NEILL 5.9 / 11	6.4 / 11	CANDID CAMERA SP. (51) [7.9 / 15] 7.9 / 15	7.9 / 15
	NBC 11.0 / 21		COSBY (29) 10.3 / 21	DIFFERENT (20) WORLD 11.0 / 22	CHEERS (2) 14.1 / 26	WINGS (17) 11.6 / 20	L.A. LAW (40) [9.4 / 18] 9.2 / 17	9.6 / 19
	FOX 10.4 / 20		SIMPSON'S (24) 10.8 / 22	TRUE (55) COLORS 7.4 / 15	BEVERLY HILLS 90210* (17) [11.6 / 21] 11.2 / 20	12.1 / 21		
FRIDAY 7/12	ABC 12.5 / 27		FULL (15) HOUSE 11.7 / 26	FAMILY (9) MAT. 12.6 / 27	PERFECT (15) STRAN. 11.7 / 25	MISS (20) JONES 11.0 / 23	20/20 (4) [13.9 / 29] 14.0 / 29	13.7 / 29
	CBS 5.8 / 12		VERDICT (70) 5.8 / 13	TRUE SP. (76) DETEC. 5.5 / 12	FLASH (73) [5.7 / 12] 5.2 / 11	6.2 / 13	SWEATING BULLETS* (68) [5.9 / 12] 6.1 / 12	5.7 / 12
	NBC 5.5 / 11		NBC MOVIE OF THE WEEK—CHAMELEONS (70) [5.8 / 12] 5.8 / 13		5.4 / 12	6.0 / 13	5.9 / 12	MIDNIGHT CALLER (81) [4.8 / 10] 4.7 / 10
	FOX 3.6 / 8		AMERICA'S MOST (80) [4.9 / 11] WANTED 4.7 / 11		5.2 / 11	ALIEN NATION (91) [2.2 / 5] 2.2 / 5	2.2 / 5	
SATURDAY 7/13	ABC 5.8 / 13		WORLD/DISCOVERY (76) [5.5 / 13] 5.3 / 13	5.7 / 13	ABC SATURDAY NIGHT MOVIE—BEFORE THE STORM (66) [6.0 / 13] 5.2 / 11	5.6 / 12	6.4 / 14	7.0 / 15
	CBS 5.8 / 13		CBS SATURDAY MOVIE—DUE THE RIGHT THING (64) [6.2 / 14] 5.6 / 13		6.1 / 14	6.2 / 13	6.7 / 14	6.5 / 14
	NBC 9.2 / 20		AMEN (61) 6.4 / 15	DOWN (62) HOME 6.3 / 14	GOLDEN (22) GIRLS 10.9 / 23	EMPTY (10) NEST 12.5 / 26	DEAR (35) JOHN 9.7 / 21	CAROL & (42) CO. 9.1 / 20
	FOX 5.0 / 11		COPS (75) 5.6 / 13	COPS 2 (60) 6.7 / 15	TLY. HD. (83) VIDEO 4.5 / 10	BABES (90) 3.0 / 6		
SUNDAY 6/14	ABC 7.3 / 14	LIFE GOES ON (81) [4.8 / 11] 4.5 / 11	5.2 / 12	AMR. FUN (34) VIDEO 8.9 / 21	AMR. FUN (35) PLP. 9.7 / 19	ABC SUNDAY NIGHT MOVIE—THE FATHERS REVENGE (56) [7.3 / 13] 7.0 / 13	6.9 / 12	7.4 / 13
	CBS 10.8 / 21	60 MINUTES (8) [12.9 / 31] 12.5 / 30	13.4 / 31	MURDER SHE WROTE (39) [9.5 / 19] 9.0 / 19	9.9 / 20	CBS SUNDAY NIGHT MOVIE—CHILDREN OF THE BRIDE (26) [10.4 / 19] 9.1 / 17	10.1 / 18	11.3 / 20
	NBC 8.1 / 16	LIFESTORIES SP. (89) [3.4 / 8] 3.3 / 8	3.5 / 8	EXPOSE (79) 5.1 / 11	REAL LIFE (57) J. P. 7.1 / 14	NBC SUNDAY NIGHT MOVIE—P. MASON-LETHAL LESSON (19) [11.4 / 21] 9.8 / 18	11.4 / 20	12.1 / 22
	FOX 5.6 / 11	TOTALLY (86) HD VD 4.0 /	P. LEWIS (88) 3.6 / 8	IN LIVING (62) COLOR 6.3 / 13	GET A LIFE (83) 4.5 / 9	MRD. WITH (44) CHLD. 8.8 / 17	TOP OF (59) HEEP 6.9 / 12	SUNDAY COMICS (76) [5.5 / 10] 5.7 / 10
WEEKLY PRIME TIME AVERAGE			ABC 8.6 / 17	CBS 9.8 / 19	NBC 8.4 / 17	FOX 5.8 / 12	YELLOW = 1/2 HR WINNER	
SEASON PRIME TIME AVERAGE			ABC 11.6 / 20	CBS 11.6 / 20	NBC 11.9 / 21	FOX 6.2 / 11	*—PREMIERE	
NIGHTLY RATING / SHARE			(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE		SOURCE: A.C. NIELSEN	

WASHINGTON

FCC CONSIDERS RESTORING MUST-CARRY RULES

With Quello leading effort, agency launches rulemaking to bring back rules, but adoption seen as long shot; Sikes and Marshall prefer marketplace solutions

The FCC, in issuing its new "effective competition" cable rate regulation rules two weeks ago, simultaneously launched a proceeding to resurrect must-carry rules requiring cable systems to carry local broadcast signals.

But despite a strong push from independent television stations, according to FCC sources, chances of the FCC ultimately adopting any rules are less than even. "It will be harder to finish than to start," said one FCC official.

FCC Commissioner James Quello is firmly committed to the effort (and sanguine it can succeed), but, of the four other commissioners, only Ervin Duggan has shown any interest in joining him.

FCC Chairman Alfred Sikes, on the other hand, is somewhat antagonistic—a position evident in a statement attached to the cable rate must-carry order, in which he discusses the heavy burden the FCC bears in crafting rules able to pass constitutional muster.

On First Amendment grounds, the U.S. Courts of Appeals struck down the original must-carry rules in 1985 and a revamped set two years later.

"Given the tests the courts have found it necessary for must carry to pass," said Sikes in the statement, "this may be one instance where...those who advocate commission action cannot overprove their case."

Sikes and FCC Commissioner Sherrie Marshall favor marketplace solutions to the signal-carriage issue—elimination of the compulsory license that allows cable systems to pick up local signals for free and granting broadcasters retransmission consent, the right to charge cable systems for their signals.

If must carry is to be imposed, Marshall would prefer Congress do it, believing the congressional imprimatur might correct must carry's constitutional flaws.

Bryon Marchant, a legal aide to Commissioner Andrew Barrett, said Barrett is prepared to give the issue serious consideration. "As long as the compulsory



license is in place and there's no retransmission consent, I think an argument can be made for must carry," he said.

Cable legislation pending in the House and Senate includes must-carry provisions. Should the measures become law, the FCC proceeding would become

*"How can you say
six signals is
'effective
competition' if
cable systems don't
have to carry
them?"*

—FCC Commissioner James Quello

moot.

Under the new "effective competition," cable systems in markets with fewer than six broadcast signals available would be subject to municipal rate regulation. According to the National Telecommunications and Information Administration, the new standard would expose 52% of all cable systems serving 18% of all subscribers to rate regulation. It will go into effect Oct. 25 unless delayed by FCC or court challenges.

In the must-carry proceeding, the

FCC asks broadcasters and other interested parties whether it should further amend its "effective competition" rules "to provide that a cable system will be considered subject to 'effective competition' only where the six stations in question are carried by the cable system."

The notice of rulemaking also asks for specific information on the extent to which the lack of must-carry rules has undermined effective competition and whether the "localism" provision of the Communications Act justifies "reimposition of must-carry rules, either in connection with the 'effective competition' standard or separately."

The notice asks must-carry proponents to "supply persuasive evidence of real harm [the lack of must carry has caused] to the ability of the broadcast system to serve the public interest."

Quello stressed the need for broadcasters to submit evidence of harm. "Broadcasters have to step up and make their case or forever hold their peace," he said. "They have one more chance."

"If the broadcaster proves the point, then I'm going to have to jump off it," he said.

Broadcasters who have been trying to bring back must carry for six years have a rare opportunity to do so by tying it into the "effective competition" standard, Quello said. "How can you say six signals is 'effective competition' if cable systems don't have to carry them?" he asked.

Quello was optimistic the broadcaster will make the case and that he will be able to persuade at least two of the other commissioners to join him in forming a majority to adopt new rules. "I think we have a good chance," he said. "Absolutely."

The Association of Independent Television Stations, which has been behind the renewed must-carry effort, shares Quello's enthusiasm. "I think there is a reasonably good chance of getting must carry out of the commission," said David Donovan, vice president, legal and legislation affairs. "Admittedly," he asks, "it will not be an easy task." —HJ

CLOCK TICKING ON FCC USER-FEE PROPOSAL

Little time is left to include in 1992 budget, but strong interest in House could lead to fee approval in future

The Bush administration's plan to partially fund the FCC through "user fees" on broadcasters, cable operators and others regulated by the agency looks as if it will die in Congress this year, Capitol Hill sources say.

But there is a sense among Hill staffers and industry lobbyists that a worsening federal budget crisis may make passage of user fees inevitable during some future congressional session.

Broadcasters and cable operators were immediately opposed to Bush's plan to slash direct funding of the FCC and make up the difference through "users fees" on FCC licensees.

In its fiscal 1992 budget, the administration set aside only \$67.9 million for the FCC, a decrease of nearly \$49 million from its 1991 appropriation. But it proposed raising \$65 million through user fees.

The plan, as clarified by FCC Chairman Alfred Sikes during a House Appropriations Subcommittee hearing, would raise \$4.9 million in fees from TV and radio broadcasters and \$9.3 million from cable systems (BROADCASTING, March 4). Broadcasting and cable would pay less than local and long-distance phone companies and other common carrier and private radio services.

The House Appropriations Subcommittee, overseeing FCC funding, chaired by Neal Smith (D-Iowa), approved the administration's proposed \$67.9 million in direct funding to the FCC, assuming the collection of the fees. But the subcommittee did not take action to approve the fee plan, saying it would require authorizing legislation House rules prohibit from being attached to an appropriations bill.

The Senate Appropriations Subcommittee, chaired by Ernest Hollings (D-S.C.), rejected the user fees in its 1992 budget recommendations passed in earlier this month. The committee instead proposed an additional \$58.3 million in direct funding beyond the administration's proposed \$67.9 million, which would net the FCC an increase of approximately \$9 million over its current fiscal 1991 funding. Hollings went on record against the user fees almost immediately after the administration plan was released (BROADCASTING, March 4).

The House's half-way measure and the Senate's rejection of the user fees proposals dim the prospects for the pro-

posal this year, particularly with time running out on appropriations legislation. The new fiscal year begins Oct. 1.

But the idea could return next year or the year after. In addition to the White House, John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, is interested in it. Concerned about underfunding of the FCC and several other agencies overseen by the Energy and Commerce Committee, Dingell and other members of the committee are carefully consider-

ing all alternative funding mechanism.

Complex legal and political barriers face users fees, however. House Appropriation Subcommittee's Smith said during last winter's hearing the fees may fall under the definition of a "tax" and would, therefore, have to be reviewed by the Ways and Means and Judiciary Committees. Members of those two committees and the Commerce Committee are said to have conducted discussions in recent months over how such legislation might move through the House. —RMS

FCC RENEWS WWOR-TV, DISMISSES SETTLEMENT AS PAYOFF

An FCC administrative law judge, in a decision released last Monday, ordered the renewal of the license of WWOR-TV Secaucus, N.J. (New York), dismissing the competing application of Garden State Limited Partnership and rejecting a \$2-million settlement of the four-year-old case.

ALJ Richard Sippel ruled Garden State had challenged the license renewal to force the station into a lucrative settlement payoff—an abuse of FCC processes disqualifying the partnership from acquiring a license or being a party to a settlement.

"It is found that Garden State...is not qualified to participate in a monetary settlement...because [it] has filed its application to secure a settlement, has abused the commission's processes and has lacked candor before the commission," Sippel says in his 19-page order.

"We are delighted after a long and onerous proceeding that our license renewal will finally be granted," said Cynthia Harrison, vice president, public relations and market planning, WWOR-TV.

The station was spun off from MCA to former MCA shareholders earlier this year following MCA's purchase by the Japanese Matsushita. (FCC rules prohibit foreign ownership of broadcast properties.)

Morton Berfield, of Cohen & Berfield, which represents Garden and, according to Sippel, had a hand in its formation, said the partnership would ask the full commission to review the

case. "With all due respect to the judge, we think he was wrong on the facts and wrong on the law," he said. "We are confident the commission will reverse." Berfield had no comment on an eventual court appeal. "We'll take this one step at a time."

Sippel had approved the settlement on the case last January, but the full commission in March ordered a rehearing on the settlement and the motivation behind Garden State's license challenge (BROADCASTING, March 11).

According to the order, Sippel's reversal on the settlement turned on Garden State's revelation during the remand proceeding that the partnership was spawned at a meeting on April 30, 1987, rather than later that summer.

Present at the meeting were Lew Cohen, a partner at Cohen & Berfield, who would prosecute the challenge at the FCC and, if need be, in the courts; Jean Wells, a black woman from Teaneck, N.J., who would become Garden State's general partner, and the late Sidney Fetner, who would become a lead limited partner, the order says.

The three had worked together before. Wells and Fetner and others were partners in (and Cohen & Berfield counsel for) Mainstream Television Limited Partnership, which in 1986 challenged the sale of WWOR-TV (then WOR-TV) from RKO General to MCA, the order says.

On April 1, 1987, the order says, RKO agreed to pay Mainstream \$5.37 million in exchange for withdrawal of

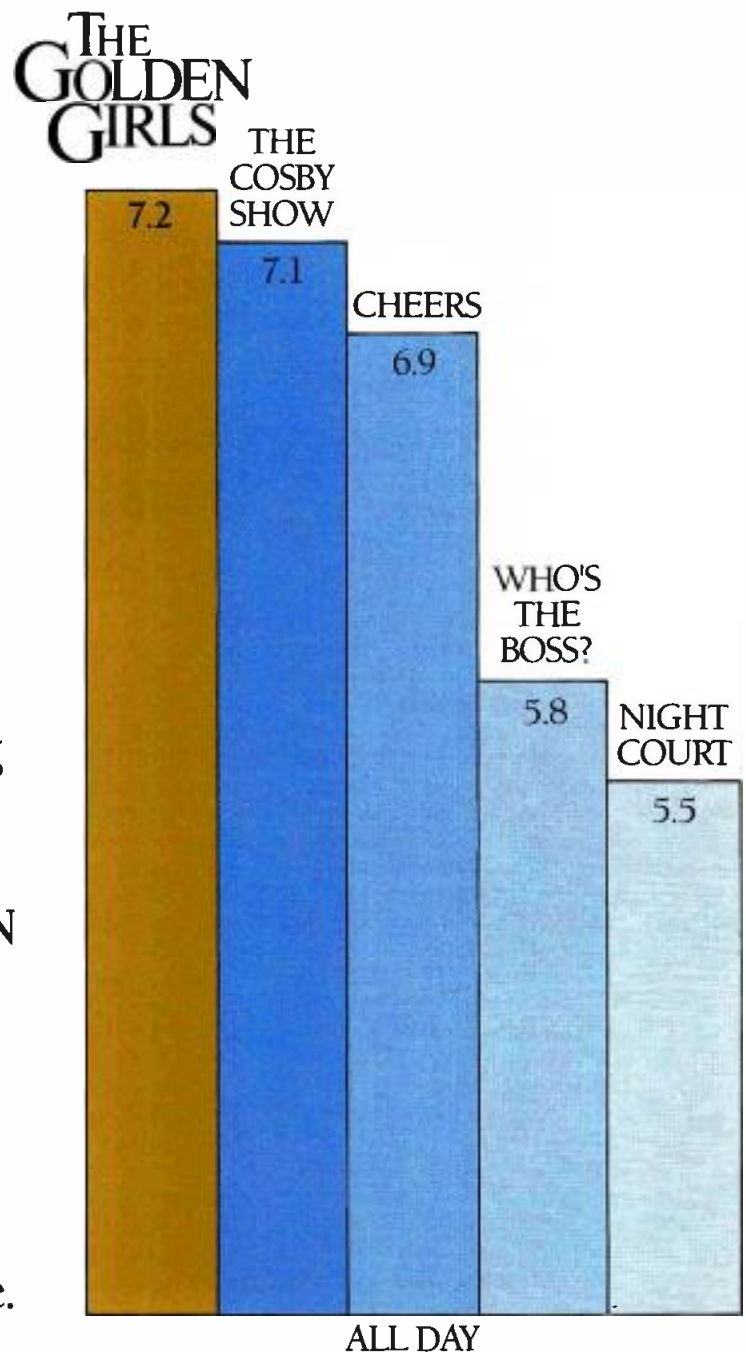
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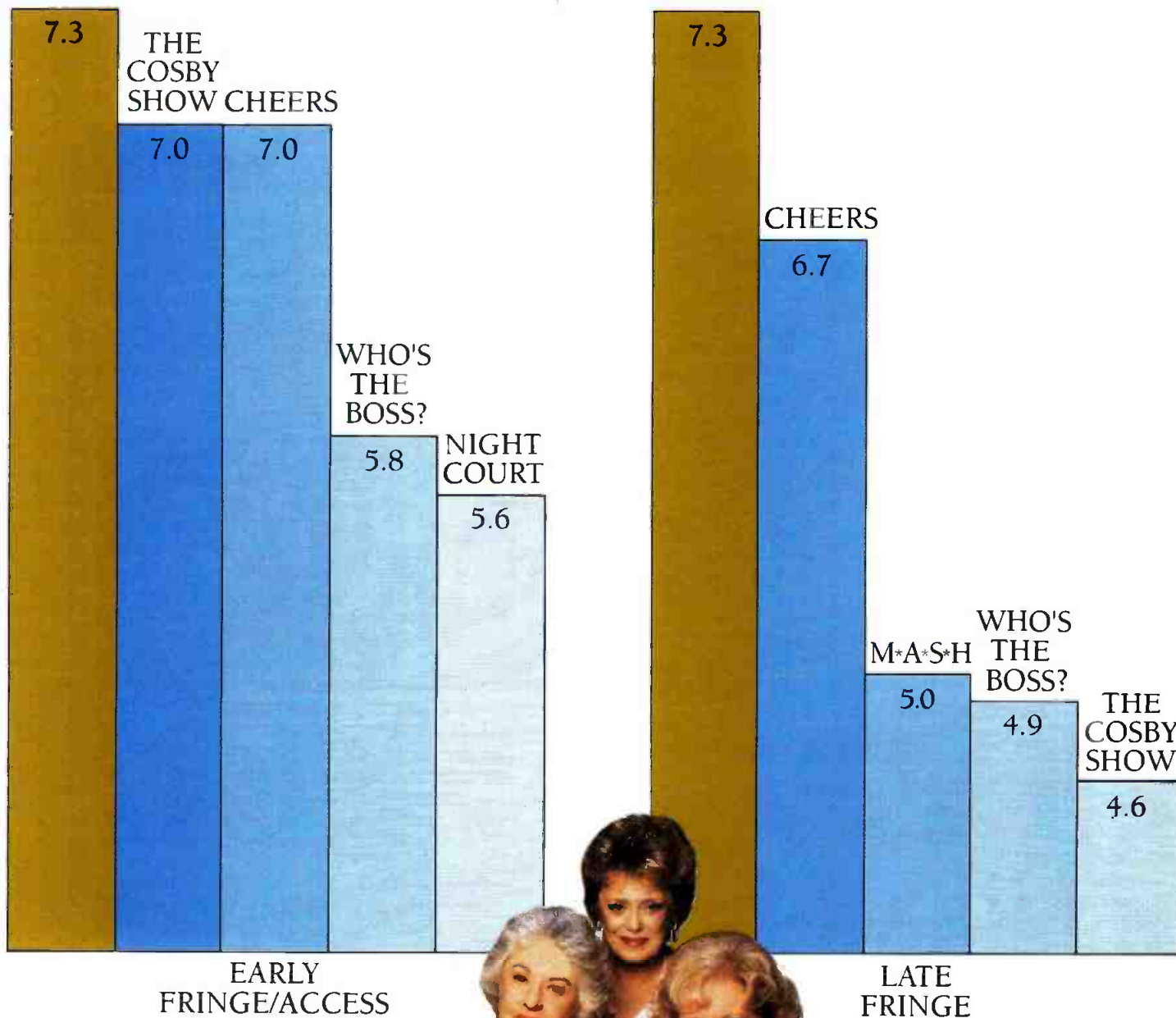
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THE
GOLDEN
GIRLS

THE
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GIRLS



Mainstream's objection to the sale. The settlement money was disbursed six days later, with Fetner receiving \$1.3 million; Cohen & Berfield, \$528,500, and Wells, \$178,694, with other limited partners dividing the balance.

The January decision finding Garden State a *bona fide* applicant and approving the settlement was based on Wells's testimony that she had not talked with Cohen and Fetner about challenging WWOR-TV until "late July or August."

Garden State had argued that its challenge was based on Wells's concerns about the adequacy of the station's programming under its new MCA owners.

If Garden State had not been formed until July or August, Wells might have

had sufficient time to monitor WWOR-TV's programming under its new MCA ownership and conclude its programming was inadequate, the order says. But having learned on remand that the decision to challenge WWOR-TV's license was made on April 30—"with the ink barely dry on the RKO/Mainstream payoff checks" it says—the claim the challenge was filed out of concern for programming "is rejected."

The order raises questions about Cohen's October 1990 testimony about the crucial formative meeting. In the testimony, Cohen said the purpose of the meeting was to see if Fetner and Wells could work together and that Fetner had asked Wells "many, many questions" about WWOR-

TV's programming. "[W]ith the Lord as my witness...there was never one word mentioned of settlement" at the meeting, he said.

"[M]aybe not the word 'settlement' was spoken...but certainly the concept was present as an existing fact," the order says. Cohen testimony that Fetner asked about programming "is rejected as hyperbolic or untruthful, but lacking in candor in any event," it says. "And there is a similar absence of credibility" in Cohen's testimony that the purpose of the meeting was to "assess the chemistry" of Wells and Fetner, it says. The purpose was to create a venture "to renew the pursuit of channel 9 for profit through settlement," he testified. —**HAJ**

CPB APPEALS TO CONGRESS FOR INCREASED FUNDING

Board votes to allocate \$2.7 million to improve rural reach and cultural diversity of public radio and television

The Corporation for Public Broadcasting believes its ability to deliver educational programming across the country and its efforts to extend public broadcasting to rural and culturally diverse areas should translate into increased funding in fiscal years 1994, 1995 and 1996.

Members of the House Telecommunications Subcommittee, which held authorization hearings last Wednesday (July 17) on CPB's funding request, seemed sympathetic, although it was not readily apparent whether CPB's strategic emphasis on education, cultural diversity and expanded service to rural areas would translate into the increased federal outlays it seeks.

President Bush's 1994 fiscal year budget authorized \$260 million for CPB. The corporation requested an increase to \$355 million for 1994, \$407 million in 1995 and \$449 million in 1996. The \$1.2 billion total is the most CPB has ever sought.

CPB President Donald E. Ledwig said \$260 million "will not maintain the fiscal status quo" for 1994. But, he said, "with relatively little additional investment, Congress can take full advantage of public broadcasting's potential to address many of the societal problems that other federal programs are intended to address."

Association of America's Public Television Stations (APTS) President David

J. Brugger, who testified at the hearing in support of increased CPB funding, said: "At a time of budget deficits, the government must invest its funds in programs that have proven themselves to yield a strong return on the taxpayer dollar. Public television has not only met that test, but it has been leading the way in creating local community partnerships that are making a real difference in people's lives." Federal funding, Brugger said, "acts as a magnet drawing five nonfederal dollars into the public system for every federal dollar appropriated to CPB."

CPB supports station operations and programming for a variety of public broadcasting organizations including National Public Radio, Public Broadcasting System.

The previous day (July 16), CPB held its board of directors meeting at its Washington headquarters and reaffirmed its commitment to education and extending the reach of public broadcasting.

The board voted to use \$2.695 million from its Mission and Goals Fund to improve public radio and television's rural reach and strength. Of that amount, \$1.745 million will train staff, technically improve and strengthen a station's signal and improve audience measurement techniques in rural and culturally diverse areas; \$950,000 will be spent on software improvements to public television's Very Small Aperture Terminal (VSAT) interconnection system. The \$950,000 matches funds from PBS and will be spent over a two-year period, beginning in six to eight weeks. —**PJS**

NEW FOR CPB

In the tradition of good vice chairmen, I hope to sink into immediate obscurity and anonymity," joked Sheila Tate upon being elected last week to succeed Daniel Brenner as vice chairman of the board of the Corporation for Public Broadcasting.

Tate, who was appointed in June to her second term on the board, is president of the Powell Tate public relations firm in Washington. She was President Bush's campaign press secretary in 1988 and transition press secretary.

The board also welcomed new members Carolyn R. Bacon and Martha Buchanan. Bacon is currently executive director of the O'Connell Foundation of Dallas, which supports math, science and engineering in higher education. She is a member of the President's Education Policy Advisory Committee. Buchanan, Texas's first female news anchor (KMOL-TV San Antonio in 1972), currently serves on the Council of the National Museum of Women in the Arts and is a trustee of the Washington Opera.



Sheila Tate

RADIO

MUSIC STATIONS REGAIN GROUND IN SPRING SURVEY

According to spring Arbitron numbers released last week, most AM stations that picked up more than a full share point in the winter '91 survey lost ground, while music stations gained. The exceptions are Chicago's MOR/talk WGN(AM), which rose from 7.8 to 8.2; WMAL(AM) Washington, which rose from 4.4 to 4.5; and KABC(AM) Los Angeles, which grew from 4.3 to 5.1. (Los Angeles and New York were reported in BROADCASTING, July 15.)

■ **Chicago.** Except for front-runner WGN(AM), other market leaders experienced share slippage. Urban-formatted WGC(AM) dipped from 7.4 to 6.6; CHR-oriented WBBM-FM dropped from 6.9 to 5.8; WVAZ(FM) Oak Park, Ill., lost a half-point to finish at 4.3, and news outlet WBBM(AM) sank from 5.2 to 3.9.

■ **San Francisco.** Market-leading news station KGO(AM) fell off from a wartime 8.9 to 7.8 this book, while CHR-formatted KMEL(FM) held relatively steady with a 6.1. News-oriented KCBS(AM) dropped considerably, from 6.7 to 4.8, while AC outlet KIOI(FM) climbed into the top five at 3.9.

■ **Philadelphia.** News-oriented KYW(AM) dipped slightly from 8.8 to 8.7, while urban-formatted WUSL(FM) climbed more than a full point to finish second at 7.2. Classic rock station WYSP(FM) climbed into third with a 6.1, ahead of AOR competitor WMMR(FM), which finished with 5.7.

■ **Detroit.** WJR(AM) held on to the top spot despite some slippage to 8.0, while WJLB(FM) dropped from 7.2 to 6.3 into a tie for second with country outlet www(FM), which climbed from 5.1.

■ **Washington, D.C.** Market-leading CHR station WPGC-FM regained some of its pre-war momentum, increasing from 7.3 to 7.6, while country combo WMZQ-AM-FM gained a full point to finish in second at 5.9.

■ **Dallas-Fort Worth.** Market-leading country station KSCS(FM) gained almost two points, climbing from 9.1 to 11.0. Second-ranked AC combo KVIL-AM-FM picked up to finish at an even 7.0; country-oriented WBAP(AM) jumped from 6.2 to 6.7, while format competitor KPLX(FM) dropped from 6.6 to 6.2.

■ **Boston.** WRKO(AM) and WZOU(FM)

remained in a close one-two race, but AOR-formatted WBCN(FM) jumped from 4.7 to 5.9, while CHR-oriented WKKX-FM dropped from 6.7 to 5.8.

■ **Houston-Galveston.** Country stations KILT-FM and KIKK-FM again were

the big market winners, but in this book they flip-flopped, with KILT-FM jumping two points to 9.5, while KIKK-FM dipped from 8.2 to 7.0.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m.-midnight. —**REB**

3. Chicago

WGN(AM)
WGC(AM)
WBBM-FM
WVAZ(FM)
WBBM(AM)
WLIT-FM
WWBZ(FM)*
WJJD(AM)
WLUP-FM
WCKG(FM)
WJMK(FM)

Format	Winter	Spring
MOR/Talk	7.8	8.2
Urban	7.4	6.6
CHR	6.9	5.8
Urban	4.8	4.3
News	5.2	3.9
AC	3.5	3.9
AOR	1.4	3.9
MOR	2.4	3.6
AOR	3.5	3.6
Classic Rock	3.9	3.4
Oldies	2.8	3.4

4. San Francisco

KGO(AM)
KMEL(FM)
KCBS(AM)
KFRC(AM)
KIOI(FM)
KNBR(AM)
KOIT-AM-FM
KSOL(FM)
KSN(AM)
KOFC-AM-FM

Format	Winter	Spring
News/Talk	8.9	7.8
CHR	6.2	6.1
News	6.7	4.8
Nostalgia	4.5	4.3
AC	2.9	3.9
Talk	2.4	3.8
Soft AC	3.2	3.7
Urban	2.9	3.6
Country	3.2	3.0
Classical	1.9	2.7

5. Philadelphia

KYW(AM)
WUSL(FM)
WYSP(FM)
WMMR(FM)
WEAZ-FM
WPEN(AM)
WIOQ(FM)
WWDB(FM)
WMGK(FM)
WGL-FM

Format	Winter	Spring
News	8.8	8.7
Urban	6.1	7.2
Classic Rock	5.7	6.1
AOR	5.4	5.7
AC	5.5	5.6
Nostalgia	6.9	5.6
CHR	5.2	4.9
Talk	4.1	4.8
AC	4.2	4.6
Oldies	3.9	4.4

6. Detroit

WJR(AM)
WJLB(FM)
www(FM)
WWJ(AM)
WKQI(FM)
WHYT(FM)
WRIF(FM)
WOMC(FM)
WJZZ(FM)
WLT(FM)
WXYT(AM)

Format	Winter	Spring
MOR/News/Talk	8.3	8.0
Urban	7.2	6.3
Country	5.1	6.3
News	5.9	5.7
CHR	3.9	4.7
CHR	4.2	4.5
AOR	3.7	4.4
Oldies	2.9	3.9
Jazz	3.4	3.8
AC	5.1	3.7
Talk	4.5	3.7

7. Washington

WPGC-FM
WMZQ-AM-FM
WGAT(FM)
WKYS(FM)
WASH(FM)
WMAL(AM)
WWDC-FM
WAVA(FM)
WRQX(FM)
WLTT(FM)
WMWJ(FM)

Format	Winter	Spring
CHR	7.3	7.6
Country	4.9	5.9
Easy	6.9	5.6
Urban	5.3	4.9
AC	4.5	4.6
News/Talk	4.4	4.5
AOR	3.1	4.4
CHR	3.8	4.2
AC	4.8	4.2
AC	4.1	4.0
AC	3.5	4.0

8. Dallas-Fort Worth

KSCS(FM)
KVIL-AM-FM
WBAP(AM)
KPLX(FM)
KTRQ(FM)
KKDA-FM
KJNZ(FM)
KEGL(FM)
KRLD(AM)
KLUV(FM)

Format	Winter	Spring
Country	9.1	11.0
AC	6.9	7.0
Country	6.2	6.7
Country	6.6	6.2
AOR	5.4	5.9
Urban	5.7	4.6
Urban	4.0	4.3
CHR	4.4	4.1
News/Sports	5.5	4.1
Oldies	2.4	3.8

9. Boston

WRKO(AM)
WZOU(FM)
WBCN(FM)
WKKX-FM
WBZ(AM)
WSSH-FM
WHDH(AM)
WOODS(FM)
WEEI(AM)
WVBF(FM)
WZLX(FM)

Format	Winter	Spring
Talk	7.0	7.3
CHR	6.9	6.8
AOR	4.7	5.9
CHR	6.7	5.8
AC	6.5	5.4
Easy	4.4	5.1
Talk	4.2	4.6
Oldies	4.2	4.2
News	5.9	4.1
AC	3.0	3.9
C. Rock	3.4	3.9

10. Houston-Galveston

KILT-FM
KIKK-FM
KMJQ(FM)
KODA(FM)
KHM(FM)
KLOI(FM)
KTRH(AM)
KQIE(FM)
KRBE-FM
KLDE(FM)

Format	Winter	Spring
Country	7.5	9.5
Country	8.2	7.0
Urban	6.6	7.0
Soft AC	5.3	5.5
Mix	4.2	5.3
AOR	5.3	5.1
News	5.4	4.4
Nostalgia	4.6	3.8
CHR	3.3	3.8
Oldies	3.2	3.7

*Changed call letters from WFYR-FM and format from Soft AC April 1, 1991

NAB LISTS MANAGEMENT SESSIONS SCHEDULED FOR SEPTEMBER CONVENTION

Members of Congress, investment bankers among those expected to participate

The National Association of Broadcasters Radio '91 Steering Committee has released an outline of the management sessions scheduled for the upcoming Radio 1991 Convention. Programing and sales sessions will also be scheduled for the meeting, to be held Sept. 11-14 at the Moscone Convention Center in San Francisco.

Jim Thompson, president, Group W Radio, and chairman, management subcommittee, says the meetings were designed to address the current issues that interest station managers and to help managers improve their understanding of specific management points.

Sessions include:

- "Who Should Manage? Who Should Own?" a look at the skills and personal qualities needed for management and ownership.

- "Digital Audio Broadcasting: Sound of the Future," a discussion by industry leaders of the technology's impact on management, revenue and competition. Federal Communications Commissioner Sherrie Marshall will participate.

- "Market Your Station with Alternative Media," guidelines for choosing alternative means of promotion and advertising.

- "Improving AM and FM Station Facilities: A Manager's Primer," an ex-

ploration of different methods for enhancing operations and taking advantage of FCC rules on studio location and cooperative ventures between different stations.

- "Digital Audio Broadcasting: How Will It Affect You?" an update on the business implications of and a timetable for the new technology.

- "FCC Enforcement: Avoiding Station Fines in the 1990's," a panel discussion of issues ranging from time brokerage agreements to programing choices.

- "Group Heads Tell It Like It Is," an assessment of the state of radio in today's market.

- "Programing, Ownership and Financial Strategies for Survival and Success," an examination of the limits to time brokerage agreements relating to joint sales and combination rates, and possible FCC changes in ownership rules.

- "Additional Dollars for Alternative Services," a discussion of methods for complementing traditional sales activity and augmenting local and national sales volume with creative new marketing programs.

- "Defeat Technical Project Fears," ideas for successfully articulating objectives when planning projects with engineers.

- "Positioning Your Radio Station to Win," a discussion of some essential strategies for developing a winning positioning and image campaign.

- "Legislative Update," a panel with members of Congress on major issues such as DAB, performers' royalties, spectrum fees and taxes and political advertising.

- "Revenue Forecasting: Clearing Up Your Crystal Ball," a discussion of budgeting and forecasting techniques.

- "Radio Financing in the '90s," a discussion with leading investment bankers.

- "The View from Washington," a rundown of the latest broadcasting issues coming up in Washington.

- "Negotiate with Strength," an examination of the psychology of negotiation.

- "Advanced Budgeting Workshop."

- "What You Should Know About Hiring, Firing and Other Employee Issues."

-16

CLEAR CHANNEL SEEKS DAMAGES FROM BREWER BROADCASTING

The U.S. District Court has set a September trial date for a lawsuit filed by Clear Channel Communications of San Antonio against Brewer Broadcasting of Chickasha, Okla., as well as a countersuit filed by Brewer against Clear Channel.

The Clear Channel suit, filed Aug. 14, 1990, lists four separate actions, each of which seeks \$100,000 in actual damages and \$1 million in punitive damages. The four causes of action listed in the official complaint cite tortious interference with contract, tortious interference with business, tortious interference with economic advantage, and libel and slander. Clear Channel charges that Brewer Broadcasting, which operates KWCO(AM)-KXXK(FM) Chickasha, and station employees Jack Brewer and Kenny Belford, "embarked on an intentional campaign to wrongfully disrupt and attempt to ruin Clear Channel Communications' networks[]" broadcasts of University of Oklahoma and Oklahoma State University football and basketball games. Brewer Broadcasting sought to have all stations affiliated with the University of Oklahoma and Oklahoma State University sports broadcasts breach their contracts, distributed "false and misleading letters to advertising clients [and] the Board of Regents" of both universities and circulated "false and slanderous statements" to the news media, the suit further alleges.

Clear Channel Communications maintains exclusive play-by-play broadcast contracts with both Oklahoma universities and owns and operates the Oklahoma News Network (ONN). Brewer Broadcasting claims that to carry either university's football or basketball games, affiliates also were required to carry ONN broadcasts and, among other things, carry no "beer commercials, except those provided by Clear Channel's network."

Brewer Broadcasting's countersuit alleges Clear Channel violated state anti-trust laws and engaged in monopolistic practices and implies that Clear Channel filed its suit to "muzzle" Brewer Vice President and General Manager Belford because of protests Brewer lodged with officials at both universities. In its filing, Brewer has charged four counts against Clear Channel, including creating illegal tying arrangements ("tying" affiliation with ONN to coverage of the play-by-play broadcasts) and refusal to deal. The suit claims damages exceeding \$50,000 and seeks injunctive relief, treble damages, court costs and "such other relief as to which it is entitled all as provided by law."

Attorneys for both parties declined to comment on the case.

RIDING GAIN

NORTH TO ALASKA

The Alaska Public Radio Network will present an intermediate-level, news training workshop for reporters and producers, Sept. 12-15, at the APRN facility in Anchorage. The workshop, funded through the Corporation for Public Broadcasting's System Development Fund, will focus on reporters and producers working in rural areas.

The training personnel leading the workshop include: National Public Radio's Howard Berkes; voice coach Audrey Wells; Zoetrope Studios' technical director Kim Aubry; Brian Maracle, radio producer and trainer, and Steve Heimel, managing editor, APRN.

Total cost of the four-day workshop is \$150. Travel grants are available for minorities. The deadline for applications is August 15.

TIME IS NOW

The American Hispanic Owned Radio Association (AHORA) board of directors has filed the necessary paperwork to incorporate the association in Washington as a nonprofit trade association. The board has also designated committees to carry out the initial

projects for AHORA, in the areas of membership, finance, new business, government relations, music industry and ratings and research. In addition, AHORA is preparing a position paper addressing proposed changes to various Commission regulations.

'THE BUZZARD' TO GET MARKETING STRATEGY

Chicago-based Scott Communications has recruited Mike Tyler of Tyler Management (a formatting and sales consulting firm) to develop the sales and marketing strategy for its recently launched radio network, "The Buzzard." Tyler formerly worked at Satellite Music Network.

"The Buzzard" is a personality-driven classic rock format. It currently airs in Dayton, Ohio, Phoenix and Cincinnati.

SWITCH WATCH

CBS Radio has switched the call letters of KODJ(FM) Los Angeles to KCBS(FM) to make it "even more identifiable in the market," according to CBS Owned FM Stations VP Rod Calarco. KCBS(FM) will retain the oldies format that

the station has been programming since March 1989 and which CBS also programs in New York, Boston, Philadelphia and St. Louis.

WHAT'S SEDAT...?

Next Monday (July 29) the ABC Radio Networks will convert all satellite transmissions to Spectrum Efficient Digital Audio Technology (SEDAT), except for Talkradio programming, which will make the switch the following day. According to ABC, the switch will provide the network with the ability to feed programming with higher-quality audio across more channels. The move is also expected to give ABC the capability of tripling the number of operated audio channels from 19 to 57, which would be used to provide "new and innovative programming to affiliates." In order to continue receiving uninterrupted news, commercials and other ABC programming, affiliate stations must install a new SEDAT card, which ABC has provided to stations free of charge.

DALLAS ROCKERS LOCKED IN CLASSIC BATTLE

Bonneville Broadcasting's Dallas classic rock outlet KZPS(FM) and Granum Communications' new KCDU(FM) are locked in a war of words, with lawyers on both sides fighting over the usage of the positioning statement "classic rock."

Currently KZPS(FM) positions itself in the Dallas-Fort Worth market as "Classic Rock 92.5," while KCDU(FM), which switched its format and call letters July 4, bills itself as "classic rock without the heavy metal." KCDU(FM) Vice President/General Manager Skip Schmidt said he received a letter from lawyers representing Bonneville requesting the station cease and desist from using the words classic rock in its positioning statements. Schmidt said that the term "classic rock" is not a service mark or trademark, "and therefore their [request] is not justified. There have been a couple conversations between our attorneys, but nothing has been resolved," Schmidt said. "We are using the slogan 'classic rock with no heavy metal,' and we will continue to use it."

Tom Glade, vice president and general manager at KZPS(FM), suggested that KCDU(FM) is manipulating the term "classic rock" and the current controversy to reap free market publicity. "KCDU(FM) really is formatted as a soft rock station, but they don't want to be associated with the other soft rock stations in town," Glade said. "They're coming after us by saying they're classic rock without heavy metal, which really says what they're not instead of what they are." He said that Bonneville has considerable money and effort invested in positioning KZPS(FM) in Dallas as the market's classic rock station, and charged that KCDU(FM)'s statement "is an 'uncola' statement."

Both sides say they are awaiting advice from their lawyers.

Sonny Bloch, now celebrating 12 years on the air.



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 live programming 6 days per week (take all or part), plus a daily afternoon business 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, & 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
Fax (212)593-0963**

BUSINESS

ARBITRON PREPARES TO REDESIGN SERVICE

Ratings service has been losing stations and is facing declining revenues; plans to get back in the game may include changing the rate structure and re-evaluating services in attempt to contain costs

Arbitron Communications is preparing a new-business "blitz" to combat losses from television stations that choose to go with Nielsen. The ratings service plans to price itself more aggressively in an effort to get stations back, while also being more conscious of the bottom line, which could mean reducing services, eliminating a book or redesigning its rate system.

The subsidiary of Minneapolis-based Control Data Co. is in the midst of a stagnant period. According to an internal memo obtained by BROADCASTING, Arbitron has lost more contracts "than anticipated" and is in the "unpleasant position of declining revenues and declining share of stations."

The reason for the decline, according to the memo, is that "for nearly five years, we have fought to maintain some rate structure and high rates have lost many more negotiations than we have won, primarily to our competitor's posture of lower rates to increase its share of stations." The memo also says that if this trend continues, "Arbitron will lose."

To fight the trend, Arbitron plans to re-evaluate its business plan to determine what stations will and will not pay for and how to contain costs. Most stations, according to Pete Megroz, vice president, sales and marketing, TV network and station services, "would like to have two ratings services, but not at the rates they were paying. Nobody wants to foster a single supplier."

Megroz told BROADCASTING the ratings service spent part of last week discussing what actions the company would take with its Television Advisory Council. "We have sat down and have said: 'If you don't want to pay for what you are getting right now, we are going to look at cost containment.'" Among the possibilities:

- In nonsupportive markets, reduce the sample.

- Cut the number of surveys and

amount of data Arbitron produces.

- Eliminate books. Arbitron has surveyed some markets about removing the July book.

- Instead of printing and mailing books, put the information on a disk or tape system.

ARBITRON

*"It is now time that
Arbitron send a
message to its
customers and to the
competitor.... We
want our competitor
to understand that
we will, if
necessary, play
seriously in the
arena of rates."*

—Arbitron internal memo, July 12

- Look into the possibility of merging ADI markets.

"The bottom line," said Arbitron's Megroz, "is that it is incumbent on us to design a service smaller in scope but more productive." Megroz also said the company wants to see if there is a way to entice lost customers with lower rates and contracts that run for a shorter period of time. (Diary contracts typically run five years, while meter-market contracts run an average of seven years.) Arbitron is also redesigning its entire rate structure. Company executives did not elaborate on the redesign except to say that it is 80% done.

Megroz also wants stations to know

that by dumping one ratings service, they lose potential advertising dollars. Said Megroz: "A lot of stations don't believe that not having the service costs them a lot of money." TV stations, he said, after cancelling one service, rely on local dollars to make up for the loss of national dollars that comes from having only one service, and the local dollars cannot make up for the lost spot dollars.

How much time Arbitron has to turn itself around is unknown, but if the current trend of one service to a station continues, the ratings service could have financial problems. According to a study by Petry Television, conducted after the February sweeps, the majority of 811 television stations (54%) now subscribe to a single service, and the number of dual subscribers is 43%—down 5% from the last Petry study in May 1990. Of those 811 stations, 592 (73%) subscribe to Nielsen and 543 (67%) subscribe to Arbitron.

It is unknown if competitive rates and a change in services will be enough to bring stations back. Several broadcasters said it would not be enough for them to take on the additional cost of two ratings services. There are also, according to some Arbitron employees, factions within the company that are divided by how to best turn the company around. Some are opting for maintaining current rates, while others want to cut back.

Megroz is confident that with the right changes, Arbitron can get back on track. Said Megroz: "Does the industry want the ratings service it has been getting? As we walk down this road, we think there will be two different services, depending on market size. I can't believe McAllen-Brownsville has the same needs as Houston."

As for the idea to dramatically cut rates, Megroz said: "We are not going to say: 'Here is a \$50,000 car for \$10,000.' We are going to say: 'If you have \$10,000, we will design a \$10,000 car.'" —JF

CHANGING HANDS

WTXL-TV Tallahassee, Fla. □ Sold by Tallahassee 27 Ltd. to E.T. Broadcasting for \$5.35 million. Terms: \$5 million cash and \$350,000 assumption of accounts payable. **Seller** is headed by Joseph D. Tydings, former U.S. Senator from Maryland, and chairman of U.S. Media Inc., general partner of licensee of KIIIX(AM)-KTCL(FM) Fort Collins, Colo. and KTRS(FM) Casper, Wyo. **Buyer** is headed by Elio Betty and F. Tracy Lavery. Betty is former VP of sales for ABC-TV O & O's, and former senior VP of Financial News Network. Lavery is former managing director at Chemical Bank; this is company's first broadcast purchase. WTXL-TV is ABC affiliate on ch. 27 with 1,184.7 kw vis and 118.46 kw aur. with antenna 1,041 feet. **Broker: Media Venture Partners.**

KADY-TV Oxnard, Calif. □ Sold by McGregor Holding Corp. to HBC Holdings Inc. for \$3.8 million. **Seller** has no other broadcast interests. **Buyer** is headed by John D. and Erica T. Huddy, husband and wife (each 50%), who are currently president and program director, respectively, of KADY-TV. John Huddy is president and CEO of Riklis Broadcasting Corp., station's licensee, and permittee of KBB(L)TV Big Bear Lake, Calif. KADY-TV is independent on ch. 63 with 1,782 kw vis; 513 kw aur. and antenna 1,800 feet above average terrain.

WIBX(AM)-WLZW(FM) Utica, N.Y. □ Sold by Maritime Broadcasting Associates Ltd. to 950 Communications Corp. for \$1.3 million cash. **Seller** is headed by Paul R. Salvage; stations are last broadcast properties of Maritime Broadcasting. **Buyer** is headed by Donald C. Alexander, who also owns WTNV-AM-FM Watertown and WMSA(AM) Massena, both New York. WIBX is fulltimer with news-talk format on 950 khz with 5 kw. WLZW has adult contemporary format on 98.7 mhz with 25 kw and antenna 660 feet above average terrain. **Broker: Richard A. Foreman Associates Inc.**

WNBS(AM) Murray, Ky. □ Sold by Murray Broadcasting Co. Inc. to Keith Stubblefield, aka Troy Cory, for \$1.2 million. **Seller** is headed by Charles Shuffett, and also has interests in LPTV W46BE Murray, Ky.; concurrent application to assign W46BE to Stubblefield has been filed. **Buyer** is radio personality with no other broadcast interests. WNBS is fulltimer with oldies format on 1340 khz with 1 kw. **Broker: Proctor Group Inc.**

KBJJ(FM) Marshall, Minn. Sold by CD Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,400,000 □ 5

FM's □ \$385,000 □ 3

AM-FM's □ \$1,320,000 □ 3

TV's □ \$9,150,000 □ 2

Total □ \$12,255,000 □ 13

Year to Date:

AM's □ \$52,433,095 □ 145

FM's □ \$116,071,755 □ 149

AM-FM's □ \$143,246,587 □ 107

TV's □ \$678,549,000 □ 50

Total □ \$990,300,437 □ 451

For 1990 total see Jan. 7, 1991 BROADCASTING.

\$350,000. Terms: \$700,000 cash at closing and \$500,000 five-year noncompete covenant. **Seller** is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKA-AM-FM Aberdeen, KJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, N.D.; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, Hawaii. Dahl also has interests in WWTC(AM) Minneapolis. **Buyer** is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. KBJJ has adult contemporary format on 107.1 mhz with 3 kw and antenna 242 feet above average terrain.

The first government-owned TV station in the U.S., WCVX(TV) Vineyard Haven, Mass., went dark at the beginning of the month. Resolution Trust Co. failed to find a qualified buyer for the UHF facility and shut down operations July 2 rather than incur operating losses of roughly \$50,000 monthly. Albert Makkay, owner of WPXC(FM) Hyannis, Mass., has bought the tower and land while agreeing to lease, at below market rates, a tower position to a buyer of WCVX, said David Kimel of New England Media, which represented RTC.

YTD MARKETS

Through the first six months, MVP has emerged as the 1991 industry leader in radio transactions. Coast-to-coast, north to south, in bull and bear economies, large, medium or small markets – no other brokerage firm performs more consistently, more professionally, for its clients.

San Francisco
Washington, D.C.
Minneapolis
Tampa
Kansas City
Jacksonville
Richmond
McAllen
Spokane
Pensacola/Mobile
Ft. Myers
Anchorage
Lake Charles
Winchester
Fairbanks

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

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

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

FOCUS ON FINANCE

Media stocks were mixed for week ending last Wednesday, during which broader market averages inched up just over 1%. Perhaps in reaction to either upfront marketplace or just-released second-quarter earnings, CBS was up 6.3%. Capital Cities-ABC, which will release quarterly results this week, was up just under 5%. Among group owners, Tribune increased 3%, to 45¼. Improvement in stock price may help prognosis for group owner/publisher's planned offering of \$500 million of convertible zero securities (LYONS). Offering

appeared to be on hold after stock had fallen to \$43, which would have affected company's hoped-for conversion price of at least \$51 per share. Viacom, which announced plans to redeem \$250 million of 15.5% debt securities, was up 9%, to \$30. Adelphia Communications was up a noticeable 22%, to \$14. Outlet dropped 30%, to 5¼. Time Warner fell 6%, to 87½, in week in which company announced change in rights offering. Rights themselves began trading on when-issued basis and by Wednesday had increased to 8¼.

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

	Closing Wed Jul 17	Closing Wed Jul 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	54	3/8	54	1/2	-	1/8	-10.23	-6	1,498
N (CCB) Cap. Cities/ABC	476	1/2	455	1/2	21	1/2	04.61	17	7,281
N (CBS) CBS Inc.	171	1/8	161		10	1/8	06.28	72	2,139
A (CCU) Clear Channel	14	7/8	14	7/8			00.00	1500	87
O (JCOR) Jacor Commun.	2	1/2	2	5/8	-	1/8	04.77	-2	25
O (OSBN) Osborn Commun.	7	1/2	7	1/4		1/4	03.44	-9	50
O (OCOMA) Outlet Comm.	5	1/4	7	1/2	-2	1/4	30.00	-10	45
N (PI) Pinelands	14		14	1/4	-	1/4	01.76	-34	249
A (PR) Price Commun.			1/4	1/4			00.00		2
O (SCRIP) Scripps Howard	42	1/2	41		1	1/2	02.41	18	426
O (SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	1
O (TLMD) Telemundo	4		3	1/2		1/2	14.28	-1	74
O (UTVI) United Television	29	1/2	29	1/2			00.00	3	336

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	3/8	31	3/8	-2		-06.38	23	580
A (AK) Ackerly Comm.	3		2	3/4		1/4	9.09	-2	38
N (AFL) American Family	21	1/8	21	3/8	-	1/4	01.17	14	1,774
O (ACCMA) Assoc. Comm.	14		14	1/4	-	1/4	-01.76	125	513
N (CCN) Chris-Craft	27	5/8	28	1/4	-	5/8	-02.22	10	705
O (DUCO) Durham Corp.	33	1/4	33			1/4	00.75	16	270
N (GCI) Gannett Co.	44		44	1/4	-	1/4	-00.57	19	6,191
N (GE) General Electric	71	3/4	74	3/4	-3		-04.02	15	65,295
O (GACC) Great American	1	5/8	1	3/4	-	1/8	-07.15		69
A (HTG) Heritage Media	3	3/8	3	5/8	-	1/4	06.90	-4	164
N (JP) Jefferson-Pilot	45	7/8	44	3/8	-	1/4	-00.57	9	1,510
N (LEE) Lee Enterprises	26	3/8	25	1/2		7/8	03.43	13	570
N (LC) Liberty	41		41				00.00	13	335
O (LINB) LIN	61	1/2	57	1/2	4		06.95	-30	3,006
N (MHP) McGraw-Hill	58	3/4	60	3/8	-1	5/8	-02.70	17	2,953
A (MEGA) Media General	21	3/8	21	3/4	-	3/8	01.73	22	562
N (MDP) Meredith Corp.	26	1/4	27	3/8	-1	1/8	04.11	15	467
O (MMEDC) Multimedia	28	3/4	27	1/4	1	1/2	05.50	19	961
N (NYTA) New York Times	24	1/8	24	1/2	-	3/8	-01.54	35	1,903
N (NWS) News Corp. Ltd.	12	1/2	11	5/8		7/8	07.52	6	3,053
O (PARC) Park Commun.	15		15	1/2	-	1/2	-03.23	18	323
O (PLTZ) Pulitzer Pub.	22	1/2	22	1/8		3/8	01.69	21	230
O (SAGB) Sage Bcsg.	1	3/4	1	3/4			00.00	-1	6
O (STAUF) Stauffer Comm.	117		116		1		00.86	39	117
N (TMC) Times Mirror	31	7/8	30	1/2	1	1/4	04.50	24	3,887
N (TRB) Tribune Co.	45	3/4	45	7/8	-	1/8	-00.28	31	2,879
A (TRSA) Turner Bcsg. 'A'	13	3/4	13	5/8		1/8	00.91	-32	2,085

	Closing Wed Jul 17	Closing Wed Jul 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N	(WPO) Washington Post	223	224	1/2	- 1 1/2	00.67	18	2.693
N	(WX) Westinghouse	25	1/8	26	7/8	- 06.52	52	8.897

PROGRAMING

O (IATV) ACTV Inc.	1	7/8	1	7/8			00.00		1
O (AACI) All American TV	1	1/8	1	1/8			00.00		2
N (CRC) Carolco Pictures	8	5/8	8	1/2		1/8	01.47	31	285
O (DCPI) dick clark prod.	4	1/4	4			1/2	06.25	15	37
N (DIS) Disney	120	1/8	119	5/8		1/2	00.41	20	15,415
A (FE) Fries Entertain.		7/16		7/16			00.00		2
A (QHHT) Heritage Ent.		5/8		11/16	-	1/16	-09.09		5
N (HSN) Home Shop. Net.	5		4	1/2		1/2	01.11	-54	381
O (IBTV) IBS		1/2		1/2			00.00	6	1
N (KWP) King World	29	1/4	27	7/8	1	3/8	04.93	12	1,093
O (KREN) Kings Road Ent.		5/16		5/16			00.00	-1	1
N (MC) Matsushita	124		122	1/2	1	1/2	01.22	14	253,788
A (NNH) Nelson Holdings		7/8		7/8			00.00		3
O (NNET) Nostalgia Net.		7/16		7/16			00.00		2
N (OPC) Orion Pictures	4	1/4	3	3/4		1/2	01.13	-1	84
N (PCI) Paramount Comm.	40	5/8	40	3/4	-	1/8	-00.31	32	4,912
N (PLA) Playboy Ent.	5	3/4	5	3/4			00.00	65	108
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		2
O (QVCN) QVC Network	12	3/4	12	1/8		5/8	05.15	-20	216
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O (RPICA) Republic Pic. 'A'	8		8				00.00	43	37
A (SP) Spelling Ent.	4	7/8	4	5/8		1/4	05.40	33	152
O (JUKE) Video Jukebox	5		5	5/8	-	5/8	-11.12	-38	60
O (WONE) Westwood One	1	7/8	2	3/8	-	1/2	-19.36	-1	35

CABLE

A (ATN) Acton Corp.	4		4				00.00		6
O (ATCMA) ATC	41		40	1/2		1/2	01.23	33	4,253
A (CVC) Cablevision Sys. 'A'	24	1/4	25	1/2	-1	1/4	04.91	-2	589
A (CTY) Century Comm.	8	1/2	8	1/2			00.00	-9	656
O (CMCSA) Comcast	14	3/4	14	1/8		5/8	04.42	-9	1,676
A (FAL) Falcon Cable	8	5/8	8			5/8	07.81	-4	49
O (JOIN) Jones Intercable	8	1/2	9		-	1/2	-05.56	-2	104
N (KRI) Knight-Ridder	50	5/8	51	1/2	-	7/8	-01.70	18	2,516
T (RLCA) Rogers 'A'	12		12				00.00	-8	381
O (TCAT) TCA Cable TV	14	1/2	15		-	1/2	03.44	57	379
O (TCOMA) TCI	14	1/4	13	7/8		3/8	02.70	-19	4,846
N (TWX) Time Warner	87	5/8	93	3/8	-5	3/4	-06.16	-6	5,081
O (UAECA) United Art. 'A'	14	1/2	13	5/8		7/8	06.42	-11	1,929
A (VIA) Viacom	30		27	1/4	2	3/4	10.09	-38	3,194

TIME WARNER SCRAPS INITIAL RIGHTS OFFERING FOR MORE TRADITIONAL FARE

Guaranteed offering of \$80 per share replaces initial offering

Time Warner last week revised its controversial rights offering to stockholders because of heavy criticism from both shareholders and the Securities and Exchange Commission. The revised rights offering, according to the entertainment company, should raise \$2.8 billion to help the company reduce its \$11.4 billion debt; it is being underwritten by Salomon Brothers Inc., Goldman Sachs and Co. and Merrill Lynch & Co.

Under terms of the new offering, said to be the largest rights offering ever, Time Warner will grant rights to buy about 34.5 million shares of common stock at a fixed price of \$80 per share, exclusive to holders of Time Warner common stock.

Unlike the previous rights offering in which the purchase price per share depended on the percentage of rights exercised, the price per share in the revised offering is fixed. The SEC apparently objected to the idea of shareholders not knowing what price they would ultimately pay. Under the new offering,

each outstanding share of common stock will be granted 0.6 of a right, and each right allows the shareholder to buy one share of common stock at the subscription price.

Another key difference is that the underwriters are guaranteeing the offer with Salomon Bros. putting up roughly half the guarantee. Under terms of the new offering, at least \$82.8 million or as much as \$165.6 million will be paid to the investment banks.

The lead underwriters will be paid in the aggregate a 1% fee equal to \$27.6 million. All underwriters involved in the offering will be paid, in the aggregate, a 2% stand-by fee equal to \$55.2 million.

In a recent report, Jessica Reif, senior vice president, Oppenheimer & Co., said the positives to the new offering are that it is not coercive and that it will raise more capital than originally expected under a straight rights offering. Reif said Time Warner's investment bankers originally anticipated a price-per-share of \$70-\$75.

On the negative side, Reif said the

offer will cause "significant dilution for shareholders," who will also experience, she said, a further decline in the value of their holdings. Also, she said, Time Warner is still likely to have to renegotiate with its banks to restructure debt, and the credibility of management has been badly damaged by the rights offering fiasco.

Analysts and investment bankers are not sure of the immediate impact on Time Warner stock, although most expect some decline. Time Warner stock dropped after the announcement, and as of Wednesday, July 17, it was trading at 87½, up ⅞ from the previous day. The rights, trading on an as-issued basis, were at 8¼ on July 17. The offering will remain open through Aug. 5.

Time Warner's board of directors last week also reaffirmed its authorization to management to repurchase up to 10 million outstanding shares of Time Warner Series D 11% convertible preferred stock. The board also reaffirmed its approval of a split of the company's common stock.

-JP

	Closing Wed Jul 17	Closing Wed Jul 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	90	1/8	91	1/2	-	11/8	-01.51	16	20,479
N	(ARV) Arvin Industries	24		24	1/4	-	1/4	-01.04	18	456
O	(CCBL) C-Cor Electronics	7	1/4	6	1/2		3/4	11.53	637	28
O	(CTEX) C-Tec Corp.	14	3/4	13	3/4		1	07.27	-18	243
N	(CHY) Chyron		9/64		5/32	-	1/64	-10.00		1
A	(COH) Cohu	10		10				00.00	8	20
N	(EK) Eastman Kodak	41	1/8	40	3/4		3/8	00.92	18	12,858
N	(HRS) Harris Corp.	25	1/4	25	1/8		1/8	00.49	35	977
N	(IV) Mark IV Indus.	12	1/4	12	1/4			00.00	7	184
O	(MATT) Matthews Equip.	3 11/16		3	3/4	-	1/16	-01.60	184	22
O	(MCDY) Microdyne	8	3/4	9	1/8	-	3/8	-04.11	-12	38
N	(MOT) Motorola	64	3/4	64	7/8	-	1/8	-00.20	18	8,812
A	(PPI) Pico Products	1		1				00.00	-1	3
N	(SFA) Sci-Atlanta	15	1/2	14	1/4		1 1/4	01.63	14	324
N	(SNE) Sony Corp.	44	7/8	46	3/8	-	1 1/2	-03.15	22	15,702
N	(TEK) Tektronix	27	3/4	28		-	1/4	-00.90	-24	776
N	(VAR) Varian Assoc.	43		42	3/4		1/4	00.58	95	797
O	(WGNR) Wegener	1	3/8	1	9/32		3/32	07.31	-3	9
N	(ZE) Zenith	6	3/4	6	3/4			00.00	-2	207

	Closing Wed Jul 17	Closing Wed Jul 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O	(AFTI) Am. Film Tech.	4	3/8	4	3/4	-	3/8	-07.90	-16	55
O	(BSIM) Burnup & Sims	8	1/4	7	7/8		3/8	04.76	-25	105
A	(CLR) Color Systems	3	1/8	3	1/4	-	1/8	03.85	-4	37
N	(CQ) Comsat	29		29				00.00	-31	540
N	(CDA) Control Data	9	3/4	9	5/8		1/8	01.29	83	427
N	(DNB) Dun & Bradstreet	46	1/2	46	1/2			00.00	17	8,374
N	(FCB) Foote Cone & B.	24	1/2	24	5/8	-	1/8	-00.51	12	273
O	(GREY) Grey Adv.	138		140		- 2		-01.43	12	158
O	(IDBX) IDB Commun.	9	1/4	9			1/4	02.77	79	55
N	(IPG) Interpublic Group	44	3/4	43	5/8	1	1/8	02.57	18	1,613
N	(OMC) Omnicom	30	3/8	28		238		08.48	14	784
O	(RTRSY) Reuters	39	1/4	36	7/8	2	3/8	06.44	12	16,103
N	(SAA) Saatchi & Saatchi	15/16		7/8		1/16		07.14	-1	1,358
O	(TLMT) Telemation	1/4		1/4				00.00		1
O	(TMCI) TM Century	7/32		7/32				00.00	-10	4
A	(UNV) Unitel Video	8	1/4	8	1/8		3/8	01.53	10	12
O	(WPPGY) WPP Group	311/16	3	1/2		3/8		10.71	1	173

Standard & Poor's Industrials	454.70	448.08	6.62	1.47%
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TECHNOLOGY

AMPEX LAYS OFF 250 FROM RECORDING MEDIA

Tape company follows through on plan to streamline product development process, as it prepares for introduction of new technologies

Ampex Recording Media Corp., the magnetic tape manufacturing arm of Ampex Corp., Redwood City, Calif., cut 250 employees from offices worldwide, a move it had not expected to make this year. All but 50 of the layoffs will be from a manufacturing and distribution plant in Opelika, Ala. The cuts will include manufacturing, research and development, distribution and sales personnel.

The layoffs were announced together with a consolidation plan for the tape company's manufacturing and research and development departments in a move to streamline the development and introduction of new technologies.

The newly reorganized staff will direct much of its energy to completion of Ampex's new component digital videotape format, announced at last month's International Television Symposium in Montreux, Switzerland (BROADCASTING, June 24).

Edward J. Bramson, Ampex Corp. owner, president and chief operating officer, declared three goals for his company as 1991 opened: eliminate uneasiness over several hundred layoffs in recent years, implement a more decentralized corporate management style and reorganize Ampex's research and development teams (BROADCASTING, March 4). The Recording Media consolidation announcement appeared to be progress toward the second and third goals but a setback for the first.

Ampex's total workforce—now an estimated 4,000 employees worldwide—has been reduced by 950 since December 1989. About 350 of those positions were eliminated during a general examination of all Ampex divisions from November 1990 through January 1991. Bramson distributed a letter to remaining employees promising that the layoffs had ended.

Recording Media had not suffered a major layoff in several years. After a loss of fewer than 100 employees during the November-January review, further cuts were not expected this year. "The thing I don't think any of us could have

foreseen was the continuance of the recession and the rapid appreciation of the dollar," said Phil Ritti, vice president, Ampex Recording Media.

Ritti said Ampex has maintained its share of the magnetic tape market. Sales declines from both the broadcast TV and video production communities have affected all tape suppliers, he said. Recession "will affect equipment [sales] from time to time due to capital budget restrictions, but this is the first time the professional videotape market has felt such an impact from recessionary pressures," Ritti said. "There is less advertising going on [the broadcast networks], and that means less production."

Ampex plans to demonstrate prototypes of its new component digital videotape equipment and have it ready for

delivery with newly developed tape stock all within calendar year 1992. Ampex's rivals, Sony Corp. and Matsushita, say they will not introduce similar formats until 1993. Some observers, citing Ampex's difficulties in the 1980's in the development of the D-2 (three-quarter-inch composite digital) format, have been skeptical of Ampex's ability to complete its component digital project by next year.

"I can understand [the skepticism], since we haven't provided full details on what we're doing and how we're doing it," Ampex spokesman Dave Detmers said last week. "We're certainly well aware of the challenges that it takes to bring a product to market in an aggressive time frame, but the fact that we've announced our plans to do that gives a certain degree of confidence." —RMS

HBO, SHOWTIME, TCI NEAR COMMITMENT TO VIDEOCIPHER-RS

Other programmers decry lack of input on upgrade

HBO, Showtime Networks and Tele-Communications-controlled home satellite program packager Netlink are near agreements to adopt General Instrument's VideoCipher-II-Plus-RS (replaceable security) as the nation's next industry standard satellite television scrambling system.

But several other satellite programmers complained last week that they have been left out of negotiations toward introducing more secure technology to replace GI's much-pirated VideoCipher II.

GI is committed to spend "tens of millions of dollars" to convert all current subscribers to services provided by HBO, Showtime and Netlink at no cost to the consumer, said Michael Meltzer, director of sales and marketing for VideoCipher. None of the parties would say what, if any, that conversion will cost over the six to eight months GI expects the process to take, beginning

early next year.

Together, the HBO, Showtime and Netlink subs will represent about 93% of legitimate VC-II owners, he said. The remaining 7% will constitute "a number so small we think GI and some of the programmers can solve it together," he said.

By March 1992, GI's VideoCipher Division plans to begin delivering VC-RS, able to accept a replaceable credit-card-like CipherCard should VC-II-Plus be broken by pirates. Within eight months, said Meltzer, legitimate, subscribing VC-II owners will have VC-II-Plus or VC-RS, and the programmers will be free to stop their pirateable VC-II transmissions.

However, said one programming executive, many questions remain unanswered. "You've got one company with one technology talking to only three of 15 companies." Noted another, several

hundred thousand consumers already own VC-II-Plus modules unable to accept the RS CipherCard. Given the first security break, they will also have to be upgraded—an issue not addressed in current negotiations.

Selling now at 22,000-25,000 units per month, between 275,000 and 300,000 non-RS modules have been purchased since January 1990. Only since April 1, 1991, have buyers been offered GI's three-year guaranteed upgrade to VC-RS, should the system be broken—meaning that more than 200,000 Plus owners will not be eligible. But given a breach in Plus security, said Meltzer, "the industry will find a way to upgrade them [to RS] at no cost" to the consumer.

Among programmers excluded from the negotiations, however, there is, said one, "a sense of growing frustration that we're not masters of our own fate."

In a prepared statement, Turner Broadcasting System said it is "concerned as to GI's commitment to Turner Home Satellite with regard to upgrade of legitimate subscribers, as well as an overall conversion program. THS feels that, with GI's proposed VC-II-Plus module pricing, it will be difficult to achieve a uniform and successful conversion program."

Netlink also remains concerned over price, said Vice President Rich Fickle. Unit costs have risen from \$150-\$200 two years ago to more than \$300 now, he said. "You have to make sure the technology doesn't become prohibitive."

An additional concern, said one programmer, is that, "even with a fully secure VC-II-Plus system, it is still only audio [not video] encryption"—an issue of continuing concern to all sports programmers. "Obviously," he said, "you can watch sports without sound."

Nevertheless, most sources agreed that VideoCipher will remain the industry standard. Ann Kirschner, vice president for Primetime 24 and chair of the Satellite Broadcasting and Communications Association's new Marketing and Communications Committee, said developing a campaign to assure the "timely and orderly transition to VC-II-Plus is our first priority." And, in his keynote address to the SBCA's July 11-13 Nashville trade show, Showtime Chairman Winston (Tony) Cox said his company will mount its own multi-million-dollar marketing campaign to support the conversion. "Once a secure technology is in place," he said, "it's well within the industry's grasp to sign up the 10 million to 15 million American households we've always had the potential to reach."

-PDL

ONE-STOP AUTOMATION SHOP

BASYS, British-owned designer and manufacturer of computer newsroom systems, and the Grass Valley Group (Tektronix Inc.'s subsidiary specializing in graphics and TV signal routing systems) plan to co-develop station automation systems. The companies have begun hardware and software development for interfaces with Grass Valley routing and master switchers, and other projects involving Grass Valley's graphics systems are planned. Customers desiring custom installation will be able to deal with both companies through a single contact.

ITC SYSTEM FOR ON-AIR, STUDIO PRODUCTION

International Tapetronics Corp. (ITC), Bloomington, Ill., is offering

its new DigiForm Digital Audio Operating Platform, a system designed for both on-air and studio production applications. The basic DigiForm system consists of a 286 microprocessor along with proprietary digital processing hardware and software. Also included in the basic package are an internal 330-megabyte hard disk drive and an internal floppy drive.

The system is designed for easy, low-cost digital audio upgrade for up to five applications, depending on a station's needs.

The preliminary list price for the basic system is \$13,499. The optional satellite and program automation control software can be added for \$3,100 and \$5,499, respectively. Among the hardware options are additional 330- and 1200-megabyte hard disk drives ranging from \$1,899 to \$4,199. ITC plans to start shipping the system by the end of the year.

COMPRESSION COMES TO SPACENET

A year-old relationship between GTE Spacenet and SkyPix Corp. has turned into a seven-year agreement through which Spacenet will integrate SkyPix's digital video compression technology into its services to business and educational users. In exchange, SkyPix will uplink its proposed direct-to-home pay-per-view movie service from Spacenet's Oxford, Conn., facilities. The agreement, "for the most part in-kind," was not assigned a dollar value, said Spacenet spokeswoman Jean Davis. Spacenet has developed no specific compressed service.

Since the summer of 1990, GTE has provided transmission services for SkyPix's 8-to-1 compression system developed by San Jose, Calif.-based Compression Labs Inc. Rights to all entertainment applications of the CLI technology belong to SkyPix, which last week said it was near a deal with Mitsubishi Corp., which would take an equity interest in the SkyPix Joint Venture with Home Shopping Network and would manufacture receivers for SkyPix's 80-channel, 41-watt Ku-band home satellite service (see "Top of the Week").

SURVEY PROJECTS D-2 AND TYPE C PARITY

Broadcasters expect D-2 digital and one-inch Type C tape formats to share dominance in studio production and expect D-2 will compete strongly with Betacam SP in field recording by 1994, according to a survey conducted by Sheer and Chaskelson Research Inc., New York.

The survey of more than 800 broadcast, cable, video production and post-production and institutional video users found 52% of TV station respondents expect to use D-2 in their studios by 1994; 52% also said they will use one-inch. In the field, 57% of broadcast respondents said they expect to use Betacam; 47% see themselves using D-2, and 15% expect to use high-definition television (HDTV) cassettes.

Of cable TV respondents asked about their likely studio format by 1994, 38% said they would probably use three-quarter-inch SP U-Matic; 18% said half-inch S-VHS; 12% selected U-Matic, and only 6% said Betacam. In the field, 35% selected three-quarter-inch SP U-Matic; 24% selected half-inch S-VHS; 15% said U-Matic; 12% chose Betacam, and 12%, HDTV.

FOR THE RECORD

As compiled by BROADCASTING from July 12 through July 17 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

- **KECU(FM) Eureka, CA** (BAPH910703GW; 105.5 mhz; 500W; ant. 649 ft.)—Seeks assignment of CP from Robert L. Marrero, trustee for Eureka Christian Broadcasting Inc., to Southwestern Pacific Broadcasting Corp. Inc. for \$30,000. Seller has no other broadcast interests. Buyer is headed by Thomas J. Crane, 100% shareholder of Southwestern Broadcasting Corp., licensee of KMUL-AM-FM Muleshoe, KLZK(FM) Farwell and KLCU(FM) Brownfield, all Texas, and KICA(AM) Clovis, NM. Filed July 3.
- **KADY-TV Oxnard, CA** (BTCCT910703KE; ch. 63; 1,782 kw-V; 513 kw-A; ant. 1,800 ft.)—Seeks transfer of control from McGregor Holding Corp. (voting interest) and E-II Holdings (beneficial interest) to HBC Holdings Inc. for \$3.8 million. Seller has no other broadcast interests. Buyer is headed by John D. and Erica Trevor Huddy, husband and wife (each 50%). John Huddy is president and CEO of Riklis Broadcasting Corp., licensee of KADY-TV, and permittee of KBBL(TV) Big Bear Lake, CA. John and Erica Huddy are also president and program director, respectively, of KADY-TV. Filed July 3.
- **KISZ(AM) Cortez, CO** (BAL910628EB; 740 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Explorer Communications Inc. to Delane Broadcasting Inc. for \$147,500. Seller is headed by James F. Hoffman and has no other broadcast interests. Buyer is headed by L.H. Degeneres (70%), Lan Degeneres (15%) and Bill Beasley (15%). Delane Broadcasting Inc. owns KRTZ(FM) Cortez, CO. Lan Degeneres, L.H. Degeneres and Bill Beasley have interests in Rampart Broadcasting Inc., licensee of KDOX(AM) Durango, CO. Filed June 28.
- **KHBC-TV Hilo, HI** (BTCCT910627KM; ch. 2; 2,317 kw-V; 1.37 kw-A; ant. 90 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Filed June 27.
- **KHNL(TV) Honolulu, HI** (BTCCT910627KK; ch. 13; 316 kw-V; 46.8 kw-A; ant. -20 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Filed June 27.
- **KOGG(TV) Wailuku, HI** (BTCCT910627KL; ch. 15; 759 kw-V; 75.9 kw-A; ant. 5,653 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Filed June 27.
- **KTVB(TV) Boise, ID** (BTCCT910627KJ; ch. 7; 160 kw-V; 26.2 kw-A; ant. 2,645 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Filed June 27.
- **WNBS(AM) Murray, KY** (BAL910701ED; 1340 khz; 1 kw-U)—Seeks assignment of license from Murray Broadcasting Co. Inc. to Keith Stubblefield, aka Troy Cory, for \$1.2 million. Seller is headed by Charles Shuffett and also has interests in LPTV W46BE Murray, KY; concurrent application to assign W46BE to Stubblefield has been filed. Buyer has no other broadcast interests. Filed July 1.
- **KBJJ(FM) Marshall, MN** (BALH910625HP; 107.1 mhz; 3 kw; ant. 242 ft.)—Seeks assignment of license from Cd Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for \$350,000. Seller is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, ND; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, HI. Dahl also has interests in WWTG(AM) Minneapolis. Buyer is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. Filed June 25.
- **WYBJ(FM) Greenville, MS** (BAPH910624HV; 104.7 mhz; 50 kw; ant. 146 ft.)—Seeks assignment of CP from Segue Communications to James D. Corbin for \$5,000. Seller is headed by William G. Dudley III and Jerrold Miller. Dudley has interests in WTMA(AM) Charleston and WJFY(AM) New Ellenton, both South Carolina. Miller has interests in KPOR(FM) East Porterville, CA; WEYE-FM Surgoville, TN, and KLKT(FM) Incline Village, NV. Buyer, Corbin, is 25% shareholder of WJIZ(AM)-WJYZ(FM) Albany, GA, and 39% shareholder of WDXZ(AM)-WVVO(FM) Charleston, SC. Filed June 24.
- **KGW-TV Portland, OR** (BTCCT910627KH; ch. 8; 302 kw-V; 60.3 kw-A; ant. 1770 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Filed June 27.
- **WZJY(AM) Mt. Pleasant, SC** (BTC910624EA; 1480 khz; 1 kw-D, 44 w-N)—Seeks transfer of control from Magdalene Williams to Edward Lee Johnson; purchase agreement to be filed as amendment in near future. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 24.
- **WSMT-AM-FM Sparta, TN** (AM: BTC910628GT; 1050 khz; 1 kw-D; FM: BTCH910628GU; 105.5 mhz; 3 kw; ant. 35 ft.)—Seeks transfer of control within Heartland Broadcasting Inc. for \$20,000. Seller is R. Dewitt Shelton, who has no other broadcast interests. Buyer is Douglas E. Farley, who has no other broadcast interests. Filed June 28.
- **KTLE(AM) Tooele, UT** (BAL910628EA; 1010 khz; 50 kw-D)—Seeks assignment of license from Thomas W. Mathis to Vida Spanish Broadcasting Inc. for \$30,000; station will remain silent while transfer is taking place. Seller has interests in KTLE-FM Tooele, UT, and KBRV(AM)-KFIS(FM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. Buyer is headed by Maria S. Alaniz (33.3%), and has no other broadcast interests. Filed June 28.
- **WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, all Virginia** (WRVA: BTC910620EE; 1140 khz; WRVQ: BTCH910620HK; 94.5 mhz; 200 kw; ant. 455 ft.; WWDE-FM: BTCH910620HJ; 101.3 mhz; 50 kw; ant. 505 ft.;)—Seeks transfer of control within proposed assignee of stations (see "Changing Hands," March 4). Purpose is to relinquish majority control of Force II Inc., managing partner of general partner of Force II Communications Ltd., by transferring 50% of voting stock to Sillerman Communications Partners. Transferor, Feuer, holds approximately 6.9% of voting stock in Noble Broadcasting Group, which controls eight AM's and 10 FM's. Transferee is headed by Robert F.X. Sillerman. Sillerman has interests in licensees of WMJ(FM) Cleveland; WYHY(FM) Lebanon, TN; WNEW(AM) New York; WIX-AM-FM Nashville, and WHMP-AM-FM Northampton, MA. Sillerman also has interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major U.S. markets. Filed June 20.
- **KING-TV Seattle** (BTCCT910627KG; ch. 5; 100 kw-V; 15.1 kw-A; ant. 820 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. (owned 50% each by Providence Journal Co. and Kelso Partners IV) for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million. Purchase includes KGW-TV Portland, OR; KREM-TV Spokane, WA; KTVB(TV) Boise, ID, and KHNL(TV) Honolulu. KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii (see above). Seller is headed by Priscilla Bullitt Collins and Dorothy Stimson Bullitt, sisters, and sold KING-AM-FM Seattle ("Changing Hands," July 15). King Broadcasting is also selling KGW(AM)-KINK(FM) Portland, OR, and KSFO(AM)-KYA(FM) San Francisco. Buyer is headed by Frank T. Nickell, Trygve E. Myhren and Jack C. Clifford. Providence Journal Co. operates, through various subsidiaries, WCNC-TV Charlotte, NC; WHAS-TV Louisville, KY; KGSW-TV Albuquerque, NM, and KMSB-TV Tucson, AZ. Filed June 27.
- **KREM-TV Spokane, WA** (BTCCT910627KI; ch. 2; 84.7 kw-V; 15.5 kw-A; ant. 2,200 ft.)—Seeks transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, above). Filed June 27.
- **WXCE(AM) Amery, WI** (BAL910701EC; 1260 khz; 5 kw-U)—Seeks assignment of license from Monday Media Inc. to Murray O. Ritland for \$22,500. Seller is headed by Todd J. Garamella, and is licensee of KXLV(FM) Cambridge, MA. Garamella has interests in Garamella Broadcasting Co., licensee of KJJG(FM) Spencer, IA, and KSCR-AM-FM Benson, MN. Buyer has no other broadcast interests. Filed July 1.
- **WKBH-AM-FM Holmen, WI** (AM: BAL910620GO; 1570 khz; 1 kw-D, 500 w-N; FM: BALH910620GP; 105.5 mhz; 3 kw; ant. 531 ft.)—Seeks assignment of license from Continental Broadcasting of La Crosse to Riverview Communications Inc.; in consideration, Continental Broadcasting and Riverview Communications agree to dismiss with prejudice all claims and counterclaims made by parties in La Crosse County court case Continental v. Riverview. Seller is headed by David Peschau, and has no other broadcast interests. Buyer is headed by Patrick Delaney (45.6%), Joseph Roskos (31.1%), Michael Schmitt (17.1%) and Marge Neader (6.2%). Delaney has 51% interest in DN Communications Inc., licensee

of WOSX(FM) Spencer, WI. Filed June 20.

Actions

■ **WKRG-AM-FM-TV Mobile, AL** (AM: BTC910215KQ; 710 khz; 1 kw-D, 500 w-N; FM: BTCH910215KR; 99.9 mhz; 100 kw; ant. 1,754.8 ft.; TV: BTC910215KP; ch. 5; 100 kw-V; 20 kw-A; ant. 1,906 ft.)—Granted transfer of control from Kenneth R. Giddens to Ansley G. Green et al. for no financial consideration in stock transfer. Kenneth Giddens has no other broadcast interests. Transferees are Giddens and wife Zelma K. Giddens, and daughters Ansley G. Green, Therese G. Greer and Kay Giddens Glenday, who have no other broadcast interests. Action June 21.

■ **WVCM(FM) Valdosta, GA** (BAPLH910415HL; 96.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Multi-Media Broadcasting Inc. to CDJ Inc. for assumption of debt. Seller is headed by Yvonne Fason, and has no other broadcast interests. Buyer is headed by Samuel Zamarron, and also has interests in WAOS(AM) Austell, GA. Action July 1.

■ **WJAA(FM) Austin, IN** (BAPH910301HS; 96.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Power Communications Inc. to Midland Media Inc. for \$15,000. Seller is headed by Linda Burbridge and Paul J. Levine, and has interests in WGBZ(AM) Corydon, IN. Buyer is headed by Tracie Becker (50%) and Robert Becker (50%), and has no other broadcast interests. Action June 28.

■ **WODI(TV) Amsterdam, NY** (BALCT910322KG; ch. 55; 5,000 kw-V; 500 kw-A; ant. 731 ft.)—Granted assignment of license from Amsterdam Broadcasting Co. to LG Communications for \$2.5 million in stock purchase. Seller is headed by Coit Drapery Cleaners Inc. and Charles Cohen. Coit Drapery Cleaners is parent of Grand Lake Broadcasting Inc., licensee of KRKY(AM) Granby and KRKM-FM Kremmling, both Colorado. It is also stockholder of American Television Network, licensee of four LPTV's in Arizona and California. Buyer is headed by Wade Griffith (100%), and has no other broadcast interests. Action July 3.

■ **WSPQ(AM) Springfield, NY** (BAL910517EC; 1330 khz; 1 kw-U)—Granted assignment of license from Brasley Communications Inc. to Lloyd B. Lane for \$127,450. Seller is headed by Carl Brasley, and has no other broadcast interests. Buyer, Lane, is majority shareholder (66.7%) of Lloyd Lane Inc., licensee of WCJW(AM) Warsaw, NY. Action July 2.

■ **WVYY(FM) Grifton, NC** (BALH910513GN; 99.5 mhz; 16.5 kw; ant. 830 ft.)—Granted assignment of license from W & B Media Inc. to Willis Broadcasting Corp. for \$800,000. Seller is headed by Howard Wilcox (51%) and George G. Beasley (49%), and is also purchasing WSFL-AM-FM New Bern, NC ("Changing Hands," June 3). Beasley heads Beasley Broadcasting, and has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WYTI(AM) North Fort Myers and WRXX(FM) Bonita Springs, all Florida; WKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAY(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSF(AM) Bastrop, TX; WXXM(AM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, and WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. Buyer is headed by L.E. Willis Sr., and is selling WKJA-FM Belhaven, NC ("Changing Hands," June 3). Willis owns Willis Broadcasting Corp., licensee of KDFI(AM) Desoto, TX; KSNE(FM) Marshall, KLRG(AM) North Little Rock, KPTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WSRG(AM) Durham, WBXB(FM) Edenton, WVRG(AM) Warrenton and WGSP(AM) Charlotte, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WKSV(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WPZZ(FM) Franklin and WWSA(AM) Gary, both Indiana, and WKSO(FM) Orangeburg, WWPB(AM) Marion and WKWQ(FM) Batesburg, all South Carolina. Levi E. Willis II, son of L.E. Willis, is 50% shareholder of Radio Crusade Inc., licensee of WTNC(AM) Thomasville, NC. Action July 1.

NEW STATIONS

Actions

■ **Montezuma, GA** (BPH87123MC)—Granted app. of Macon County Broadcasting for 95.1 mhz; 3 kw-H; 100 m. Address: P.O. Box 511, Montezuma, GA 31063. Principal has no other broadcast interests. Action July 1.

■ **Hawesville, KY** (BPH871201MA)—Granted app. of Joe L. Aldridge for 105.7 mhz; 3 kw H&V; ant. 100 m. Address: P.O. Box 280 Hawesville, KY 42348. Principal has no other broadcast interests. Action July 3.

■ **Horse Cave, KY** (BPH891012NI)—Granted app. of James B. Myers III for 100.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 312, Cave City, KY, 42127. Principal has no other broadcast interests. Action July 2.

■ **Winchester, NV** (BP890501AB)—Granted app. of Winchester Broadcasting for 620 khz; Address: 2340 Sawtelle Blvd., West Los Angeles, CA 90064. Principal has no other broadcast interests. Action July 2.

■ **Jeffersonville, NY** (BPH900118MK)—Granted app. of Bambi Broadcasting for 106.1 mhz; 1.6 kw; ant. 191 m. Address: 10 Circular Rd., Poughkeepsie, NY 12601. Principal is headed by Michael Harris and David Groth. Harris is GM of WEOK Broadcasting Corp., licensee of WEOK(AM)-WPDH(FM) Poughkeepsie, NY. Action June 28.

■ **Jeffersonville, NY** (BPH900118MJ)—Dismissed app. for Standef Broadcasting Corp. for 106.1 mhz; 3 kw; ant. 84 m. Address: Hwy. 5 West, Bottineau, ND 58318. Principal is headed by Edward F. Stanley, and has no other broadcast interests. Action June 28.

■ **Webster, NY** (BPH870312MJ)—Granted app. of Webster-Fuller Communications Associates for 102.7 mhz; 3 kw H&V; 100 m. Address: 1204 Appian Dr., Webster, NY 14580. Principal is headed by Donna

Fuller, Craig Fox, George Kimble and David W. Mance. Kimble, Fox and Mance have interests in WAQX(AM) Syracuse, WNYC(AM) Canton, WNOD(TV) Jamestown, WQNY(FM) Ithaca, WTUV(TV) Utica, WFFY(TV) Watertown and WCDO-AM-FM Sidney, all New York. Action July 2.

■ **Newark, OH** (BPED910412MA)—Returned app. of Board of Education, City School District of Columbus for 91.7 mhz; .6 kw-V; ant. 94 m. Address: Columbus, OH 43215. Principal is headed by John A. Middleton, and has no other broadcast interests. Action July 3.

■ **Huron, SD** (BPH900525MA)—Denied app. of Christensen Broadcast Group Inc. for 105.1 mhz; 3 kw; ant. 100 m. Address: 1407 E. Cherry St., Box 282, Vermillion, SD 57069. Principal is headed by Wallace Christensen, who is licensee of KLOH(AM)-KISD(FM) Pipestone, MN. Action June 28.

■ **Huron, SD** (BPH900523MA)—Granted app. of Dakota Communications Ltd. for 105.1 mhz; 6 kw; ant. 65 m. Address: 1835 Dakota Ave. S, Huron, SD 57350. Principal is headed by Duane D. Butt, and is licensee of KOKK(AM) Huron, SD. Action June 28.

■ **Woodbury, TN** (BPH890720MF)—Granted app. of Dasan Communications Corp. for 104.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 7, Woodbury, TN 37190. Principal is headed by David P. Bunge, and is licensee of WBRY(AM) Woodbury, TN. Action June 28.

■ **Woodbury, TN** (BPH890720MD)—Returned app. of Woodbury FM Radio Broadcasting for 104.9 mhz; 1.803 kw; ant. 127 m. Address: P.O. Box 354, Woodbury, TN 37190. Principal is headed by Beverly K. Corlew, and has no other broadcast interests. Action June 28.

■ **Woodbury, TN** (BPH890720MH)—Returned app. of Woodbury Community Radio Inc. for 104.9 mhz; Address: P.O. Box 350, Woodbury, TN 37190. Principal is headed by Lee Ann Walker, and has no other broadcast interests. Action June 28.

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FACILITIES CHANGES

Applications

AM

■ New York WWRV(AM) 1330 khz—June 24 application for CP to change from commercial to non-commercial educational FM station.

FM's

■ Decatur, AL WDRM(FM) 102.1 mhz—June 20 application for CP to change ant.: 298 m.

■ Montgomery, AL WLNE-FM 96.1 mhz—June 24 application for CP to change ERP: .9 kw H&V; ant.: 250 m.; TL: 3251 Harrison Rd., Montgomery, AL.

■ Tuskegee, AL WBIL-FM 95.9 mhz—June 24 application for CP to change ERP: 4.32 kw H&V; ant.: 115 m.; TL: US Rte. 29, .45 km NE of US Rtes. 80 and 29, 7 km NE of Tuskegee.

■ Kingman, AZ KRCY(FM) 105.9 mhz—July 3 application for CP to change ERP: 17 kw H&V.

■ Oceanside, CA KGMG-FM 102.1 mhz—June 12 application for CP to change ERP: 14.5 kw H&V; ant.: 249 m.; TL: Cerro De Las Posas, San Diego.

■ Walnut Creek, CA KKIS-FM 92.1 mhz—June 27 application for CP to change ERP: 1 kw H&V; ant.: 246 m.; TL: N side of Kirker Pass Rd., 3.8 km SW of Pittsburg, CA.

■ Yuba City, CA KXCL(FM) 103.9 mhz—June 27 application for CP to change ERP: .51 kw H&V; ant.: 617 m.; change TL: S Butte Communications site, CA, 7.7 km 311 ft. relative to Sutter, CA; change to class B1 (per docket #90-233).

■ New Haven, CT WYBC-FM 94.3 mhz—June 20 application for mod. of CP (BPH8711061W) to change ERP: 1.95 kw H&V; ant.: 92 m.; TL: On West Rock Ridge, 1.17 km NE of St. Rtes. 15 and 69, install DA.

■ Dogwood Lakes Estate, FL WJED(FM) 91.1 mhz—June 24 application for mod. of CP (BPED880506MB) to make changes in main studio location.

■ Newberry, FL WNFQ(FM) 100.5 mhz—June 20 application for mod. of CP (BPH861217MF) to change ERP: 11 kw H&V; change ant.: 150 m.; TL: NE corner of N 1/2 of NE 1/4 of section 9, town 8 S, range 16 E, FL; change to class C3 (per docket #90-200).

■ Vero Beach, FL WSCF-FM 91.9 mhz—June 20 application for CP to change ERP: 15.3 kw H&V; change to class: C3.

■ Darien, GA (no call letters) 107.7 mhz—June 24 application for mod. of CP (BPH871224MG) to change ant.: 123 m.; change TL: .67 km SW of Hwy. 303, Blyth Island, GA.

■ Columbia, IL WCBW(FM) 104.9 mhz—June 24 application for mod. of CP (BPH9008061F) to change ERP: 11.5 kw H&V; ant.: 146.3 m.; TL: McKenzie Rd., .8 km N of Heege Ave., Shrewsbury, MO; channel to 285C3; per docket 90-643.

■ Lawrenceville, IL WAKO-FM 103.1 mhz—June 20 application for mod. of license to increase ERP: 3 kw H&V (pursuant to docket #88-375).

■ Quincy, IL WWQC(FM) 90.3 mhz—June 27 application for mod. of CP (BPED890106MA) to change ERP: 10 kw H&V; ant.: 127 m.; TL: Quincy College Campus; class: B1.

■ Augusta, KS (no call letters) 104.5 mhz—June 25 application for mod. of CP (BPH880727MO) to change ERP: 46 kw H&V; ant.: 156 m.; class: C2; per docket 90-650.

■ Burlington, KS KSNP(FM) 95.3 mhz—June 14 application for CP to change ant.: 97 m.

■ Burkesville, KY WKYR-FM 98.5 mhz—June 27 application for mod. of CP (BPH870429MN) to change ERP: 6 kw H&V; ant.: 95 m.; freq: 107.9 mhz. per docket 88-563.

■ Campbellsville, KY WCKQ(FM) 103.9 mhz—July 1 application for CP to change ERP: 2.25 kw H&V; ant.: 114 m.; change freq: to 104.1 (per docket #88-215).

■ Elizabethtown, KY WKUE(FM) 90.9 mhz—June 27 application for CP to change ERP: 5.2 kw H&V; ant.: 193 m.

■ Louisville, KY WAMZ(FM) 97.5 mhz—June 18 application for CP to change ant.: 198 m.; TL: approximately .4 km E of the intersection of Holsclaw Hill Rd. and Brooks Hill Rd., KY.

■ Louisville, KY (no call letters) 100.5 mhz—June 18 application for mod. of CP (BPH880126NZ) to change TL: approximately .4 km E of the intersection of Holsclaw Hill Rd. and Brooks Hill Rd., KY.

■ Williamstown, KY WVEA(FM) 106.5 mhz—June 26 application for mod. of CP (BPH890228MB) to change ERP: 1.405 kw H&V; change ant.: 145 m.; TL: on Rte. 467, 1.5 mi W of Osborne Rd., 3 mi W of Dry Ridge in Grant County, KY.

■ Varnado, LA WBOX-FM 92.7 mhz—June 18 application for mod. of license (BLH851227KA) to change freq: from channel 224A to 225A (per docket #89-392).

■ Grasonville, MD WBey(FM) 103.1 mhz—June 19 application for mod. of CP (BPH880915NM) to change ERP: 6 kw H&V; change ant.: 100 m.; TL: at intersection of McIntosh Rd. and Richneck Rd. 3 mi W of Hollywood, MD (St. Mary's).

■ Boyne City, MI WCLX(FM) 93.5 mhz—June 21 application for CP to change ERP: 50 kw H&V; class: C2; per docket 90-593.

■ Grand Rapids, MI WCSG(FM) 91.3 mhz—July 2 application for mod. of CP (BPED881130IE) to change ERP: 37 kw H&V.

■ Leland, MI (no call letters) 94.3 mhz—June 17 application for mod. of CP (BPH850712XY as mod.) to change ERP: 19 kw H&V; ant.: 125.7 m.; TL: Tower Rd., Maple City, MI, .9 mi SE of Maple City; change to channel 232C3.

■ Iuka, MS WFXO(FM) 104.9 mhz—June 19 application for mod. of CP (BPH8902061I) to change ant.: 135 m.

■ Laughlin, NV KLUK(FM) 107.9 mhz—June 19 application for mod. of CP (BPH910206JR) to change ant.: 569 m.; change TL: BLM site at Oatman Peak in Black Mountains, AZ, 24 km SE of Laughlin, NV.

■ Roswell, NM KVNBFM) 104.7 mhz—June 17 application for mod. of CP (BPH880616MC) to change ant.: 124.7 m.; change TL: 1.1 km on US 285.

■ Elmira, NY WLTV(FM) 94.3 mhz—June 21 application for CP to change ERP: 2.33 kw H&V.

■ Salamanca, NY WQRT(FM) 98.3 mhz—June 19 application for CP to change ERP: 3.5 kw H&V.

■ Charlotte, NC WMXC(FM) 104.7 mhz—June 19 application for mod. of CP (BPH9007131F) to change ERP: .377 kw H&V; change ant.: 46 m.; TL: 137 S. Kings Dr., Charlotte, Mecklenburg, NC.

■ Oxford, OH WMUB(FM) 88.5 mhz—June 27 application for CP to change ERP: 25.5 kw H&V; ant.: 152 m.

■ Lawton, OK KMGZ(FM) 95.3 mhz—June 21 application for mod. of CP (BPH890717IG) to change ERP: 3.428 kw H; ant.: 84 m H; TL: 3405 SW 67th, Lawton, OK; class: A.

■ Tishomingo, OK KTSH(FM) 88.3 mhz—June 16 application for mod. of CP (BPH890112MC) to change ERP: 25 kw H&V; change freq: 99.7 mhz; change to class C3 (per docket #90-487).

■ Banks, OR KDBX(FM) 107.5 mhz—July 3 application for CP to change ERP: 17 kw H&V; change to class C3 (per docket #90-462).

■ Milton-Freewater, OR KLUB(FM) 97.9 mhz—June 20 application for mod. of CP (BPH860918MT as mod.) to change ERP: 4.5 kw H&V; ant.: 243 m.; TL: Duroc, OR; change to class C3 (per docket #89-203).

■ Portland, OR KWJJ-FM 99.5 mhz—June 17 application for mod. of CP (BPH900810IC) to change ERP: 50 kw H&V; change ant.: 386 m.; TL: Healy Heights, 47000 SW Council Crest Dr., Portland, OR.

■ Middletown, RI WOTB(FM) 107.1 mhz—June 17 application for CP to change ERP: 6 kw H&V; ant.: 92 m.; install DA.

■ Spearfish, SD KEZV(FM) 101.1 mhz—June 28 ap-

plication for CP to change ant.: 554 m.; TL: on Terry Peak, 3 mi SW of Lead, SD.

■ Centerville, UT KBCK(FM) 105.5 mhz—June 27 application for mod. of CP (BPH881212IA) to change ERP: 7.3 kw H&V; change ant.: 1116 m.; TL: Farnsworth Peak Antenna farm, 29 km SW of Salt Lake City; change to class C (per docket #90-548).

■ Lynchburg, VA WGOL(FM) 98.3 mhz—June 28 application for CP to change ERP: .57 kw H&V; ant.: 587 m.; change TL: on Tobacco Row Mt., 3.1 mi N of Elon, VA., change to channel 250C3 (per docket #90-553).

■ Longview, WA KZOE(FM) 90.3 mhz—July 5 application for CP to change ERP: .500 kw (V); ant.: 224 m (V); change TL: on Mt. Brinyon 5 km from Longview at 65 degree (T).

■ Tacoma, WA KBRD(FM) 103.7 mhz—June 26 application for CP to change ERP: 57 kw H&V; ant.: 714 m.; TL: West Tiger Mtn., 6 km SE of Issaquah, WA; employ DA.

■ Wenatchee, WA KSSY(FM) 104.9 mhz—June 18 application for mod. of CP (BPH881212ID) to change ERP: 6.1 kw H&V; change ant.: 403.2 m.

■ Bloomer, WI WPHQ(FM) 95.1 mhz—June 18 application for CP to change ERP: 14.7 kw H&V; ant.: 131 m.; change TL: .5 km NW of intersection of Brick Rd. and Tower Dr., in Eagle Point Town, WI; change channel to 236C3 (per docket #90-455).

TV's

■ Frederick, MD WFPT(TV) ch. 62—July 2 application for mod. of CP to change ERP: 3366 kw (vis); ant.: 138 m; change TL: approximately 2 mi SSE of Urbana, MD, .3 mi W of interstate 270; (39 17 53N 77 20 35W); antenna: Dielectric TFU-30 E/V (DA)(BT).

■ Springfield, MA WGBY-TV ch. 57—June 24 application for mod. of CP to change ant.: 306 m.

■ Greenville, NC WUNK-TV ch. 25—June 24 application for CP to change ERP: 1,256 kw (vis); ant.: 351 m; TL: 2 mi S of Farmville State Rd. U.S. 258, Farmville, NC; antenna: Dielectric TFU- 30E (R). (DA)(BT).

Actions

AM's

■ Little Rock, AR KITA(AM) 1440 khz—July 9 application (BMP910424AA) granted for mod. of CP (BP870331CH) to correct coordinates to: 34 42 46N 92 16 48W.

■ Modesto, CA KFIV(AM) 1360 khz—June 26 application (BMP910417AB) granted for mod. of CP (BMP890718AD) to augment nighttime pattern.

■ Atlanta WAFS(AM) 920 khz—June 21 application (BP880901AB) granted for CP for experimental synchronous AM station at Alpharetta, GA to operate simultaneously with primary WGST facility at Atlanta on same frequency (920 khz), but with .2 kw non-directional nighttime.

■ Pipestone, MN KLOH(AM) 1050 khz—June 20 application (BMP881128AG) granted for mod. of CP (BP870327AJ) to increase day power to 9 kw, change hours of operation to unlimited by adding night service with 400 watts and make changes in antenna system.

■ Cleveland, MS WDTL(AM) 1410 khz—July 2 application (BP910430AF) granted for CP to change antenna system and correct coordinates to: 33 45 11N 90 42 50W.

■ Yazoo City, MS WAZF(AM) 1230 khz—June 26 application (BP900405BH) granted for CP to make changes in antenna system and change TL: 1.9 km Yazoo City, MS 32 52 00N 90 23 28W.

■ San Juan, PR WAPA(AM) 680 khz—June 26 application (BMP910315AD) granted for mod. of CP (BP900405BB) to change TL: Hoyo Mulas District and make changes in antenna system.

■ Gloucester, VA WXGM(AM) 1420 khz—July 1 application (BP910328AC) granted for CP to make changes in antenna system.

■ Green Valley, WV WAMN(AM) 1040 khz—June 19 application (BP900405CK) granted for CP to increase day power to 1.43 kw; add night service with 250 watts and make changes in antenna system; change

freq: 1050 khz.

FM's

■ **Citronelle, AL WKQR(FM)** 101.9 mhz—June 24 application (BPH910110IE) granted for CP to change ERP: 15.4 kw H&V; change ant.: 130 m.; freq: 102.1 mhz; class: C3; TL: 15.8 km WSW of Citronelle, AL at intersection of Alabama Hwy. 146, Lott Rd. and Beverly Jeffries Rd. (per docket #89-438).

■ **Show Low, AZ KVWM-FM** 93.5 mhz—June 20 application (BPH910219ID) granted for CP to change ERP: 25 kw H&V; change class: C3 (per show cause order MM docket #89-157).

■ **Barstow, CA KDUC(FM)** 94.3 mhz—May 21 application (BPH901101IA) granted for CP to change ERP: 4.6 kw H&V; change ant.: 238.8 m.; change class to 232A (R&O RM 7134).

■ **Ferndale, CA KWHZ(FM)** 99.3 mhz—June 20 application (BMPH880810ID) granted for mod. of CP (BPH850711M2) to change TL: Humboldt Hill, Eureka, CA: ant.: 124 m.

■ **Mariposa, CA KHRA(FM)** 103.9 mhz—Feb. 12 application (BMPH900906IB) granted for mod. of CP (BPH880512MB) to change ERP: .071 kw H&V; ant.: 624 m.; TL: Hughes site #1, 6286 Morrissey Rd., Mariposa, CA.

■ **Oxnard, CA KDAR(FM)** 98.3 mhz—June 27 application (BPH900820IB) granted for CP to change ERP: .79kw H&V; ant.: 275 m.; TL: AT&T site at Hall Canyon, Ventura, CA.

■ **Key Colony Beach, FL WKKB(FM)** 105.5 mhz—June 18 application (BMPH891229IE) granted for mod. of CP (BPH871110NI) to change ERP: 6 kw H&V; ant.: 69 m.; change TL: near Coast Guard Station on W side of Marathon, FL.

■ **Kekaha, HI KAU1(FM)** 103.3 mhz—June 25 application (BPH910313IG) granted for CP to change ERP: 100 kw H&V; change ant.: -248 m.; class: C1 (per docket #89-584).

■ **Beardstown, IL WRMS-FM** 94.3 mhz—July 5 application (BMLH900904KE) granted for mod. of license (BLH6893) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Belvidere, IL WXR(FM)** 104.9 mhz—June 27 application (BPH910228IE) granted for CP to change ERP: 4 kw H&V; ant.: 122 m.; TL: 1,200 ft. N of Collins Rd. .5 mi E of I-90, Loves Park, FL.

■ **Hiawatha, KS KNZA(FM)** 103.9 mhz—June 21 application (BMPH901121IA) granted for mod. of CP (BPH900518II) to change ant.: 150 m.; TL: 4.5 km from Muscotah, KS, at bearing of 128.4 degrees.

■ **Medicine Lodge, KS KREJ(FM)** 95.9 mhz—June 28 application (BPH901029IF) dismissed for CP to change ERP: 6 kw H&V.

■ **Medicine Lodge, KS KREJ(FM)** 95. mhz—June 19 application (BMPH910415MJ) granted for mod. of CP (BPH880218MB new station) to change antenna supporting-structure height.

■ **Winfield, KS KWKS(FM)** 105.5 mhz—June 19 application (BPH910606IK) granted for CP to change freq: 107.9 mhz; change channel to 300C2 (per docket #89-477).

■ **Glasgow, KY WWWQ(FM)** 105.5 mhz—July 3 application (BPH910520IF) granted for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).

■ **Opelousas, LA KVOL-FM** 105.9 mhz—July 3 application (BPH900104IF) granted for CP to increase ERP: 3.4 kw H&V.

■ **Pocomoke City, MD WMYJ(FM)** 106.5 mhz—June 28 application (BMPH910228ID) dismissed for mod. of CP (BPH880713NW) to change ERP: 2.8 kw H&V; ant.: 104 m.; TL: .3 km SE of intersection of Byrd Rd. and U.S. Hwy. 113, near Pocomoke City, MD.

■ **La Crescent, MN KXLC(FM)** 91.1 mhz—June 26 application (BMPED901010IG) granted for mod. of CP (BPED880816MI) to change ERP: .23 kw H&V; ant.: 257 m.; TL: 1000 Tschumper Ridge Rd., La Crescent, MN 55947.

■ **Le Sueur, MN** (no call letters) 96.1 mhz—June 26 application (BMPH910430IB) returned for mod. of CP (BPH890707MA) to change ERP: 1.70 kw H&V; ant.:

132 m.; TL: 4.8 km on line bearing 310° (T) from intersection of State Hwys. 93 and 19, in Jessenland Township, MN.

■ **Canton, MO KBXB(FM)** 102.3 mhz—June 28 application (BPH900926IA) returned for CP to change ERP: 12.5 kw H&V; change ant.: 94 m.; class: C3 (per docket #89-427).

■ **St. Louis KBDY(FM)** 89.9 mhz—June 24 application (BPED900110IG) returned for CP to change ERP: .02 kw H; change ant.: 151 m H; TL: 625 N Euclid, St. Louis.

■ **Nebraska City, NE KNCY-FM** 97.7 mhz—June 26 application (BPH900608IC) dismissed for CP to change ant.: 150 m.; TL: on Rte. 50, 6.5 km NNW of Otoe, NE.

■ **Keene, NH WKNH(FM)** 91.3 mhz—June 24 application (BPED880426MP) granted for CP to change freq: 91.7 mhz; change ERP: .192 kw H&V; change ant.: -110.6 m.

■ **Canandaigua, NY WLKA(FM)** 102.3 mhz—June 21 application (BPH900227IE) granted for CP to change ERP: 3.400 kw H&V; ant.: 86 m.

■ **Elmira, NY WCIH(FM)** 90.3 mhz—June 21 application (BMPED900717IB) granted for mod. of CP (BPED870209MI) to change overall heights above

ground level: 46 m.

■ **Patchogue, NY WALK-FM** 97.5 mhz—June 28 application (BMPH910524IB) granted for CP to modify composite directional antenna pattern of authorized ERI LP-4AC-DA-SP antenna.

■ **Concord, NC WPEG(FM)** 97.9 mhz—Jan. 23 application (BMPH910123IB) granted for CP to change ERP: 78.8 kw H&V; change ant.: 491 m.; other: Submission of Measured Pattern of FM antenna and reduction in ERP to provide protection to other FM stations.

■ **West Carrollton, OH WQRP(FM)** 88.1 mhz—June 20 application (BPED900629MR) granted for CP to change ERP: 4 kw H&V; change ant.: 90 m.

■ **Lewistown, PA WMRF-FM** 95.9 mhz—June 20 application (BMPH901029IB) granted for CP to change ERP: 3.9 km. (per docket #88-375).

■ **Olyphant, PA WAXH(FM)** 95.7 mhz—June 25 application (BMPH910291B) granted for mod. of CP (BPH871023MG as mod.) to change TL: W Mountain Rd. Ransom, PA: change proposed FM transmitting ant. to adjacent tower.

■ **Cheraw, SC WJMX-FM** 103.1 mhz—June 24 application (BPH910530IE) granted for CP to change ERP: 50 kw; change 150 m.; TL: 5 km W of Society Hill on

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

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.

County Rd.

■ **Orangeburg, SC** WKSO(FM) 103.9 mhz—July 3 application (BPH9101311B) granted for CP to change ERP: 9.2 kw H&V; change ant.: 162 m.; TL: 2.25 km E-SE of intersection of Hwy. 6 and Interstate 26, SC; class: C3 (per docket #89-386).

■ **Brookings, SD** KBRK(FM) 94.3 mhz—June 21 application (BPH9102191F) granted for CP to change ERP: 100 kw H&V (per docket #89-474).

■ **Odessa, TX** KENT-FM 90.5 mhz—June 21 application (BMPED880308MI) granted for mod. of CP to change ERP: 6.5 kw H&V; change ant.: 138.4 m.; TL: 11 mi NW of Center of Odessa 31 53 50N 102 33 57W.

■ **Texarkana, TX** KTXK(FM) 91.5 mhz—July 3 application (BPED9001291A) dismissed for CP to change ERP: 5.2 kw H&V; ant.: 102 m.

■ **Tappahannock, VA** WRAR-FM 105.5 mhz—July 3 application (BPH9009111C) granted for CP to change ERP: 4 kw H&V; change ant.: 83 m.

■ **Woodstock, VA** WAZR(FM) 95.9 mhz—July 2 application (BMLH9001111KE) dismissed for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Wausau, WI** WDEZ(FM) 101.9 mhz—June 19 ap-

plication (BMPH8902241G) granted for mod. of CP (BPH8702171J) to change ant.: 341 m.; TL: .72 km W of Thomapple Rd., .86 km N of Daisy Rd., 8.85 km SW of Wausau, WI. Amended 1/891 ant.: 328 m; TL: Rib Mountain State Park.

TV's

■ **Key West, FL** WEYS(TV) ch. 22—July 3 application (BMPCT901109KE) granted for mod. of CP (BPCT8703319K) to change ERP: 11.16 kw (vis); ant.: 62 m; TL: 527 Southard St., Key West, FL; change antenna: Scala SL-8; (24 33 18N 81 48 08W).

■ **Naples, FL** WNPL-TV ch. 46—June 27 application (BMPCT910528KN) granted for MP to change ERP: 3.192 kw; antenna: Jampro JSH-3246 SOH(DA)(BT).

■ **Rutland, VT** WVER(TV) ch. 28—July 3 application (BPET910115KE) granted for CP to change ERP: 274 kw (vis); ant.: 429 m; TL: Summit of Grandpa's Knob, approximately 7 mi NW of Rutland, near Rutland, VT; antenna: Harris Wavestar TWS-30(BT), 43 39 32N 73 06 25W.

■ **Seattle** KING-TV ch. 5—June 27 application (BPCT870811KG) granted for CP to change HAT: 356 m; antenna: Dielectric TDM-5A5.

ACTIONS

■ **Effective Competition** Modified its rules to define existence of "effective competition" for purposes of regulating basic cable service rates. (MM dockets 90-4 and 84-1296 by R&O and Second Further NPRM [FCC 91-184] adopted June 13.)

■ **Denied request** by Valerie Woodson and Henry Cornell, shareholders of Radio Radio, Inc. (RRI), for tax certificate in connection with RRI's participation in settlement of RKO proceedings. (Report MM-550, Mass Media, July 3 by MO&O [FCC 91-205].)

■ **Revised case-by-case approach** to considering television satellite requests by adopting rebuttable presumption favoring applications that satisfy three public interest criteria. This approach, Commission said, will add efficiency, certainty and predictability to television satellite application process, without sacrificing important policy considerations. (MM docket 87-8 by R&O [FCC 91-182] adopted June 13.)

■ **Agulla, AZ** Denied petition for rulemaking filed by Michael R. Hagans requesting allotment of FM channel 242A to Agulla. (MM docket 90-452 by R&O [DA 91-796] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

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■ **Phoenix, AZ** Afforded an extension of time to Maricopa County Community College District and Arizona Board of Regents for Arizona State University until October 1, 1991, within which to file plan for Joint operation of proposed new noncommercial educational FM station on channel 208A in Phoenix. (MM docket 88-442 by MO&O [FCC 91R-60] adopted July 2 by Review Board.)

■ **Tucson, AZ** Denied application of Playa Del Sol Broadcasters and granted application of F.E.M. Ray Inc. for new FM on channel 281A. (MM docket 89-470 by decision [FCC 91R-59] adopted July 1 by Review Board.)

■ **San Francisco** Approved KQED Inc.'s request for extension of time to cease operation of KQED-TV San Francisco to 12:01 a.m., August 31, 1991. (Report MM-551, Mass Media, July 8 by Letter [FCC 91-208].)

■ **San Francisco** Upheld ruling by Mass Media Bureau returning as unacceptable for filing application of Oro Spanish Broadcasting Inc. for construction permit to operate KIQI(AM) with 1 kw nighttime power and 30 kw daytime power. (Report No. MM-555, Mass Media, July 9 by MO&O [FCC 91-212].)

■ **Tampa, FL** Dismissed petition by Edens Broadcasting Inc. for reconsideration of earlier Commission action affirming Review Board's denial of Edens' application for improvement of facilities of WRBQ-FM by erection of higher antenna tower at new site near River-view, FL. (MM docket 85-304, report DC-1902, July 3 by MO&O [FCC 91-200].)

■ **Idaho Falls, ID** Resolved in favor of SPH Associates in air hazard issue filed against them and conditionally granted their application for new FM on channel 288C1 in Idaho Falls. (MM docket 90-582 by Summary Decision [FCC 91D-35] adopted July 8 by Chief ALJ Joseph Strimmer.)

■ **Jackpot, NV** Denied petition for rulemaking filed by Dale A. Ganske proposing allotment of channel 253A to Jackpot. (MM docket 90-588 by R&O [DA 91-782] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **San Juan, PR** Granted assignment of license of WSJU(TV) from Dr. Carlos J. Lastra-Gonzalez, trustee for Three Star Telecast Inc. to International Broadcasting Corporation, and waived one-to-a-market rule. Report No. MM-556, Mass Media, July 9 by Letter [FCC 91-211].)

■ **New York** Denied S/C Communications' request for tax certificate for its sale of WOR(AM)-WRKS-FM New York to Buckley-WOR Broadcasting Corporation and Summit-New York Broadcasting Corporation, respectively. (Report No. MM-554, Mass Media, July 3 by MO&O [FCC 91-206].)

■ **Blanco, TX** Commission had upheld Review Board decision which dismissed as untimely appeal by Opal Chadwell of Administrative Law Judge's (ALJ) ruling. Chadwell sought review of ALJ's dismissal of her application for failure to prosecute. (MM docket 85-269 by Order [FCC 91-195] adopted June 26.)

■ **Midland, TX** Notified KWEL Inc. of apparent liability for forfeiture of \$10,000 for willful and repeated violations of Commission rules on station KIBAT(FM). (By Letter [DA 91-803] adopted June 21 by Chief, Mass Media Bureau.)

■ **Salem, WV** Notified Salem Broadcasting Inc. of apparent liability for forfeiture of \$10,000 for violations of Commission rules by effectuating unauthorized transfer of control of permit of station WOBG-FM and failing to maintain meaningful management and staff presence at main studio. (By Letter [DA 91-804] adopted June 26 by the Chief, Mass Media Bureau.)

ALLOCATIONS

■ **Skowhegan and Bar Harbor, both Maine** Effective August 15, substitution of channel 300C3 for channel 300A at Skowhegan; conditionally authorized modification of construction permit for WHQO; substitution of channel 299B1 for channel 299B at Bar Harbor; window for Bar Harbor: August 16-September 16. (MM docket 90-512 by R&O [DA 91-774] adopted June 20 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Lake City and Wabasha, both Minnesota** Effective August 15, substituted channel 273C3 for channel 273A from Wabasha to Lake City and conditionally modified construction permit of KQLW for operations in Lake City. (MM docket 90-408 by R&O [DA 91-773] adopted June 19 by Chief, Allocations Branch, Policy and Rules Division.)

CALL LETTERS

Applications

Existing

WLKQ(AM) WXEM La Favorita Inc.; Buford, GA
WUOK(AM) WOCB Boch Broadcasting Ltd.; West Yarmouth, MA

Grants

New AM

KUAAU(AM) Latitude 21 Broadcasting; Haiku, HI

New FM's

WTFX(FM) Louisville Broadcasters Ltd.; Louisville, KY
WTKW(FM) Francis G. Toce; Bridgeport, NY
WYYA(FM) Olive Branch Broadcasting Company; Olive Branch, MS
WYYB(FM) Edmission/Eubank Comm. Inc.; Dickson, TN

New TV's

KLXO(TV) La Paz Wireless Ltd.; El Centro, CA
WYYC(TV) Margaret Miller; Battle Creek, MI

Existing AM's

KRDX(AM) KMCE Minority Commun. of California Inc.; Rancho Cordova, CA
KVCM(AM) KHKR Big Ski Communications Inc.; East Helena, MT
WMOM(AM) WSMD Somar Communications Inc.; La Plata, MD
WMTX(AM) WHBO Metroplex Communications Inc.; Pineallas Park, FL
WXLN(AM) WDJX Stoner Broadcasting System Inc.; Louisville, KY

Existing FM's

KBMC(FM) KPXB Eastern Montana College; Bozeman, MT
KBOE-FM KOSK Jomast Corp.; Oskaloosa, IA
KICK-FM KIDS Bick Broadcasting Company; Palmyra, MO
KKXS(FM) KLXQ Moll-Tex Broadcasting Company; Uvalde, TX
KPSN(FM) KMEQ-FM Bonneville International Corp.; Phoenix, AZ
KSIR(FM) KKDD KKDD-FM Broadcasters; Brush, CO
KYFW(FM) KCEV-FM Bible Broadcasting Network Inc.; Wichita, KS
KZGL(FM) KSMK-FM Regency Communications Ltd.; Cottonwood, AZ
WBMH(FM) WKXX SunGroup Broadcasting of Alabama Inc.; Birmingham, AL
WDJX(FM) WDJX-FM Stoner Broadcasting System Inc.; Louisville, KY
WKOS(FM) WZZY Radio Station WKIN Inc.; Kingsport, TN
WKQT(FM) WZYC-FM Recycled Radio Company Inc.; Newport, NC
WMTX-FM WMTX Metroplex Communications Inc.; Clearwater, FL
WNLT(FM) WVCZ Vernon R. Baldwin Inc.; Harrison, OH
WSMD(FM) WQMR Somar Communications Inc.; Mechanicsville, MD

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GM. Join a growing owner/operator group. Need your help as a selling GM in a southern small/medium market regional powerhouse FM. Group has owned station over ten years and has no debt load. Starting base salary is \$50,000, plus car, plus family health ins., plus lucrative bonus structure. Reply to Box M-15. EOE.

Local selling sales manager needed for continued growth with #1 rated station in highly competitive market. Proven sales track record and team building experience a must. Excellent compensation and benefits. Send resume and references in confidence to Harry Dyer, KYCK FM, Box 5210, Grand Forks, ND 58206-5210. EOE.

Northeast resort area: Successful AM/FM Combo (the only game in town!) seeks GSM to take station to next level. Candidate must carry list and have demonstrated ability to train and motivate staff. Outstanding performance is recognized by liberal incentives. Full benefits provided. Send resume and salary history promptly to Box M-27. EOE.

GM/sales mgr. Baltimore's new pure Rock AOR WHVY FM is now seeking an exceptional leader to take our station to the next plateau and beyond. Strong and proven sales management experience required. Excellent opportunity to become a key player with an innovative, aggressive and growing communications company. Competitive compensation package. Great work environment in historic Annapolis waterfront location. Resumes and salary history to: Vision Broadcasting Co., Jenkins Court, Suite 300, Jenkintown, PA 19046 EOE/MF.

Sales manager for 50kw Classic Rock WKLL - Utica/Rome NY. We'll be profitable at the end of our first year. Can you take us to the next level. Send materials to Ed Levine, WKLL, 1013 Rt 5, Utica, NY 13502. EOE.

Group-owned station seeks GSM for attractive Southeast market. Highly organized individual with proven track record to lead top-rated station. Experience with national a plus. History of job stability a must. Forward confidential resume and requirements no later than 7/29 to Box M-55. EOE.

HELP WANTED SALES

Sales manager/manager for Class C FM station in large market in Southeast. Profit sharing percentage included. Success and track record necessary. Send application to Box M-28.

General sales manager: Our GSM has been promoted to GM at a newly acquired station. We are looking for an experienced GSM to join a rapidly expanding company. Local sales background required (national rep a plus) as well as knowledge of budgeting, P.C.'s, sales promotions, kid's club, negotiating skills and traffic systems. Contact Rick Lowe, KOKI-TV, 5416 South Yale, Tulsa, OK 74135. EOE.

Is selling what you do best?...Live the good life and work an established list at an exclusive formatted FM. Good ratings and a plan for growth. Resume to WDMX, Box 5559, Vienna, WV 26105. EOE.

Bedford and Bloomington, Indiana's only A.C. and Country stations need an aggressive A.E. with opportunity to become LSM. Send resume today to Dave Crooks, GSM, WQRK-FM, WBIW-AM, PO Box 1307, Bedford, IN 47421. EOE.

HELP WANTED ANNOUNCERS

Afternoon announcer/music director: For Adult-Contemporary Christian FM in E. Central Illinois. Applicant needs 2 years on-air experience; production skills & working knowledge of contemporary Christian music. Desire to work with professional ministry-oriented team vital. Send T&R to: Manager, WBGL, 2108 W. Springfield, Champaign, IL 61821. EOE.

Award winning upstate New York community minded AM-FM, immediate opening: PM jock. News, production, too. Tape/resume, Now: 13 Lyman Ave., Waverly, NY 14892. EOE.

Top ranked NPR affiliate in major market is looking for an extremely talented and friendly classical music announcer with at least 2 years experience as a full time classical announcer. KXPR Sacramento is a 50kw Classical/Information station and we're looking for someone who really enjoys being "on the air." This job is six days a week, Saturday through Thursday, and requires 35-38 hours of air-time per week. Starting salary is in the low to mid 20's, plus full benefit package. If you have an interest in joining the KXPR/KXJZ public radio team in Sacramento, California, or if you would like a detailed job description, send your resume, letter of interest and a non-returnable cassette demonstrating your classical announcing talents to: KXPR/KXJZ Classical Search, Hornet Foundation, 6000 J Street, Sacramento, CA 95819. Phone: 916-278-7003. This position is open until filled, but the first round of applications will be evaluated by August 9, 1991. KXPR/KXJZ Inc. is an AA/EOE.

HELP WANTED NEWS

Future openings: News editor/reporter; business editor at CBS affiliated, all-news station. Resume, tape, writing samples to Allan Loudell, WILM Newsradio, 1215 French Street, Wilmington, DE 19801 EOE.

WSIE-FM at Southern Illinois University at Edwardsville is seeking an experienced, talented and motivated individual to serve as news/public affairs director and morning news anchor. Responsible for directing the efforts of a student news staff. Excellent writing, production, reporting and leadership skills are essential, as are team spirit and a professional on-air presentation. Three to four years broadcast news experience (preferably in public radio) and a Bachelor's degree in an appropriate discipline are required, while a Master's degree and experience training/directing student journalists are preferred. WSIE is a 50kw regional public radio station, affiliated with NPR and APR, with modern facilities. SIU-Edwardsville is located in the metropolitan St. Louis area which supplies all of the usual urban amenities of a major market. Salary is \$26,000 with a liberal benefits package. July 31, 1991 closing date. Send resume and audition tape (non-returnable) to: Mr. Roy Gerritsen, General Manager, WSIE-FM, Box 1773, SIUE, Edwardsville, IL 62026. WSIE-FM is an equal opportunity affirmative action employer.

Radio news bureau chief. Organize, report in Des Moines. NPR/APR affiliates with satellite uplink. Bachelor's degree or equivalent work history; convincing newsgathering and supervisory experience; strong production, on-air skills; sympathy with public radio strategies. \$25,565, excellent benefits. Tape, resume, references to Cecil Hickman, News Director, WOI AM/FM, Iowa State University, Ames, IA 50011, by August 5th. 515-294-2025. EOE.

SITUATIONS WANTED MANAGEMENT

Record setting GSM wants management position. Innovator, motivator, team leader. Top biller and award winning air talent with strong, credible community image. Reply Box M-2.

General manager/general sales manager. Experienced leader who believes in the true meaning of the phrase "Team Concept!" Proven track record. I also have a complete team to bring in if needed, sales, programing and on-air talent. Reply to Box M-30.

General manager: Successful quality GM with 20+ years experience, excellent references, strong sales and people skills, and attention to bottom line, seeks stable broadcast opportunity. Reply to Box M-31.

A selling manager looking for new opportunity in medium or small market. Successful record in startups and turnarounds as GM. Will consider GSM in right situation. I believe in getting out and making things happen rather than the "ivory tower" style of managing. Let's talk...call 205-831-2763 after 7pm.

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. 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.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation dealing ASCAP, BMI and SESAC. Bob Warner, 914-634-6630.

Prior owner/operator with 22 years experience will build your AM/FM station from construction of facility to hiring/training staff. Experienced with all sized markets/turnarounds. Will consider equity. 1-512-828-9252.

Surely there's an owner who needs a GM to run one or more stations, who has proven time and time again that he can create, build, and maintain huge chunks of cash flow. Experience: 19 station group head; markets small, medium and large; GM success every single time; etc. Debt service being what it is, I can't believe that someone doesn't need a pro that can get it done, quickly. Call 407-876-2021.

Talented, experienced manager broadcast-cable management & sales management experience 100,000+ markets only, please \$65,000 yr. min. + perks 903-295-1367 for resume & references. Tommy Thompson.

Turnkey GM available who loves small/medium market turnarounds. Over 20 years radio television and media-related experience. Bottom-line, community-minded manager with sales, sales-training, news, promotion and production skills. Prefer sweat-equity situation in midwest, but will consider other locations. Reply to Box M-45.

It's time for a new challenge. 22 years experience, 11 at last station, and 16 management starting broadcasting sale at 19 so AM still young enough to enjoy the fight. Can train, motivate, sell, program and have FCC knowledge from basics to up grade. Wife just graduated and we are ready to move. Grow with a winner. Reply to Box M-46.

Group manager. Small or medium markets. Very successful track record as owner, manager, consultant. 18 years experience, including start-ups, turnarounds, mature stations needing revitalization. Thorough knowledge of all phases of radio business, FCC rules and regulations. Please reply to Box M-47.

Small market GM ready to move up medium/major market; 16 years experience - GM/SM/CE. Perfect for operations/station mgr or sales mgr. Can integrate into all departments; lend unique understanding of overall operations in any department. Available now. 602-772-8837.

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.

Educated, articulate news announcer/reporter seeks job. 15 years experience. Available for interview anytime in September. For details and demo tape, phone John Shepard, c/o Boye De Mente at 602-952-0163.

Talented, experienced sportscaster, talk show host with sales, news, announcing experience. Has done it all from major league baseball to high school sports. Young and experienced. Looking for other opportunities. Randy 407-337-2361.

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

Sports pro. Sophisticated, exciting PBP, solid anchoring skills. 5 yrs. exp. All markets considered. All major sports. Impeccable knowledge. Bob, 201-546-5546.

Award-winning radio news/public affairs director seeks new opportunity. Have won national and state awards for documentaries, news programs. Created new public affairs programming. Am a former broadcast journalist of the year with television experience. Seeking transition to television community or public affairs director. Call 901-324-4040 ext. 54 and leave message for Lynn.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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.

SCA positions available in major cities. Call Joyce Stern, 305-463-9299 x210.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: We are Midwest, small market and FOX. Seeking experienced professional to develop local sales. Mail resume in confidence to Box M-32. EOE.

TV sales manager position available. Fast track FOX affiliate looking for creative individual who has demonstrated leadership ability in local or national sales and is ready for a new challenge. Join a young, group-owned operation. Send resume to General Sales Manager, WSYT FOX 68, 1000 James Street, Syracuse, NY 13203. EOE/M.F.

Director, telecommunications center: Full time position for experienced professional to direct the telecommunications efforts of the Archdiocese of Baltimore. General responsibilities include planning, developing, and coordinating the telecommunications needs of Archdiocesan parishes, institutions, and central administrative offices. Qualifications: Graduate studies in Catholic Theology and experience in pastoral ministry. Demonstrated skills in every aspect of video production including: producing, directing, research, writing, editing and marketing. Ability to develop networks with a variety of agencies; to develop and manage a budget; and to supervise staff. Knowledge of production media equipment and resources in the religious education arena. Knowledge of the Archdiocese of Baltimore required. Equivalence of Masters degree in Communications, Theology, or Religious Education and a minimum of three years experience in church related media production. Comprehensive benefit package. Application deadline: July 31, 1991. Submit resume to: Director of Human Resource Services, Archdiocese of Baltimore, 320 Cathedral Street, Baltimore, MD 21201. 301-547-5448. EOE.

HELP WANTED TECHNICAL

EIC for Texas based mobile unit. Strong maintenance background required. Send resume and salary requirements to: Tel-Fax Texas, 3305 Pleasant Valley Lane, Arlington, TX 76015. EOE.

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 M-34. EOE.

TV broadcast engineer needed with FCC First Phone license or TV SBE certification. TV transmitter maintenance experience preferred. Contact Mervin Ainsworth CE, WKTV, Box 2, Utica, NY 13503. EOE.

HELP WANTED NEWS

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.

Reporter/anchor. Earn valuable overseas experience with multiple ACE/George Polk/RTNDA/Silver Gavel award news group with lock on the Marianas. Outstanding benefits including co.-paid ret. and profit-sharing in our vital Saipan bureau. The Western Pacific is the place to be if you're serious about your career. Non-ret. tapes, resumes and references first time to: Ken Booth, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910. Fax: 671-477-7847. EOE.

Weekend sportscaster, 2 years commercial television experience, medium Northeast market. Low 20's. Reply to Box M-36.

Wanted: Sports director. Need good writer, reporter, producer with shooting ability and minimum two years experience anchoring. Good management skills helpful for three person department in strong sports market. No calls. Non-returnable tapes and resumes to: News Director, KEZI Television, PO Box 7009, Eugene, OR 97401. KEZI-TV is an equal opportunity employer.

WNEM-TV: Weekend weathercaster/reporter/photographer three weekdays. Preferably meteorologist. Send non-returnable tape to: Ron Petrovich/News Director WNEM-TV, 107 N. Franklin St., Saginaw, MI 48606. No phone calls please.

Executive producer: Responsibilities include content and production of news programing, as well as staff supervision and management. 2 to 5 years in news management. Send resume to Jim Collins, Vice President/News, WFMY-TV, PO Box TV-2, Greensboro, NC 27420. EOE.

Executive producer: Top 50 S.E. network affiliate looking for a seasoned, take-charge news pro to oversee 3 hours to top rated daily news product. Resume to Box M-48.

Assistant news director: Strong, experienced TV news manager to supervise all day-to-day activities of an aggressive news operation. Will manage assignments, story selection, direction and content, working with reporters to improve story concepts and presentation. Total involvement in all aspects of news department from budgeting to hiring. Candidate must be skilled broadcast manager with excellent journalistic, motivational and people skills. Letter and resume (no phone calls) to Bob Feldman, News Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

News director/anchor: Small-market affiliate in Midwest seeks solid news person to run 10-person department. Will produce and co-anchor 6pm newscast. Previous experience as producer or assistant news director. Resume and detailed description of news and management philosophy. Salary in the mid 20's. Position available in late August. Reply to Box M-49.

West South Central affiliate seeks on-air weather person. Knowledge of Triton Weather System and related degree preferred. Prior anchor and/or reporter experience a plus. Send resume, salary requirements and air check to Box M-50. EOE.

Southeast NBC affiliate looking for right person to complement male co-anchor. Must possess strong news judgement and team leadership. Reporting and community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

West Texas affiliate seeks a staff meteorologist. On-air experience required; degree and seal preferred. Experience with Triton Computer Weather System essential. Candidates will do daily five, six, and ten pm weathercasts and supervise a 3-person department. Send tape, resume, and salary history to News Director, KLSB-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Weekend sports anchor/reporter: Produce and anchor weekend sportscasts; also report and produce sports stories. Two to five years television sports coverage experience. Must have some experience in reporting, anchoring and live coverage of sports. Must have college degree. Send resume and non-returnable tape to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

News producer: Coordinate, supervise work of reporters, photographers, tape editors for journalistically acceptable and technically well-produced stories. College degree, preferably in journalism, radio-TV, or related field. Minimum 2 years experience as associate producer or news producer. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Meteorologist: Desirable mid-sized weather-active market seeks experienced weatherperson. Knowledgeable, personable presentation a must. M/F EOE. Letter/resume to Box M-51.

Reporter/photographer position available. Great opportunity and experience for entry level applicant. Good company benefits. NBC affiliate. Knowledge of ENG equipment a must. Equal opportunity employer. Send resume and tape to Cherie Harms, General Manager, KQCD-TV, Box 1577, Dickinson, ND 58602.

Weathercaster: Northwest network affiliate seeks a skilled communicator to anchor Monday-Friday weather segments. Minimum two years experience with working knowledge of computer graphics. Some environmental reporting and promotional appearances required. A.M.S. seal desirable. Send resume to: Box M-52. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Talk-show producer: WXYZ-TV, the number-one affiliate in Detroit, seeks producer for its successful, long-running A.M. talk-show, Kelly & Company. Require two years previous talk-show experience in commercial station--medium to large market, but will consider applicable news or field production experience. College degree preferred. Television production experience required. Send resume only to Personnel Director, WXYZ-TV, 20777 W. 10 Mile Rd., Southfield, MI 48037. EOE.

Video editor: Come join ABRY, America's fastest growing television group, at STAR 64 Television in Cincinnati. STAR 64 is seeking a creative and ambitious computer editor. Previous experience a must. Knowledge of GVG editors and switchers. Dubner CG and Pinnacle DVE a plus. EOE. Absolutely no phone calls. Send resume and non-returnable tape to: STAR 64 Television, Attn: Production Manager, 5177 Fishwick Drive, Cincinnati, OH 45216. EOE.

Production specialist: BA degree in TV Production or HS/GED, related training and three years experience in the operation of broadcast quality television equipment, including: Betacam SP camcorders, EFP/studio lighting, Mach I computerized editing, GVG switchers. Ability to write/produce stories for a magazine format program and to direct assigned projects. Experience with ADO, one-inch and D-2 recorders or willingness to learn. Ability to use sign language or willingness to learn. Min. salary \$23,330. Excellent benefits package. Apply in person or send resume to: Gallaudet University, Personnel Office, 800 Florida Ave., NE, Washington, DC 20002-3625. EEO/AAP.

Director of television broadcasting: South Dakota Public Broadcasting seeks director of television broadcasting at Vermillion, SD to supervise and direct broadcasting, TV production, and programming operations for a statewide public television network, and responsible for planning, budget, promotion and evaluation of network productions. Thorough knowledge of TV productions; administrative procedures; methods of supervision; public television policies, priorities and resources; copyright rules and regulations; technical aspects of broadcasting and programming; television station and network operations; Federal Communications Commission rules and regulations. Graduation from college or university with Bachelor's degree in Communications with a broadcast emphasis or related degree. Five (5) years television production and programming work experience; or an equivalent combination of education and experience. Minimum \$1,064.00 bi-weekly. Closes August 9, 1991. Questions call Roger Bamsey or Larry Miller 605-677-5861. State application form required. Send state application to: Bureau of Personnel, 500 East Capitol, Pierre, SD 57501. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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.

Problem solver; former group director of operations and engineering completing current project in late July, seeking new challenge. Experienced all phases start-up and turn-around situations, ready to improve your bottom line quickly. Call 201-890-3254 any time.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box M-40.

Experienced engineer wants to be your CE or ACE. Prefer small or medium market in southeast or northeast. Supervisory experience, hands on expertise as well. Construction, maintenance, capital planning, budgeting. Good with computers. Call Jim 718-361-9122.

SITUATIONS WANTED NEWS

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

Award winning sportscaster looking to re-enter field. Looking for anchor/reporter position and/or PBP. Strong presence. Solid, emotional delivery. Very determined worker. Available immediately. Call Adam Hertz, 215-628-0202.

Meteorologist/science environment reporter. Knowledgeable, personable, warm, friendly, community involved! Major Mkt. experience. Seeking challenge. AMS/NWS Mark Strehl, 319-227-RAIN.

Female meteorologist with 1 year experience in medium market desires new challenges. Highly energetic and creative. Call Lisa 618-985-3371.

Ray Etheridge is back! Available to shoot your magazine show, special projects, or news. 16-years experience. 818-891-1168.

Program/promotion director had a taste of hosting a weekly news program now seeks an entry level position in a newsroom. Willing to wear more than one hat for an opportunity. 312-525-6045.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Emmy nominated/Ace award-winning television reporter available for freelance assignments. She has seven years of New York market experience to put to work for you. Roz Miller-Sparks 201-675-6132.

MISCELLANEOUS

All news community TV station in Rochester, NY seeking equity partner with general or sales management experience for expanding markets (Buffalo/Tampa) call R. Kniffin 716-546-3800 or Fax 716-544-1110.

Attention job-hunters! Frustrated by dead-ends, worn-out leads, and form-letters-of-rejection? We provide hundreds of attractive listings in all fields, plus timely documented advice on future availabilities. Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slater and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED 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? CASCOM syndication 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.

SALES TRAINING

Boost sales with EasySpeak! 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.

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.

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

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 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.

C-Band uplink(s) needed now! Fully redundant, portable or fixed. Buy or lease. 813-254-1661.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 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.

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

FM transmitters: CCA FM20,000E, 20KW (1979), 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.

BE 30KW FM: 1981 BE FM30. Factory rebuilt & returned to customer's specs. w/FX-30. 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.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

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

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

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.

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.

RCA UHF transmitter, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom 813-848-7629.

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Chyron 4100 EXB graphics; Grass Valley twenty ten video router; 4 RCA TK-47 cameras with Fujinon 18xl, 30xl, 44xl lenses; Yamaha PM-1000. PM-700 audio consoles. Please call Tel-Fax Texas: 817-468-0070.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

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90 - sections 6 1/8", 19 1/2 Ft. transmission line. \$200 per section. 2 - RCA TR-70C Quad VTRs. One operational, one for parts. \$1000 OBO for both. 50 watt ITFS transmitter, antenna. \$10,000 OBO. Sony VO-4800 portable 3/4" VTR with soft carrying case. Less battery. \$500 TV satellite receiver, Scientific Atlanta, C Band model SA-7500 \$1,000. All FOB KOZK-TV Springfield, MO. Will trade! Bill Ellis 417-865-2100.

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College degree preferred. Minimum 4 years National Television Rep. Strong preference for 2 years of direct broadcast. Sales Management experience (top 25 markets only). Knowledge of IBM and PC's are required. NO PHONE CALLS PLEASE. Send resume to:

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For aggressive television news assignment desk in a highly competitive major market. Responsible for gathering information for news stories, coordinating coverage with newscast producers, and making crew assignments.

Minimum three years experience as an assignment editor or desk manager. Experience as a newscast producer extremely valuable.

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Dick Moore
News Director
WSB Television News
1601 Peachtree Street NE
Atlanta, Georgia 30309

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Affirmative Action EOE/MF

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Requires thorough background experience in all phases of television news production. Will directly supervise show producers in approving newscast content and rundown. Will directly supervise writers/associate producers and guide reporters in story development and packaging.

Must have major market experience, demonstrated good people management skills, and excellent news judgement. Shares responsibility with news director for managing daily news operation.

Resumes only please to:

Dick Moore
News Director
WSB Television News
1601 West Peachtree Street NE
Atlanta, Georgia 30309

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GRAPHIC ARTIST--You will help build animation and graphics for on-line and post production usage. Under the direction of the Graphics Supervisor, you will work with digital and computer graphics to update and improve presentations, and operate a computer to ensure proper pricing/merchandising graphics are used. In addition, you will create and develop three dimensional graphics and produce limited animation on Dubner.

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We offer a competitive salary and benefits. If interested, send or fax your resume and salary requirements, to: **Maryanne Delaney, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Fax# (215) 430-2368.** We are an equal opportunity employer, m/f.



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We want that rare energetic, creative hotshot with experience, contacts, ideas and mastery of Regis and Kathy Lee and Oprah-style shows. Must be good "people person" too. Title and salary commensurate with experience.

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If you can fly the CMX 3600, A53D w/WARP and two Key Channels, A62, GVG300 and D2, and you want to soar to new heights in a highly creative environment (not to mention land in a great resort city!), send your resume to: The Family Channel, Personnel Department, CSB 324, 1000 Centerville Turnpike, Virginia Beach, VA 23463.



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Mid-Atlantic Area Class A FM, C-3
CP Pending Highly rated urban AM
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\$995K, terms available

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

FATES & FORTUNES

MEDIA



Kaden

Ellen Oran Kaden, deputy general counsel, CBS Inc., New York, named VP, general counsel and secretary, CBS Inc.

James M. Keating, executive VP and chief operating officer, Beasley Broadcast Group, Naples,

Fla., resigned. **Simon T.**, general manager, Westwood One's Pirate Radio, named special assistant to president and acting chief operating officer, Beasley Broadcast Group.

William G. Barker Jr., senior VP and chief financial officer, CBS/Fox Video, joins Statewide Media Group Inc., Albany, N.Y., as CEO.

Derek Hayward, formerly with *Miami Herald*, joins WSVN(TV) Miami as reporter.

Vicky Gregorian, VP, programming services, WHLL(TV) Worcester, Mass. (Boston), named VP and general manager.

Andy Graham, general sales manager, WSLR(AM)-WKDD(FM) Akron, Ohio, named VP and general manager, succeeding **Dick Lumenello**, who joins KIDO(AM)-KLTB(FM) Boise, Idaho, in same capacity.

William E. Blackwell, executive VP, Jefferson-Pilot Corp., Greensboro, N.C., named president, Jefferson-Pilot Communications.

Peter Dominowski, director of programming, WMFE-FM-TV Orlando, Fla., named VP, development.

Carol Fanning, fund marketing director, Jones Intercable Inc., joins co-owned Jones Spacelink Ltd., Hilo, Hawaii, as general manager.

Peggy Wilcox, controller, *Springfield News-Leader*, Springfield, Mo., joins WBAY-TV Green Bay, Wis., as business manager.

Thomas E. MacArthur, VP and general manager, WLMT(TV) Memphis, joins KDSM-TV Des Moines, Iowa, in same capacity.

Tom Bigby, program director, WIP(AM) Philadelphia, named station manager.

Tom D. Settle, stations editor, *TV Guide*, Lancaster, Pa., joins WHP-TV Harrisburg, Pa., as director of research.

Stan Siegal, VP and general manager, WBOY-TV Clarksburg, W. Va., joins KDBC-TV El Paso in same capacity.

William C. Bland, former owner, WNCC(AM) Barnesboro, Pa., joins WRKZ(FM) Hershey, Pa., as general manager.

SALES AND MARKETING

Stephen M. Leff, vice chairman, director of media and administrative services, Backer Spielvogel Bates Inc., New York, resigned to pursue other interests in broadcasting and related industries.



Warner

Thomas Warner, local and national sales manager, WSBK-TV Boston, joins WHDH-TV there as general sales manager.

Jeffrey D. Bennis, marketing director, Clairol Inc., New York, joins Rifkin & Associates Inc., Denver, as VP, marketing.

Albert H. Crane, former VP, prime time sales, CBS-TV and VP, CBS Cable and Information Enterprises, CBS Worldwide Enterprises, joins Travel Channel, New York, as director of advertising sales.

Shelly Wagner, coordinator of publicity and advertising, RKO Radio, joins KABC(AM) Los Angeles as director of advertising and marketing.

Tracey Smith, sales manager, Arvis Corp., Waltham, Mass., joins Marketing Resources Plus, Boston, as Northeast regional sales manager.

Kim Schmoker, media director, Emerson Bearfield & Associates, and **Lauren Ventresco**, recent graduate, University of (Amherst) Massachusetts, join WHDH(AM) Boston as account executives.

Appointments at KTXH(TV) Houston: **Mark Burdett**, local sales manager, WDCA-TV Washington, named general sales manager; **Christopher M. Osgood**, account executive, KAOI-AM-FM Maui, Hawaii (Wailuku), to same capacity, and **Donna Wharry**, creative art specialist, Advanced Educational Concepts Inc., Houston, named graphic artist.

David Weems, national sales manager, KTVD(TV) Denver, named general sales manager. **Gary Lucas**, senior account executive, KTVD(TV) Denver, named local sales manager.

Jay Rabin, VP and general sales manager, KTVD(TV) Denver, joins WHTM-TV Harrisburg, Pa., as general sales manager.

Brad Raney, regional account representative and senior account executive, WKCH-TV Knoxville, Tenn., named local sales manager.

Pete Monfre, local sales manager, WISN-TV Milwaukee, named general sales manager.

James B. Krone, regional sales manager, WJNO(AM) West Palm Beach, Fla., joins WPBR(AM) there as general sales manager.

Jack Gillen, formerly from WQHQ(FM) Ocean City-Salisbury, Md., joins WETT(AM)-WWTR(FM) there as director of AM sales and account executive.

Jeff Kuerzi, advertising manager, University of (Lexington) Kentucky, joins WLEX-TV there as account executive.

Appointments at WRMR(AM)-WDOK(FM) Cleveland: **Chris Maduri**, director of sales, WDOK, named general sales manager; **Janet Pierce**, account executive, named regional sales director, and **Dianna Miller**, account executive, named co-sales director, WDOK.

Renee Wellman, sales assistant, Torbet Radio and Group W Radio Sales, named sales associate, Group W Radio Sales, San Francisco.

Appointments at DDB Needham Worldwide, Chicago: **Sam Pillsbury**, VP, producer, Backer Spielvogel Bates Inc., New York, named executive producer; **Angela Rasmussen**, media planner, named media supervisor, and **Paul Brouman**, art director, named associate creative director. **Monique Verrier**, former intern, traffic department, Washington, named traffic coordinator there.

PROGRAMING



Bodenheimer



Hagopian

George Bodenheimer, VP, affiliate sales and marketing, Eastern division, ESPN, named VP, national affiliate sales, Bristol, Conn., and New York. **Tom Hagopian**, VP, affiliate sales and marketing, Western division, ESPN, Denver, named VP, consumer marketing, New York.

Rob Roth, VP, assistant controller of cash and revenue operations, HBO Inc., New York, named VP, assistant controller, financial operations and reporting. **Michael Spinnelle**, director of revenue accounting and support services, HBO Inc., New York, succeeds Roth.

Joanne Mazzu, manager, business affairs, Columbia Pictures Television, Burbank, Calif., named associate director, business affairs. **Lori Forte**, director, comedy development, Columbia Pictures, named VP, comedy development.

Ken Mok, manager, current comedy programs, NBC Entertainment, Burbank, Calif., named director, current comedy programs. **Jeremiah Bosgang**, manager, specials, variety programs and late night, NBC Entertainment, named director, specials, variety programs and late night.

Rich Grove, VP, sales and syndication programming, Blair Entertainment, forms Grove Television Enterprises independent entertainment and communications company, Chicago.

Marc Grayson, senior VP, marketing, MCA Television, joins MTM Television Distribution, Los Angeles, as Western regional sales manager.

Michael Kory, senior auditor, Warner Bros. Television Distribution, Burbank, Calif., named VP, accounting.

Michelle Kearney, VP, international program sales, Carolco Films International, New York, named senior VP, international television.

Lynn Anderson, president and general manager, KHS-AM-FM Los Angeles, joins

Radio Express programming service there as VP, sales and marketing.

Paul Rush, VP, Visnews International, joins Gramercy Broadcast Center, New York, full-service TV production and post-production facility, as VP and general manager. **Randy Cohen**, editor, Princzko Productions, joins Gramercy Broadcast Center, New York, as VP, television services.



Rush



Miller

Arthur W. Miller, senior VP, cable marketing, NBC, New York, joins Intercontinental Television Group, Los Angeles, as senior VP, sales and marketing.

Tom Shannon, midday air personality, WWKL(FM) Harrisburg, Pa., named program director.

The Fred Silverman Co. has promoted five executives within network production company. **Gigi Levangie** has been appointed vice president, programs, where she will be responsible for supervising current network series in production. She was previously director of creative affairs. **Linnea Pate**, who joined company in 1988, has been named director of program development. **Kimberly Haswell**, who has been with Silverman since 1989, becomes director, current programs. **Deda Kladouris** will assume expanded role as assistant to president and director of talent relations, and **Kathleen Killeen** as program executive. FSC, in association with Viacom Productions, currently produces network series *In the Heat of the Night* (NBC), *Matlock* (NBC), *Jake and the Fatman* (CBS), and is teamed with Viacom Enterprises on syndicated series *Johnny B...On the Loose* and *Our Old School*.

Martin C. Flaherty, sales director, affiliate relations, Southeastern region, Golden American Network, named sales and marketing director, Eastern region, Atlanta.

Alice Carroll, former executive producer and sales representative, Jay Wesley Jones Productions, New York, joins Wright-Banks Films there as sales representative.

Mike Rogers, afternoon air personality, KNGC(FM) Dallas, joins KUII(AM) Dallas-Fort Worth as morning anchor.

Beverly Alfson Pearson, from Wyndmere Public Schools, joins Prairie Public Television, Fargo, N.D., as coordinator, Prairie School Television.

Maura Dunbar, associate director, motion pictures for TV, ABC Entertainment, Los Angeles, named director, motion pictures for TV. **Jackie Colden Lyons**, associate director, current series programs, ABC Entertainment, named director, current series programs.

Jerry Jameson Jr., former manager, Orion Television, Los Angeles, joins Rysher Entertainment, Studio City, Calif., as VP.

Appointments at Nostalgia Television, Los Angeles: **John A. Janas**, president, resigned to join Quadrean Capital Corp. international investment banking firm looking to acquire media properties; **Charles V. Bush**, chief financial officer and corporate secretary, and **James J. Cavazzini**, senior VP, affiliate sales, named executive VP's.

Appointments at ABC Radio Network, New York: **Ron Rivlin**, manager, ABC Rock Network, named director of program sales; **Patricia Kresner**, director, entertainment programming, named director of program marketing; **Irene Minett**, director of tour marketing and merchandising, named director of entertainment program development; **Joyce MacDonald**, manager, ABC Direction Network, named manager, ABC Rock Network; **Jessica Ettinger**, manager, entertainment programming, named manager, affiliate services; **Paul Miraldi**, manager of entertainment programming, named manager, program sales, and **Barbara Silber**, manager of entertainment programming, named manager of program sales.

Host named at CNN Sports for telecast of 1991 Pan American Games from Cuba: **Ernie Johnson Jr.**, host, *U.S. Olympic Gold*; **Nicole Watson**, reporter and substitute anchor, *U.S. Olympic Gold*, and **Nick Charles**, co-host, *CNN Sports Tonight*.

Dawn M. Hill, director of national accounts, SportsChannel America, joins Courtroom Television Network, New York, as VP, regional sales, affiliate relations department. **Jane Stone**, segment producer, *60 Minutes*, CBS News, New York, joins Courtroom Television Network there as senior producer.

John Hardy, director, News 12 (Connecticut), joins *Now It Can Be Told* syndicated daily news magazine, New York, in same capacity.

Kevin Fortson, production executive, Investigative News Group, New York, named VP, chief financial officer.

Dave Goetz, producer and director, 76'ers basketball games, WPHL-TV Phila-

delphia, joins KCOP(TV) Los Angeles as producer and director, Clippers basketball.

Paul Michael Tyler, air personality, WKSZ(FM) Philadelphia, named acting program director.

Gene Knight, air personality and music director, KFMB-FM San Diego, Calif., named program and operations manager.

Adam Cook, program director, WSSX-FM Charleston, S.C., joins WXXL(FM) Leesburg, Fla. (Orlando), in same capacity.

Mark Adamle, account executive, HRP, joins Intersport Television, Chicago, as senior account executive, national sales.

Laura P. Caraccioli, account coordinator, Camelot Entertainment sales, Chicago, joins Orbis Communications there as account executive.

William O. Barron, sales executive, Ralph C. Ellis Enterprises Ltd., Toronto, named senior sales executive.

Keith Halford, executive VP, marketing, new business development and retail sales, QVC, Philadelphia, joins Shop At Home Inc., Newport, Tenn., as president and CEO.

Ashley Smith Frank, regional manager, Eastern region, Nostalgia Television, Southampton, Pa., named regional director, Eastern region.

NEWS AND PUBLIC AFFAIRS

Lisa Glasberg, acting news director, WQHT(FM) New York, named news director.

Derek Hayward, formerly with *Miami Herald*, joins WSVN(TV) Miami as reporter.

Kevin Beattie, part-time associate producer, WLOS(TV) Asheville, N.C., named full-time associate producer and weekend producer.

Chris Adams, weekend co-anchor and consumer reporter, KGET(TV) Bakersfield, Calif., joins KFSN-TV Fresno, Calif., as general assignment reporter.

Appointments at KCRA-TV Sacramento, Calif.: **Dave Kaylor**, news operations manager, WFLA-TV Tampa, Fla., to same capacity; **Deborah Collura**, executive news producer, named assistant news director, and **Ed Chapuis**, weekend assignment editor, named special projects producer.

Lawrence R. Meli, owner and operator, Program Syndication Consultants, joins New England Cable NewsChannel 24-hour cable news service to launch March 1992, Newport, R.I., as general manager.

Jineane Ford, 5 p.m. anchor, WTSP-TV Tampa, Fla., joins KPNX(TV) Mesa,

Ariz., as 6 p.m. and 10 p.m. co-anchor. **Marianne McClary**, anchor and reporter, KTNV(TV) Las Vegas, joins KPNX in same capacity.

Appointments at WTVT(TV) Tampa, Fla.: **Steve Geiger**, general assignment reporter, named special projects producer; **Mike House**, 5 p.m. producer, named executive producer, and **Robyn Sweat**, morning producer, named 5 p.m. producer.

Dan Will, former noon producer, KQVR(TV) Sacramento, Calif., joins KTVB(TV) Boise, Idaho, as weekday 6 p.m. producer and special projects producer.

Suzanne Barr, producer and reporter, WXXI-TV Rochester, N.Y., joins WHEC-TV there as public affairs coordinator.

Holli Haerr, acting news director and executive producer, *Peconic Magazine*, WBAZ(FM) Southold, N.Y., named news director.

Marilyn DeAngelis Pennell, producer, writer and director, news series, documentaries and public affairs campaigns, WLVI-TV Cambridge, Mass. (Boston), joins New Hampshire Public Television, Durham, N.H., as news director.

TECHNOLOGY

Robert A. Young, director of technical operations, BO&E West Coast, joins Capital Cities/ABC Inc., as VP, broadcast operations and engineering, West Coast, Los Angeles, succeeding Jack Neitlich, retired.

George Hamilton, manager, project implementation, NBC-TV, Burbank, Calif., named manager, on-air videotape operations.

Bernard M. Windon, former VP, corporate communications and government affairs, NutraSweet Company, joins General Instrument Corp., New York, as VP, administration.

Steve Smith, chief engineer, WCCO-TV Minneapolis, joins KSDK(TV) St. Louis in same capacity.

Sandra Hannum Stora, development director, KYUK-TV Bethel, Alaska, joins KUAC-FM-TV Fairbanks, Alaska, in same capacity. **Thomas McGrane**, from University of Alaska Southeast, Sitka, Ala., joins KUAC-FM-TV Fairbanks, Alaska, as director of engineering.

Lucy Woodworth, paintbox artist and harp operator, Instant Replay, joins Pinnacle Post, Seattle, in same capacity. **Earl Williams**, colorist, Editel, Los Angeles, joins Pinnacle Post in same capacity.

Tom Dolan, from Varian Associates,

joins MCL/Incorporated, Bolingbrook, Ill., as international marketing and sales director.

Appointments at Harris Allied, Quincy, Ill.: **Carl Proescholdt**, manager, FM manufacturing team, named manager, radio service and repair; **Don Carpenter**, manager, TV-radio service, named manager, TV field service and systems integration; **Pat Humke**, manager, AM manufacturing team, named manager, radio manufacturing team, and **Don Winget**, team leader, international order administration and service, named order administration team leader.

Appointments at IDB Communications Group Inc., Los Angeles: **Linda F. Murray**, general manager, transportables group, named senior director, corporate sales; **Bob Boxer**, audio manager, teleport facility, Staten Island, N.Y., named audio sales manager; **Cindy K. Bower**, program booking coordinator, named customer service representative, audio sales, and **Dawn R. Dills**, administrative assistant, named sales and marketing coordinator.

Cheryl Pirello Neeson, VP and general manager, Digital Images, joins co-owned Editel Boston Inc. there as president.

George Chaltas, director, Western region, record track, Broadcast Data Systems, Burbank, Calif., named general manager, music division, Western region.

PROMOTION AND PR

Julia L. Van Hees, director of publicity, Buena Vista Television, joins Baker Winokur Ryder public relations, Beverly Hills, Calif., as senior VP.

Dava Guerin, VP, group supervisor, Weightman Public Relations, Philadelphia, named senior VP, group supervisor.

Scott Morrow, from film department, KTXH(TV) Houston, named promotion producer.

Mary Kearney, senior account executive, Porter-Novelli, Washington, named account supervisor.

Elena Bowman, from Bowman Productions, joins WSYX(TV) Columbus, Ohio, as senior writer and producer, creative services department.

Susan Dawn McLean, former corporate communications director, Covenant House, joins Howard J. Rubenstein Associates Inc., New York, as account executive.

Mary Kay Metcalf, public relations coordinator, Creative Marketing Alliance Inc., Princeton Junction, N.J., named assistant account executive.

ALLIED FIELDS



Davis

Maggie Davis, VP, creative director, Television Bureau of Advertising, joins International Radio and Television Society, New York, as director of marketing.

Herb Jellinek, former president in charge of production, ABC Entertainment and ABC Circle Films, joins Academy of Television Arts and Sciences, Hollywood, as chief financial and administrative officer.

Diane B. Burstein, associate, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo law firm, Washington, joins National Cable Television Association there as assistant general counsel.

Federal Communications Commission employees honored with Distinguished Service (gold medal) and Meritorious Service (silver medal) Awards: **Renee I. Licht**, deputy general counsel, Office of General Counsel and **William R. Torak**, deputy chief, spectrum engineering division, Office of Engineering and Technology, received gold medals; **Mary L. Brown**, attorney advisor, Common Carrier Bureau; **Laura J. Johnson**, industry analyst, Mass Media Bureau; **Robert C. McIntyre**, chief, international liaison staff, Private Radio Bureau, and **Stephen E. Schumacher**, chief, labor relations and workforce effectiveness division, Office of Managing Director, received silver medals.

Daniel Schmidt, general manager, Minnesota Public Radio, Duluth, Minn., joins Chicago Educational Television Association, parent organization of WFMT(FM)-WTTW(TV) Chicago, as senior VP, radio, succeeding **Tom Voegli**, who will be working as independent radio producer there, and develop projects for WFMT and Fine Arts Network.

Rich Pegram, executive VP and general manager, WTVR-TV Richmond, Va., named president, Virginia Association of Broadcasters.

Steve Kalb, host, *Telephone Talk*, WELI(AM) New Haven, Conn., elected president, Connecticut chapter of Society of Professional Journalists.

Janet L. Spiegel, from BPI Communications, Los Angeles, joins Broadcast Promotion and Marketing Executives there as national advertising manager.

Bruce Atwater Jr., chairman and CEO, General Mills Inc., and **John Tusa**, managing director, BBC World Service, named to American Public Radio's

board of directors.

Walter C. Miller, director of television awards shows and specials, will direct Academy of Television Arts & Sciences 43rd Annual Primetime Emmy Awards Presentation, Los Angeles.

J. Arthur Stober, manager of electronic communications, Penn State University, University Park, Pa., awarded Poor Richard Club 1991 Pro Bono Award for exceptional achievement in audio and video.

Frank S. Johnson Jr., formerly with United States Information Agency, Washington, establishes Johnson Group counseling service for senior executives, McLean, Va., and will serve as managing director.

Chris Moseley, senior VP, marketing and communications, The Discovery Channel, Bethesda, Md., elected to two-year term on board of Broadcast Promotion and Marketing Executives. **Larnie Higgins**, manager of creative services, Discovery Channel, appointed to three-year term on board of Broadcast Designers Association.

Gene Caputo, editor, WBZ-TV Boston, joins House Republican Leader's office in Massachusetts State House, Boston, as press secretary.

Alan Batten, director of advertising and promotion, WSOC-TV Charlotte, N.C., resigned to form own consulting company, AB Communications, there.

Bill Monroe, editor, *Washington Journalism Review*, College Park, Md., retires effective Dec. 31, 1991.

Stephen Steck, president, WMFE-TV Orlando, Fla., named chairman, Southern Educational Communications Association (SECA). **John-Robert Curtain**, general manager, WKPC-TV Louisville, Ky., elected vice chairman, SECA.

Edward J. Pfeiffer, former senior VP, industry relations, Direct Marketing Association, joins Trade Retail & Distribution Services Group, Deloitte & Touche, as special consultant on direct marketing.

New executive committee named, Florida Association of Broadcasters: **Mike Schweitzer**, WCPX-TV Orlando, Fla., chairman; **Shawn Portmann**, WYNF(FM) Tampa, Fla. (St. Petersburg), chairman-elect; **George Mills**, WYNF(AM)-WRMF(FM) West Palm Beach, Fla., vice chairman, radio; **Clarence McKee**, WTVT(TV) Tampa, Fla., vice chairman, TV and **Bill Peterson**, WPEC(TV) West Palm Beach, Fla., treasurer.

Jan Kiley, director of research, Midwest Television, Champaign, Ill., elected president, American Women in Radio and Television Inc., and chair of the foundation.

DEATHS

Ralph Renick, 62, veteran anchorman, WTVJ(TV) Miami, died July 11 from hepatitis and liver cancer there. Renick was 21 years old when he joined WTVJ's nightly news in 1950 and continued there for next 35 years. He left station as news director in 1985 to launch Democratic bid for Florida governor and withdrew his bid six months later. He contributed to setting broadcast journalism standards including introducing nightly editorials and Spanish language news to South Florida. In 1988 he returned to broadcasting at WCIX(TV) Miami, providing nightly editorials and hosting weekend public affairs show, *Insight*, until his retirement last year. He was former president of Radio Television News Directors Association, president of Associated Press Broadcasters and board member. He is survived by five daughters, Patricia, Kathryn, Susan, Pamela and Michelle; son, Ralph Jr.; five grandchildren, and two brothers.

Bert Convy, 57, actor and TV game show host, died of cancer July 15 at his home in Brentwood, Calif. Convy had been diagnosed with brain tumor this past April. Convy hosted gameshows *Super Password*, *Tattletales* and *Win, Lose or Draw*. He was guest host on *Tonight* show starring Johnny Carson; additional TV appearances include *Perry Mason*, *Love, American Style*, *The Partridge Family*, *77 Sunset Strip* and his variety show, *The Late Summer Early Fall Bert Convy Show*. He is survived by his second wife, Catherine; daughter, Jennifer; two sons, Joshua and John.

Don Davis, 39, midday air personality, WKOC(FM) Elizabeth City, N.C. (Virginia Beach, Va.), died of complications of heart attack in Norfolk, Va., July 12. Davis had previously worked at WVIQ(FM) Christiansted, V.I. (St. Croix) as general manager and at WMXN(FM) Norfolk, Va.

William James Knowles, 50, former station manager and news director, died of colon cancer July 2 in New Bern, N.C. Knowles served as news director and anchor at WUTR(TV) Utica, N.Y., from 1979 to 1983 before joining WCTI(TV) New Bern, N.C., as news director. In 1988 he added duties as station manager until he resigned in May 1991. He is survived by his wife, Ute; daughter, Angie; son, Anthony; one sister; two brothers and five grandchildren.

Don Taylor, 66, retired broadcast engineer, KFWB(AM) Los Angeles, and his wife, Lois, were killed in plane crash July 6 in Pacoima, Calif. Taylor started with KFWB in 1965 and additionally worked in time sales and as announcer until his retirement last year. He is survived by his son, Bruce.

FIFTH ESTATE

WILLIAM FIGENSHU: A PASSION FOR RADIO

Bill Steel, Bill Powers, Bill Foster—all had been the on-air names of Bill Figenshu when he joined the morning program at WMZQ Washington. The general manager there wanted him to change his name as well. "Having been through this four or five times before, I told him that I would handle it." And he did. What he failed to mention to his manager was that he had decided the uniqueness of his last name was an asset. So it was Fred (no longer Bill) Figenshu who signed on.

That decision mirrors the philosophy Bill Figenshu employs to operate successful radio stations: Recognize the individual and allow them to grow into their jobs. At Viacom Radio, most of the top executives of the radio stations are first-time general managers, promoted from within the company or station. The same holds for the general sales managers and program directors. "We set very high standards. We give them all the tools to do the job, and God help them if they don't do it. When you start taking away the reasons to fail, then all that's left is you."

As tough as that stance may sound, Phil Redo, now running WLIT(FM) Chicago, and former program director of WLTW(FM), believes it is a fair one. "He expects hard work," says Redo, "but Fig has never expected any more from us than he is willing to put in." Says Figenshu: "I got lucky in going through this business, and if luck has anything to do with this...I want to spread this to as many of our people as I can. I spend a lot of time growing people. Why wouldn't I want to promote them?"

Figenshu's was something of an atypical rise in radio management, from a first job as a DJ in Atlantic City to program director to president of one of the country's 10 largest radio groups. "Viacom is a very software-oriented company," he says, "programing drives a lot of the businesses that we are in. My position is that dollars chase rating points. I've learned a lot along the way. Obviously, coming out of the programing side, there is a lot I didn't know. I don't think it comes easy to anybody. It is hard work, and it gets harder—and now there are more chances to make mistakes."

But when the opportunity arose to run



the division, Figenshu knew there was nothing he would rather do. During his time with Sonderling Broadcasting, he built WMZQ-AM-FM Washington and KIKK-FM Houston. After Viacom purchased the Sonderling stations, Figenshu was named vice president, programing, and was involved in every one of the Viacom acquisitions. All of which has led him to run the division as if it were his own, he says.

"We have tried to build stations over the long haul, and that is one of the beauties of working here. Viacom understands that it is not 'get the next ratings book.' WMZQ took eight years to build. WLTW took three years."

Figenshu enjoys that building process. "I don't play a lot of golf, I'm a lousy tennis player, and I'm not really handy around the house. This is the only thing I know that I can do well; it's my passion, it is something that I have always loved dearly." So much so that in his early days in the business, he says, he thought about it 18-20 hours a day, and even took dates to radio stations. "It wasn't real good for my love life, but it was real fun for me." But bottom line, he adds, is that "having gone through 21

years of this, I am as excited about this today as I was 21 years ago."

His passion for radio, says Figenshu, did not grow out of a passion for music. "I love the broadcasting side of the business." Yet Viacom has pioneered various forms of adult contemporary, and made country music the most acceptable music in Washington. "I'm proud to be a 'wimp' (a nickname for WLTW). I love running the most unhip station in America, because nobody loves it but the people." Just-released Arbitron numbers for spring show that 1,866,600 New Yorkers tune to the station every week. President Bush requests tapes of WMZQ-AM-FM's broadcasts for every trip he takes on Air Force One. And in the San Francisco area, Viacom is programing two adjacent FM's with a new AC/rock format.

Success hasn't always come easily for Viacom either, says Figenshu. The group put a soft adult contemporary on the air in Chicago, on WLAK. "We crashed that one real good, and my boss was not happy," says Figenshu. "But we went back in and put the bricks and mortar in the basement. We know that you cannot build great radio stations playing 10 in a row. Your station has to have a soul."

And once again, Figenshu finds that the soul of the station comes from its people. "That is why the people we surround ourselves with here are driven by the passion to do radio."

Managers and staff alike are expected to become leaders in the community. Figenshu encourages his staff to speak publicly and at industry organizations, and has installed an in-

ternship program at the stations. The result has been that quietly, over the last 10 years, Viacom Radio has been honed into one of the most respected companies in the U.S. And that is not Figenshu speaking, but other CEO's who last year voted Viacom one of the top 10 radio companies in America.

William Figenshu

President, Viacom Radio, and senior vice president, Viacom Broadcast Group, New York; b. Sept. 30, 1950, Baltimore; air personality, WMID(AM) Atlantic City, 1970-71; WINZ(AM) McKeesport, Pa. (Pittsburgh), 1971-1972; WKDA-FM Nashville, 1972-1973; WFIH(FM) Philadelphia, 1974; program director WOL(AM)-WMO(FM) Washington, 1975-1978; director of operations, KIKK-AM-FM Houston, 1978-1980; vice president, programing, Viacom Radio, New York, 1980-1984; vice president, operations, Viacom Radio, New York, 1984-1986; present position since 1986: m. Janice Kunburger, June 22, 1974; children—Daniel, 14; Annie, 12; Glorianne, 8.

IN BRIEF

Fox Broadcasting Co. will have its anticipated **network news service up and running in next two to four years**, according to Barry Diller, chairman and CEO, who made his remarks Friday to members of the Television Critics Association. Diller was also joined in question-and-answer session by Jamie Kellner, president, Fox Broadcasting Company, and Peter Chernin, president, Fox Entertainment. When questioned about fiscal viability of national news service, in light of network news cutbacks, Diller indicated Fox Service would be patterned economically more closely on CNN. He noted several ways of keeping costs down, including using non-union employees, bringing in new on-air talent and "going away from the star system." In area of affiliate news participation, Diller said that two to three years into news service, "I don't know if we'll tolerate a station that isn't in news." Then, more emphatically, "Eventually they'll all be in news."

Cable industry escaped new taxes in California budget compromise. Industry had fought 6% state tax, as well as later 2% proposal. Intensive lobbying effort, which included 150 cable operator visits

to legislators over 12-day period, paid off. State cable operators continue to fight city user taxes (three cities passed taxes during budget battle) as well as county assessor taxes.

Long-rumored reports of **MCA Inc.'s interest in acquiring Hanna-Barbera Productions** (BROADCASTING, May 21, 1990) have resurfaced, with Cincinnati-based Great American Communications Corp. reportedly looking to sell animation house for \$350 million-\$400 million in meetings with MCA executives last week in Cincinnati. Previous snag that has prevented GACC principal shareholder Carl Lindner from selling H-B, according to source, has been reluctance of GACC-owned division, Worldvision Enterprises, to give up distribution rights to Hanna-Barbera programming (namely *The Flintstones* [international only], *The Jetsons* and *Yogi Bear Show*, among others), which is estimated to add over \$10 million-\$15 million annually to its coffers. Matsushita-owned MCA in past year has formed Universal Cartoon Studios and is reportedly interested in acquiring characters with built-in market recognition, which Hanna-Barbera's stable of characters could

provide. Walt Disney Co. was also said to be interested in Hanna-Barbera, but GACC statement would only officially confirm that company is exploring sale to several parties; it did not name MCA or Disney.

Steve White, morning personality, Michael Moriarty, news director, and Ken Torres, producer/engineer, WALE(AM) Providence, R.I., were fired, Tuesday, July 9, after concocting bit on air in which White was purportedly shot in front of station while taking cigarette break. Moriarty read bulletin on air. Rob Michaels, general manager, walked into building as bit was airing and ordered trio to stop reporting fake shooting and tell listeners it was hoax. Moriarty failed to do so and, in fact, took phone calls from distressed listeners. Police and emergency crews arrived on scene, and station switchboard lit up with callers. Said Michaels: "When listeners heard that it was not true, their concern turned to rage." FCC received telephone calls, and copy of press account about stunt. Said Roger Holberg, Mass Media Bureau enforcement division: "We are aware of it."

ABC has acquired ownership of *Into the Night*, signaling end of association of Rick Dees with project. Series debuted with Dees as host and executive producer last year. Barry Kubrick, who has been serving as consultant to ABC's late night division for several months, will take over as executive producer. Network said ensemble cast of comedic players for show will be announced shortly.

Neil Bush, president's son, has switched from banking to cable. Former Silverado Banking Savings and Loan director (who was sanctioned by government for his role in mismanagement and failure of bank) has joined **TransMedia Communications of Houston**, fledgling communications consulting firm owned by **Bill Daniels's Prime Network**. Bush has been hired on temporary basis, and if situation works out, will be made director of new business development in mid-August, working on cable, broadcast, and satellite projects. Bush said he is not concerned that his position will be exploited to influence his father on matters

HOAX INVESTIGATION HEATS UP

The FCC's ongoing investigation into the KROQ(FM) Pasadena, Calif., June 1990 murder hoax has been turned over to an administrative law judge to determine how the incident reflects on Infinity Broadcasting's qualification to continue as an FCC licensee. The ALJ's findings will be sent to the commission for final action, which could result in license revocation. At best, Infinity can hope for a notice of liability and what will likely be a sizable fine, an FCC spokesman said.

As part of KROQ(FM)'s morning drive "Confess Your Crime" segment, DJ's Kevin Ryder and Gene Baxter took a call from a man claiming to have killed his girlfriend. The call came from Doug Roberts, an Arizona disc jockey and friend of Ryder's and Baxter's. Roberts was later hired by KROQ(FM). The confession was not discovered to be a hoax until after an extended police investigation and a segment on NBC's *Unsolved Mysteries*, which ran October 10, 1990, and again on March 6, 1991. After the second airing, KROQ(FM) listeners alerted police to similarities between Robert's voice and the caller's.

The FCC's Mass Media Bureau has been investigating the matter since early April, but has decided that the "ongoing staff investigation...raises substantial questions of fact requiring further and more formal investigation in order to develop a record fully considering all aspects of Infinity's Inc.'s activities and control as they relate to the broadcast, [Infinity's] response, and the licensee's exercise of control over KROQ(FM)'s operations."

affecting cable industry. He's avoiding "any appearance of conflict by being on the programing side of things," he said. Daniels, who has been friends with Bush family for years, said of younger Bush: "I've seen so many, who with a second shot become very successful. Neil was in the wrong place at the wrong time, with the wrong people."

WXVT(TV), CBS affiliate on ch. 15 in Greenville, Miss., sold for \$1.43 million from Lamco Communications Inc. to six investors. Lamco Communications is headed by Marshall Noecker and Andrew W. Stabler Jr., and is licensee of WCYB-TV Bristol, Va., KTXS-TV Abilene, Tex. and WLYC(AM)-WILQ(FM) Williamsport, Pa. Buyers are John Hash, Jo Love Little, Mary Eliza McMillen, Leon D. Long, Aubrey Collum and Larry Harris. Hash, Little, McMillen and Collum also have interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and KDKF(TV) Klamath Falls and KDRV(TV) Medford, both Oregon.

WAVF(FM) Hanahan, S.C., licensee was issued short-term renewal and fined \$13,000 for repeated failures to comply with FCC's EEO rules. Action is result of petitions to deny renewal application filed by local NAACP branch and National Black Media Coalition.

Johnny B...history was word from Viacom last week. Officially, Jonathon Brandmeier was said to have decided to pull plug on his own show, but sources indicated all parties involved mutually decided it was not worth going forward with program. Last taping was Friday (July 19) and final broadcast will be Sept. 20. Program was universally panned by critics and ratings were frequently dismal. Program debuted last month on station lineup covering about 80% of country.

TCI-controlled **Netlink** has reached rights agreement with NBC and Cablevision Systems to deliver three pay-per-view channels of 1992 summer Olympics to home satellite market. Commercial-free coverage of Red, White and Blue Olympics Triplecast channels will be delivered on nonexclusive basis only via VideoCipher II Plus encryption. Approximately 275,000 VC-II-Plus decoders have been sold to consumers. Totaling 540 live hours, from July 26 through Aug. 9, 1992, Triplecast will be offered in three packages: opening seven days or seven weekend days; all 15 days plus discounted selected gifts, or all 15 days plus premium gifts.

PRIME TIME EMMY AWARDS: NOMINEES ARE...

The Academy of Television Arts and Sciences has released its nominations for *The 43rd Primetime Emmy Awards*, and for the tenth consecutive year, NBC led the broadcast networks with 86 nominations, followed by ABC's 84 and CBS's 69. *Cheers* and *L.A. Law* drew 13 Emmy nominations apiece to lead NBC, and tied with CBS's *Murphy Brown* for most nominations. PBS followed with 27 Emmy nominations, with Ken Burns's critically acclaimed *The Civil War* receiving two nominations. Fox received 11 nominations, but *The Simpsons*'s two nominations came in animation categories. It is excluded by ATAS rules from consideration in the Outstanding Comedy Series category (and other prime time categories).

Nominated for Outstanding Comedy Series were *Cheers* (NBC), *Designing Women* (CBS), *The Golden Girls* (NBC), *Murphy Brown* (CBS) and *Wonder Years* (ABC). For Outstanding Drama Series consideration: *China Beach* (which has been canceled by ABC), *L.A. Law* (NBC), *Northern Exposure* (CBS), *Quantum Leap* (NBC) and *thirtysomething* (ABC, also cancelled).

HBO received most nominations among cable networks with 17 nominations, followed by Turner Network Television (10), Showtime (5), Lifetime (4) and The Disney Channel (4). HBO telefilm *The Josephine Baker Story* received 12 nominations, while Showtime's made-for, *Paris Trout*, earned five. *The Days and Nights of Molly Dodd* (Lifetime) star Blair Brown was nominated for Outstanding Lead Actress in a Comedy Series.

Among syndicated programming receiving recognition, Paramount's *Star Trek: The Next Generation* and *Entertainment Tonight* accounted for all 11 nominations, with *Star Trek* getting 10, all in nonperforming categories.

As first reported in BROADCASTING ("Closed Circuit," May 20) NBC, Cablevision Systems and New York's Metropolitan Opera have signed long-term agreement to bring Lincoln Center institution to PPV. Ten-year agreement will produce three to four events per year, according to Cablevision Chairman Chuck Dolan. First event, which also brings Polygram Records to partnership, will be "The 25th Anniversary Gala at the Met" on Sept. 23, featuring Placido Domingo and Luciano Pavarotti. Suggested retail price is \$34.95.

Orion Pictures Corp. said it may file Chapter 11 if it can't make its debt payments scheduled for August. Orion recently closed its first-run and network television operations, although it still has off-net series and movie packages. Orion has to pay back \$50 million of over \$500 million debtload by August and has already delayed payment of \$1.2 million in interest on its subordinated debt.

Paramount Domestic Television announced that Joseph Terry has been named director of this fall's new talk show entry, *The Maury Povich Show*. Terry has served as director/producer for KCBS-TV Los Angeles's newscasts since 1986.

KLVX(AM) Portland, Ore., fulltimer with 5 kw, sold for \$450,000 from Tamarack

Communications Inc. to Crawford Broadcasting Co. Tamarack is headed by David Jack, and is also licensee of KNTA(AM) Santa Clara, Calif. Crawford Broadcasting is headed by Donald B. Crawford, and is licensee of WDJC(FM) Birmingham, Ala., KBRT(AM) Avalon, Calif., WYCA(FM) Hammond (Chicago), Ill., WMUZ(FM) Detroit, WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland (Dallas), Tex. Broadmark Capital Corp. brokered sale.

FCC has denied request of Media Access Project (MAP) to delay due dates for comments in rulemaking aimed at relaxing national and local ownership rules for radio. Dates are August 5 for comments, September 5 for replies.

Senate Foreign Relations subcommittee held confirmation hearing last Thursday on Chase Untermeyer, President Bush's nominee to head Voice of America. Untermeyer is presently White House director of personnel. Subcommittee is expected to approve Untermeyer, although Senator Paul Sarbanes (D-Md.) said Untermeyer's political activism in Republican politics might jeopardize VOA's journalistic credibility.

Dennis A. Yao was sworn in as newest member of Federal Trade Commission last Tuesday (July 16).

EDITORIALS

Committed to the First Amendment and the Fifth Estate

NASHVILLE BRASS

The cable executives with front line marketing responsibility are meeting in Nashville this week to compare notes and develop strategies for the future. While there's plenty of work to be done, there is plenty to crow about.

The underlying fundamentals of the business remain sound. Cable MSO's report they are on target to meet their 1991 growth projections, something other media cannot easily say. There have been pleasant surprises in cable's smaller revenue streams, most notably PPV, where several major boxing events, plus the promise of another "mother of all bouts," will make 1991 PPV's biggest year ever.

The paralysis that overtook the industry last year has largely eased, even though the problems in Washington and on Wall Street remain. New services, such as Encore and NBC-Cablevision's PPV summer Olympics, are being actively launched or marketed. And the advent of compression has restored the sparkle to the eyes of industry entrepreneurs.

Still, there is an underlying edge to all the glowing reports. From a marketing standpoint, the foundation of the cable business is rapidly maturing. While pay television is still highly profitable for MSO's, its growth has plateaued, if not receded slightly. Basic continues to grow (it now stands at 60%), but at smaller percentages each year. PPV has had a tremendous year, largely because of the punch provided by boxing, but there's no guarantee the sport can be counted on to carry MSO's budgets indefinitely.

That's one reason MSO's are working hard to build, or jump start, other revenue streams, such as advertising, PPV movies and digital radio. There are also the drawing board prospects, such as personal communications networks (PCN's) and interactivity.

By the time compression arrives, the terms basic and pay may well be anachronisms. The plethora of channel options will present a like number of marketing challenges to the industry—balancing existing revenue streams and promising potential ones, refining marketing techniques to increase penetration and use. How marketers match cable's dizzying array of products to the tastes of individual consumers will help determine how far the industry will grow in the coming decade.

NO LAUGHING MATTER

The following lists may prove helpful to stations interested in saving themselves trouble with their audience and the FCC. The distinctions outlined might appear elementary, but recent events have proved that presumption illusory.

■ **Practical jokes**—Whoopie cushions, pepper gum, disappearing ink, snakes springing out of bogus mixed nut containers, a plastic spider in the DJ's coffee. These may get you nasty looks at the water cooler, but they are not actionable.

■ **Noaxes**—Milli Vanilli lip-synching their way to a Grammy. Inventing a Martian invasion (although there is some

argument over whether that was a hoax or a hysterical misunderstanding). Reporting that your hometown's star quarterback has been traded to the Barcelona Dragons. This last may light up the switchboard, but it isn't mean spirited, and shouldn't get you into too much trouble (although given this FCC, you never know).

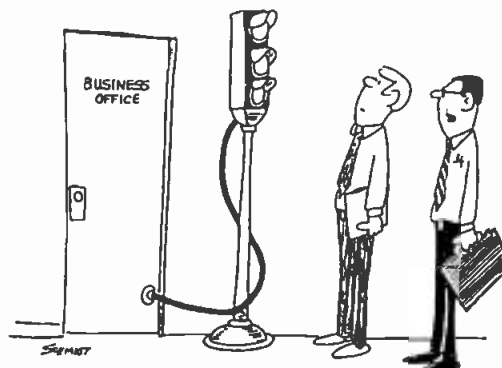
■ **Irresponsible stunts that compromise your reputation in the community and could get a content-sensitive FCC on your case in short order.**—Broadcasting a phony murder confession and allowing the police to spend months and money investigating it, as did a station in Los Angeles that is, as of last week, under the magnifying glass of an FCC administrative law judge. Announcing as a news item that a talk show host at the station has just been shot in the head, causing police to rush to the scene, as was the case recently with a station in Providence, R.I. There is as yet no FCC investigation of the latter, but we wouldn't bet the tower site against one.

The first two categories, it seems to us, are within the bounds of fair (or should that be unfair) play. The broadcasting industry is full of creative people (they're called wiseguys or gals if you're on the end of the joke), and we would hate to discourage any would-be Welleses. But the last category of action is neither funny nor fun. It's cruel and irresponsible, and the costs in ill-will and possible legal repercussions far outweigh any possible entertainment value.

THE LOSER IS...

Star Trek: The Next Generation, the popular syndicated production featuring a fine cast led by classically trained Patrick Stewart, isn't nominated for an acting, writing or best series Emmy this year (it has, in fact, never been nominated in those categories). Because it is animated, no room is made for *The Simpsons* among best comedy show nominees, and *The Civil War* is competing against *Entertainment Tonight*.

The Academy of Television Arts and Sciences recognizes it has some classification problems with its prime time Emmys—and its members may have some outdated attitudes toward syndicated program quality. One might expect such problems in an industry with multiplying media. What we need now, however, are some solutions before another year has passed.



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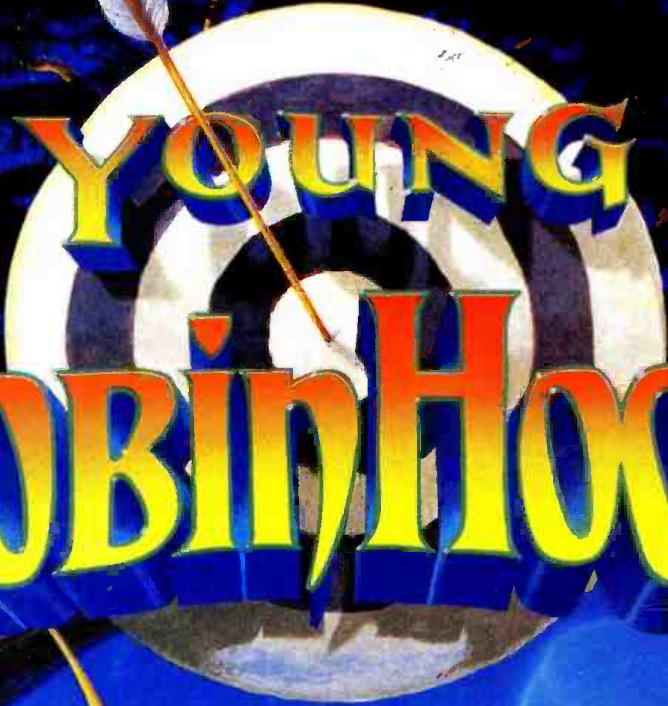
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