

# Broadcasting Jul 29

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rolls back  
NBC prime time*

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measures disputed by  
network researchers*

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*At CTAM:  
Cable executives  
assess industry prospects*

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*FCC puts off date  
for imposition of  
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# 4 GREAT THINGS TO DO



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# THIS WEEK

## 23 / BIG BREAK FOR BABY BELLS

The door will be open for the seven regional Bell operating companies to enter the "information services" arena if a July 25 decision by U.S. District Court Judge Harold Greene is upheld. Video newspapers, classifieds, and yellow pages are some of the innovations that may be in store; as for video program distribution, the 1984 Cable Act still prohibits it inside a company's service area.

## 24 / FIN-SYN CASE TAKEN TO JUSTICE

The three networks asked the Justice Department for help in overturning rules that prevent them from syndicating or acquiring a financial interest in programs they license from outside producers. To expedite action, the networks decided not to pursue other issues like the "option period" provision, which limits the length of contracts with outside producers to four years.

## 25 / TV CONSORTIUM MEETS WITH STUDIOS

A newly formed consortium of 28 independent TV stations accounting for over 50% U.S. coverage is negotiating with MCA and Warner Bros. for series development projects. If arrangements continue as planned, the two-hour time blocks will air in fall '92. Some industry observers see the plan as a trial run of a fifth network, but group members deny the speculation.



Federal court decision could allow regional phone companies into broader communications arena (page 23).

## 25 / CBS CLOSES MIDWEST DEAL

Midwest Communications sold WCCO-TV Minneapolis and other properties to CBS last week for a stock and debt-assumption package worth \$200 million. The move will expand CBS's reach from 20.8% to 22.7% of TV households, providing it receives a waiver from FCC regulations on its resulting AM-FM-TV cross ownership in Minneapolis and on the 12-station limit.

## 26 / THREATS TO CABLE?

Compared with broadcast TV, conventional wisdom says, the cable outlook is rosy, but where does the industry stand against the coming tide of programing choices offered by DBS and compression technology? Programing chiefs and operators talk about their

prospects in exclusive BROADCASTING interviews.

## 29 / 'IF I WERE A CABLE OPERATOR...'

At the CTAM cable conference, Showtime's Tony Cox, HBO's Michael Fuchs and Disney's John Cooke told operators what they would do if they ran cable systems: Use the high profit margin in premium service to cut prices and boost customer service, advised Cox; calm down about the 2% PPV revenues and be thankful for premium channels, said Fuchs; provide pay packages that create value, said Cooke.

## 31 / REMOTE CHANCES FOR DRAMAS

Lamenting the loss of "quality dramas" (*Twin Peaks*, *thirtysomething*) from the network schedule, ABC Entertainment

President Bob Iger lays the blame on impatient channel-zappers, and says that males have an itchier remote-control trigger finger than do females. During last week's segment of the Television Critics Association press tour, he announced a fall schedule debut that will unfold over the course of three weeks in September, and predicted that losses from shows in the bottom third of the ratings will force one or more networks to return a portion of the prime-time schedule to affiliates.

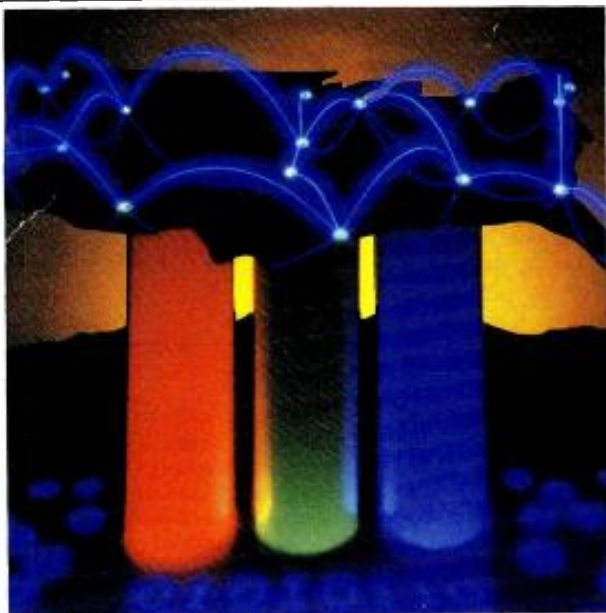
## 56 / STATION ROLLS BACK PRIME TIME

NBC has given the go-ahead for Sacramento affiliate KCRA-TV, as a test, to shift prime-time programing back one hour, to 7 p.m., and in the package cut a half-hour from its evening news, produce an hour newscast at 10 p.m., and start *The Tonight Show* at 10:35. The station promised to take a cut in affiliate compensation if the move has an adverse effect on market ratings. The station's approval for the test is likely to motivate other West Coast affiliates to ask for the same opportunity.

## 59 / DISPUTE OVER RADIO NUMBERS

The Concert Music Network released an analysis last week of network radio duplication and audience overlap; figures ranged from a low .35% up to 100%, or total duplication. However, some network





WillTel's switched video fiber optic network now reaches 50 markets. Could NBC adopt fiber-satellite network by 1995? (page 42)

## SPECIAL REPORT: SATELLITE '91

### 34 / COMPRESSION EXPANDS

Equipment enabling up to eight video signals to be compressed onto one transponder should be commercially available by mid-'92, but don't expect big savings in satellite costs right away. Regardless of cost, existing and new television players will fill the increased capacity with more and more services.

### 42 / NETWORKS TRY FIBER

The Vyvx National Video Network, which boasts a 50-city fiber cable connection, hopes that its successful try-outs with the broadcast networks will bolster its pitch to provide interconnect service at a price competitive with satellite. The future may lie in hybrid satellite-fiber distribution.

### 49 / SOVIETS JOIN INTELSAT

Intelsat welcomed the Soviet Union as its 121st member this month, signaling "the last nail in the Cold War's coffin," according to Comsat President Bruce Crockett, and movement, albeit slow, in worldwide satellite deregulation.

### 52 / DBS GETS BOOST FROM INVESTMENT

Steve Petrucci and Eddy Hartenstein of Hughes Communications are bullish on their DBS enterprise after last month's \$50 million investment by Stanley S. Hubbard and his United States Satellite Broadcasting consortium. In a BROADCASTING interview, the pair talk about the possibilities of a distribution system that "gets to the whole country from a single source."

researchers are skeptical of the CMN's methodology and interpretation.

### 61 / 'A GUY'S RADIO STATION'

New York's all-sports WFAM(AM), a relative newcomer on the radio dial and a pioneer in the format, has not only survived but is thriving in the nation's largest market. The station features the "Mike and the Mad Dog Show," which, according to general manager Scott Meier, approximates the atmosphere of "two guys sitting in a bar, talking about sports," and has added play-by-play programming.

### 62 / RESPONSE TO ARBITRON CHANGES

Reaction from its advisory council and broadcasters to Arbitron's proposed service cutbacks and revisions, announced this month, has thus far been favorable, although stations are split on two proposals: removing the July book and combining

ADI markets. All agree on the need for more qualitative research, and with its ScanAmerica service, which measures not only viewership but also product purchases tied to commercials, Arbitron thinks it is moving in the right direction.

### 66 / TAKING THE HEAT FOR TCI

Although the cable industry is smarting over the negative publicity garnered by TCI's negative-option marketing strategy for Encore, its new pay movie service, criticism has been muted. Many executives grumble privately that the nation's top MSO should be setting an example for good service, not tarring the lot with notorious bad manners. Publicly, however, most are keeping their peace, believing that cable's dirty linen should be kept in the closet.

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# CLOSED CIRCUIT

## WASHINGTON

### Ulterior motive

In their filing with Justice Department, networks say their decision not to go after contract limits or "option periods" in fin-syn consent decrees (see box, page 8) is intended to insure swift action on decrees. But network sources say there was at least one other motive at work: fear of possible backlash by the FCC majority of Sherrie Marshall, Andrew Barrett and Ervin Duggan that adopted new fin-syn rules.

Fin-syn order, in footnote, warns rules are "predicated on the continued existence of...consent decree provisions." Networks read that as meaning any attempt to do away with option periods would cause FCC majority to rewrite rules during current reconsideration proceeding to include new limits or some other additional "anti-extraction" safeguard.

### Their man in Washington

Several mid-sized cable companies led by New York-based Hauser Communications—so-called entrepreneur's group—has recruited Michael Boland, of Bayless, Boland, Bates & Madigan, to represent them in Washington. "It just

means we'll have our own eyes and ears," said Gus Hauser. "It helps us keep track of what's going on." Group also includes Simmons Communications and Jones Intercable.

Last year, when group was represented by former Carter White House official Stuart Eizenstat, it was at odds with National Cable Television Association over cable legislation. While NCTA was trying to work with Congress in crafting legislation, entrepreneur's group was trying to kill it. With NCTA now staunchly opposed to legislation, entrepreneur's group and NCTA are at least for nonce marching in lockstep.

Bayless, Boland, Bates & Madigan, which has close ties with Bush administration, was hired by NBC earlier this year when fin-syn issue boiled up into the White House. NBC, along with other broadcasters, supports cable legislation that entrepreneur's group opposes, but Boland sees no conflict. Cable legislation and finsyn are totally separate issues, he told BROADCASTING.

### Right place

FTC Administrative Law Judge James P. Timmony is expected to rule late this week that FTC has jurisdiction over television rights contracts be-

tween College Football Association, ABC and ESPN. Last year, FTC labeled those contracts anticompetitive.

## MCLEAN

### Double victory

GTE Spacenet, McLean, Va., is celebrating international and domestic victories. It won bid to supply U.S. satellite hop for Asahi National Broadcasting Corp.'s (Japan) 24-hour global news backhaul circuit. And domestically, GTE's Spacenet IV (formerly ASC II) is picking up some of Weststar IV's clients including UPI.

## CHICAGO

### 'Roseanne' to WPWR-TV

Word from sources in Chicago market is that independent WPWR-TV has won blind bidding Viacom Enterprises established for its off-network sitcom launch of *Roseanne* in fall 1992. Although deal is yet to be signed, Chicago is believed to be one of last remaining major markets yet to close on *Roseanne*.

## GREEN BAY

### CBS Complications

With CBS purchase of ABC affiliate WFRV-TV Green Bay (see "Top of the Week") interesting minuet will now take place with current CBS affiliate in that market, WBAY-TV. Latter sta-



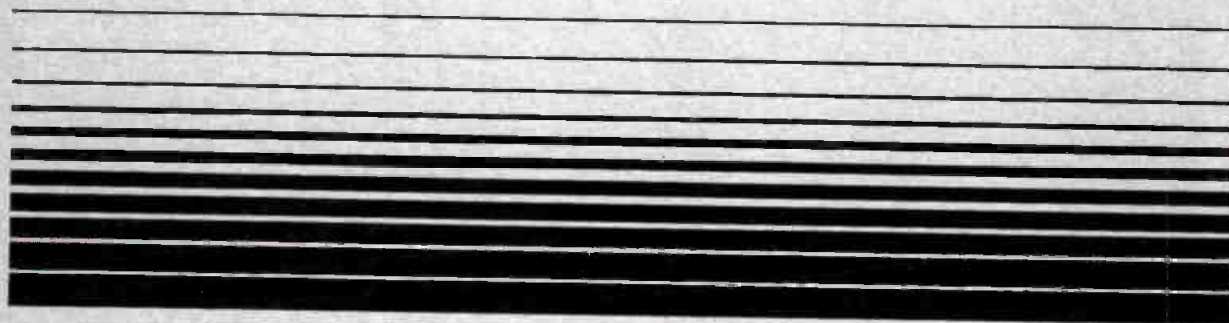
President's man. The pomp and circumstance of Washington came into play on July 15 for the swearing-in of Christopher D. Coursen, president of the Coursen Group, as a member of the President's Advisory Board for Cuba Broadcasting, with oversight on Radio and TV Martí. The oath was administered by Vice President Dan Quayle in the Indian Treaty Room of the Old Executive Office Building, while Pamela Coursen held the Bible. Coursen, a former majority communications counsel to the Senate Communications Committee, is now a Washington lobbyist specializing in government affairs and telecommunications; among her clients are the Community Antenna Television Association and Pacific Telesis.

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To Announce  
Our Appointment As  
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For:

**KOFY-TV**  
**San Francisco, CA**

**SETEL**

PERFORMANCE IS THE BOTTOM LINE.





## NETWORKS TAKE FIN-SYN CASE TO JUSTICE

The three broadcast networks last Wednesday (July 24) asked the Justice Department for its support in persuading a federal judge to eliminate, by the end of the year, consent decree provisions that prohibit the networks from syndicating and acquiring financial interest in network programs licensed from outside producers.

The basis for the decrees—that the networks enjoy monopoly power—is “untenable today, and the...[fin-syn] provisions clearly prevent rather than promote competition,” the networks said in their 21-page filing with the department.

To expedite action, the networks said they are not going after other restrictions in the decrees, notably the “option period” provision limiting the length of network programming contracts with outside producers to four years.

“Such expedition is essential...because the vast amount of contracts for television programs for the 1992-93 season will be concluded by February 1992—little more than six months from now,” the networks said.

The FCC liberalized its 21-year-old financial interest and syndication rules last April, giving the networks somewhat limited opportunities to share in the billions of dollars flowing from the syndication of off-network programs.

But before the networks can take advantage of those opportunities, they have to convince U.S. District Court Judge Robert Kelleher to repeal or at least conform the decade-old consent decrees to the new fin-syn rules.

The decrees settled anti-trust suits brought by the Justice Department against the networks in the 1970's.

Given Justice's support for repeal of fin-syn restrictions during the FCC proceeding, network executives were confident Justice would lend its support, but were uncertain whether it would move quickly enough to modify the rules

by next January.

Hollywood's Coalition to Preserve the Financial Interest and Syndication Rule called on Justice “to adhere to its promise to congressional leadership not to take action” on the decrees until the FCC has completed its review of the rules this October.

In response to questions from the House Judiciary Committee, the Justice Department indicated it had no intentions of moving on the decrees until after reconsideration (BROADCASTING, July 24).

The Coalition, in its one-page statement, accused the networks of speaking out of both sides of their mouths. The networks have vowed to challenge the new FCC rules in court, claiming the rules prevent them “from any meaningful ability to acquire additional revenue streams,” it said. But in the Justice Department filing, “they concede the new rules will provide them with so many new business opportunities that they are asking for ‘urgent’ action by Justice to let them take effect.”

Leonard Hill, an independent producer and leading member of the Coalition, said the Coalition was looking forward to Kelleher's review of the decrees. The Coalition plans to submit evidence of the networks' “sham” in-house production contracts, which “speak to the predatory nature of network behavior.”

FCC Commissioner Sherrie Marshall, one part of the three-member FCC majority responsible for the new rules, hinted that the networks' filing constitutes a grudging acceptance of the rules. “I'm pleased the networks are anxious to take advantage of the many new business opportunities that our new rules allow them,” she said, adding that she looks forward to Justice conforming the decrees to the rules. —HUI

tion's affiliation contract with CBS is not due to expire until next July, which would mean that CBS's soon-to-be-owned station would not be able to carry network's own Super Bowl or Winter Olympics. WBAY-TV owner Nationwide Communications said it would consider dropping affiliation in advance of contract expiration if given right inducement. Another twist to story is that WFRV-TV has satellite whose signal overlaps with signal of existing CBS affiliate to north, WLUC-TV Marquette, Mich.

### NASHVILLE

#### Pick and choose

Cablevision Systems has created a new cable pricing plan that lets consumers create their own package of basic cable channels. Subscribers in Huntington, N.Y., will still be able to get package that includes broadcast channels and 24 cable networks for \$19.95. But additionally, consumers can now get broadcast networks plus six out of 23 basic cable networks.

For \$29.95, they can pick eight from list that includes same 23 basic channels plus six pay channels: American Movie Classics, Bravo, Disney Channel, The Movie Channel, MSG, and SportsChannel. “Flex plan,” as Cablevision calls it, is being announced and rolled out this week to 5,000 subscribers in Huntington (all 48,000 will have it by year end), which is first stop in Cablevision's two-year, \$120 million fiber optic upgrade of Long Island, N.Y.

#### Thumbs down?

Pay-per-view Olympics officials will be meeting with Discovery Channel on August 5 for final answer on whether Discovery will carry games, but it looks like carriage is long shot. Discovery has surveyed MSO's and substantial majority said they weren't interested in having Discovery preempted. Discovery was going to limit preemption to 25% of its subscriber base. Should Discovery option fall through, sources say Family Channel won't go along with plan either. NBC/Cablevision-owned Amer-

ican Movie Classics has also surfaced as part-time carriage possibility.

### LOS ANGELES

#### Sign him up

With stock of Peter Tortorici, senior vice president, program planning, rising in Hollywood, CBS has moved to preempt another network hiring away 42-year-old scheduler by handing him new two-year contract that carries title of executive vice president.

### DENVER

#### Test delayed

Start of TCI-AT&T-US West video-on-demand test has been pushed back to at least fourth quarter. Companies are conducting research to determine which homes will make up tests. Logistics of setting up 1,000 VCR's has also contributed to time frame shift. TCI plans to meet with UA pay-per-view officials to gain input into test.





If Sally's ratings get any bigger, we'll have to run this ad on a billboard.

Maybe we should change Sally Jessy Raphael's tagline from "The Talk Show Host Who Listens" to "The Talk Show Host Who's Consistent."

Why?

Because Sally has the only talk show that grew consistently over 14 sweeps year-to-year.

Because Sally grew 16% this May year-to-year, again, more than any other talk show.

So the next time you see an ad for Sally, you may be driving in your car.

*Sally Jessy Raphael*

The talk show host who listens.



MULTIMEDIA ENTERTAINMENT

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Source: Nielsen Nov '88 through May '91 all sweeps.

# MONDAY MEMO

A TV ratings commentary from Michael Smythe, sales and marketing director, WKEF(TV) Dayton, Ohio

It's 11 p.m., do you know where your Arbitron diary families are?

If you are satisfied with your Arbitron research, stop reading this article and turn the page. If, however, you are questioning the "tired" diary research currently in effect in most medium and small markets, read on.

The Dayton market currently ranks as the 52nd ADI. There are two VHF and two UHF stations. WKEF-TV is the NBC affiliate and is ch. 22 on the dial. WDTN-TV is the ABC affiliate and is ch. 2 on the dial. Read the last two sentences again and you'll begin to see the start of the problem.

Many, if not most, stations promote the numerical channel number inside the market rather than the call letters. With the number of cable systems assigning different channel numbers to broadcast stations, the confusion increases.

On numerous speaking engagements during the past year, this writer has been mistakenly introduced as the general sales manager of ch. 2 rather than ch. 22. The same can be said of the many introductions of the General Manager. The confusion needs to be addressed by both WKEF-TV and Arbitron.

WKEF-TV management recently made a visit to Arbitron in Laurel, Md., to review February diaries to see how much confusion exists in the 675 in-tab sample. Due to time constraints, only 400 or so diaries were critiqued during the two-day session. More than 40 had questionable entries. Most exasperating was the methodology of the Arbitron editors. The "two out of three" rule was applied by Arbitron, but how they used it was disconcerting.

Just for the record let's name the stations in the Dayton market: WKEF-TV, ch. 22, NBC; WDTN-TV, ch. 2, ABC; WHIO-TV, ch. 7, CBS; WRGT-TV, ch. 45, Fox.

WBNS-TV, the Columbus CBS affiliate, comes into some Dayton ADI counties via cable ch. 22.

Here are some highlights of what was found in the diaries. For brevity, only a few of the 40 diaries will be addressed. Many of the 40 in question had more than one glitch.

The second diary examined by the management team stated... 7-9 a.m.—ch. 2—(blank call letters)—the *Today*



show. The Arbitron editor saw Channel 2, wrote in WDTN, and gave the credit to the ABC affiliate that carries *Good Morning America*.

Another showed four straight days, Monday-Thursday, 7-9 a.m., ch. 2, WDTN-TV, the *Today* show. Again, *Good Morning America* receives credit. On Friday, the diary keeper wrote in ch. 22, WKEF-TV, the *Today* show and WKEF-TV received credit. Four days to *Good Morning America* and one to *Today*. Are you keeping score?

How about another diary stating a shut-off time on WHIO-TV in mid-afternoon and then returning at 11 p.m. on WHIO-TV. Due to an obvious technical error on the diary keeper's part, the entire night of viewing was credited to WHIO. All programs from 5 p.m. through 11:30 p.m. received credit even though the viewer said the television set was turned off.

Numerous diaries showed 5 p.m., ch. 2, WDTN-TV, local news, even though that station carries *Inside Edition* at 5 p.m. The only local news in Dayton at 5 p.m. is on WKEF-TV.

These examples, if changed, would benefit WKEF-TV. However, WKEF-TV management found numerous mistakes that would be advantageous to the other three stations in the market. Arbitron has to receive approximately half a million dollars a year from the four Dayton television stations. All four stations desire

accuracy; unfortunately, Arbitron doesn't seem to be providing it, based on the 400 diaries reviewed.

This writer believes Arbitron research is antiquated. When questioned about the discrepancies, Arbitron apparently did not feel the errors were of the magnitude to warrant further study of the Dayton ADI. In addition, Arbitron editors told the stations their research shows diary keepers are more aware of and better trackers of channel numbers and call letters than programs. Does this ring true to you? Maybe the timing is right to begin developing ratings research in the local Dayton market. Most sophisticated local and national agencies provide the ARB and NSI numbers out of their own computers. At least 50% of our national buys come from NSI agencies, and WKEF-TV doesn't subscribe. We use the numbers provided by the buyers.

Although national agencies will not use our local research, numbers could come from a competent local research

firm contracted by the station. It would be arranged with methodology meeting or exceeding Arbitron or Nielsen standards. Locally, a sampling of 2,000 diaries might be achievable instead of the paltry 675 used by Arbitron in the February book.

Local advertisers

would believe a credible source from within the market.

On a recent trip to New York several agency buyers were asked whether or not they would look at in-market research other than ARB or NSI. All stated they would look but would still have to keep to agency standards set by Arbitron and Nielsen.

Arbitron needs a push to be in the 20th century. Stations have used technology to make television advertising a \$28 billion-plus industry. If a station in Dayton can pay more than \$100,000 annually for audience research, Arbitron owes the station and the industry the best technology available.

This writer believes Arbitron doesn't want to do it.

*"With the number of cable systems using different channel numbers [for stations], confusion on the dial continues to increase."*



# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

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

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

■ **July 30**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Albuquerque, N.M. Information: Elizabeth Miropol, (312) 565-2300.

**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**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Phoenix, Ariz. Information: (312) 565-2300.

**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**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Denver. Information: Elizabeth Miropol, (312) 565-2300.

**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.

## MAJOR MEETINGS

**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) 673-9186.

**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) 428-5400.

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

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

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

**March 2-4, 1992**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: (212) 486-1111.

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

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

**April 6-11, 1992**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla.

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

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

**April 22-24, 1992**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla. and 1994, Town and Country Hotel, San Diego, Calif.

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

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

■ **June 10-13, 1992**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland.

■ **June 14-17, 1992**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

■ **June 23-26, 1992**—*National Association of Broadcasters* board of directors meeting. Washington.

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

**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**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Minneapolis. Information: Elizabeth Miropol, (312) 565-2300.

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

■ **Aug. 7**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. St. Louis. Information: Elizabeth Miropol, (312) 565-2300.

**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. 8**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Kansas City. Information: Elizabeth Miropol, (312) 565-2300.

**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**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Westport, Conn. Information: Spencer Grimes, (212) 258-8434.

**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**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Hackensack, N.J. Information: Spencer Grimes, (212) 258-8434.

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

**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, Alaska. Information: Karen Cox, (907) 277-2776.

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

■ **Aug. 17**—*The Museum of Broadcast Communications and Soap Opera Digest* present "An Afternoon with the Bells," featuring William J. Bell, Lee Phillip Bell and Lauralee Bell talking about the Bell-Phillip serials, *The Young and the Restless* and *The Bold and the Beautiful*. Chicago. Information: (312) 987-1500.

■ **Aug. 20**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Rochester, N.Y. Information: Spencer Grimes, (212) 258-8434.

■ **Aug. 21**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Pittsburgh. Information: Spencer Grimes, (212) 258-8434.

**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 Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Francisco. Information: Elizabeth Miropol, (312) 565-2300.

**Aug. 27**—The Community Service and Public Service Announcement Emmy Awards sponsored 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 Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Diego. Information: Elizabeth Miropol, (312) 565-2300.

**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.

■ **Aug. 29**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Los Angeles. Information: Elizabeth Miropol, (312) 565-2300.

## 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-Taishoff 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. 9-12**—"Network 90's: Unleashing Tomorrow's Technology Today," conference and exhibition sponsored by *United States Telephone Association, Pacific Bell and Telecommunications Industry Association*. Civic Auditorium and Brooks Hall, San Francisco.

■ **Sept. 10-11**—*The Washington Journalism Center* conference. Theme: "Reforming the Nation's Schools: Rhetoric, Reality and Resources." The Watergate Hotel, Washington. Information: (202) 337-3603.

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**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**—The National Academy of Television Arts and Sciences News and Documentary Emmy Awards. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

**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. Programing keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

**Sept. 12**—The Washington Journalism Center and The Freedom Forum conference. Theme: "Higher Education in America: Diversity at What Cost, What Benefit?" Arlington, Va. Information: (202) 337-3603.

**Sept. 12**—"Road to Results," affiliate ad sales workshop sponsored by MTV Network. Chicago. Information: Elizabeth Miropol, (312) 565-2300.

**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, Alaska. 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.

**Sept. 13**—"Media Globalization: From Prophecy to Fact of Life," conference sponsored by Penn State School of Communications. Keynote speaker: Janice Obuchowski, U.S. Assistant Secretary of Commerce for Communications and Information. Participants include David Leach, House Energy and Commerce Staff; Terry Haines, FCC Chief of Staff, and former FCC Chairman Richard Wiley of Wiley, Rein and Fielding. National Press Club, Washington. Information: Dr. Richard Taylor, (814) 863-1482.

**Sept. 13-15**—National Academy of Television Arts and Sciences presidents meeting. Sheraton Hotel, Seattle. Information: Trudy Wilson, (212) 586-8424.

**Sept. 14-16**—Showbiz Expo East, production industry exhibition for feature film, broadcast television, cable, advertising and corporate video. Meadowlands Convention Center, Secaucus, N.J. Information: (213) 668-1811.

**Sept. 15-17**—National Public Radio and Na-

tional Federation of Community Broadcasters workshop on audience building strategies for public radio. Albuquerque, N.M. Information: Cathy Raines, (202) 822-2735.

**Sept. 16-18**—Kentucky Cable Television Association annual fall convention. Campbell House Inn, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

**Sept. 17-20**—Cable Television Administration and Marketing Society sales management master course. Denver. Information: (703) 549-4200.

**Sept. 18**—Fiber optic technology, "roundtable discussion with people who have implemented fiber in their systems," seminar sponsored by Society of Cable Television Engineers, Penn-Ohio meeting group. Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

**Sept. 19**—International Radio and Television Society newsmaker luncheon. Speaker: FCC chairman, Alfred Sikes. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Sept. 19-20**—41st annual fall broadcast symposium, sponsored by Institute of Electrical and Electronics Engineers Broadcast Technology Society. Hotel Washington, Washington.

**Sept. 20-21**—Radio Advertising Bureau radio sales university. Holiday Inn/Downtown, Providence, R.I. Information: (212) 254-4800.

**Sept. 20-22**—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Maine. Information: (207) 623-3870.

**Sept. 22-27**—"Positioning for the 1990's: Investment Opportunities in Western Europe," seminars sponsored by National Association of

Broadcasters. London and Paris. Information: Charles Sherman, (202) 429-5361.

**Sept. 23**—Academy of Television Arts and Sciences "Television Academy Hall of Fame," non-televized induction ceremonies honoring Desi Arnaz, Leonard Bernstein, James Garner, Danny Thomas, Mike Wallace and the series "I Love Lucy." Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Information: Robert Wargo or Murray Weissman, (818) 763-2975.

**Sept. 23**—"A Road Less Traveled," theme for annual gala sponsored by Women In Cable, Washington D.C. chapter. The Radisson at Mark Center, Alexandria, Va. Information: Barbara York, (202) 775-3669.

**Sept. 24**—The National Academy of Television Arts and Sciences Engineering Emmy Awards for Technical and Scientific achievements. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Sept. 24**—"Road to Results," affiliate ad sales workshop sponsored by MTV Network. Atlanta. Information: Spencer Grimes, (212) 258-8434.

**Sept. 24**—Advertising law and business conference sponsored by American Advertising Federation. Speaker: Barry Cutler, director of the Federal Trade Commission Bureau of Consumer Protection. Parker-Meridien Hotel, New York. Information: Clark Rector, (202) 898-0089.

**Sept. 24-25**—"Strategies for Effective Corporate Communications," conference sponsored by The Conference Board. The Century Plaza Hotel, Los Angeles. Information: (212) 339-0290.

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**Sept. 24-29**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

■ **Sept. 25**—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Orlando, Fla. Information: Spencer Grimes, (212) 258-8434.

**Sept. 25**—*Association of National Advertisers* media workshop. New York.

**Sept. 25-28**—*Radio-Television News Directors Association* annual convention. Among speakers: CNN's Bernard Shaw and NBC's Jane Pauley. CBS's Mike Wallace to receive Paul White Award. Colorado Convention Center, Denver.

■ **Sept. 26**—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Fort Lauderdale, Fla. Information: Spencer Grimes, (212) 258-8434.

■ **Sept. 26**—"Broadcasters Carnival," sponsored by *Southern California Broadcasters Association*. Ocean Park Pier, Santa Monica. Information: (213) 456-4484.

**Sept. 27-28**—*Radio Advertising Bureau* radio sales university. Ramada Inn/East, Columbus, Ohio. Information: (212) 254-4800.

**Sept. 30**—*Cable Television Administration and Marketing Society* Northeast regional conference. Atlantic City, N.J.

■ **Sept. 30**—Deadline for entries in Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Content category for Desert Shield/Desert Storm programming has been added this year. Information: Phyllis Madry, (614) 292-0185.

■ **Sept. 30-Oct. 1**—*Minnesota Cable Communications Association* annual meeting and convention. Saint Paul Hotel, Saint Paul, Minn. Information: (612) 641-0268.

**Sept. 30-Oct. 4**—Basic videodisk design/production workshop, sponsored by *Nebraska ETV Network*, University of Nebraska-Lincoln, *Videodisc Design/Production Group*. University of Nebraska, Lincoln. Information: (402) 472-3611.

## OCTOBER

■ **Oct. 1**—Deadline for television and radio commercials in *The Mobius Advertising Awards* 21st annual awards competition. Information: (708) 834-7773.

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

■ **Oct. 2**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Washington. Information: Spencer Grimes, (212) 258-8434.

**Oct. 2**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

■ **Oct. 3**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Charlotte, N.C. Information: Spencer Grimes, (212) 258-8434.

**Oct. 3-4**—*Alaska Broadcasters Association* 27th annual convention. Hotel Captain Cook, Anchorage, Alaska.

■ **Oct. 3-5**—35th annual Television Programming Conference. Tampa-St. Petersburg, Fla.

**Oct. 3-5**—*Texas Association of Broadcasters* annual convention. George Brown Convention

## ERRATA

**KPNW-AM-FM Eugene, Ore., were included in \$4.1 million sale of KPAY-AM-FM Chico, Calif., from Pacific Northwest Broadcasting Group to McCoy Broadcasting Co., reported in "Changing Hands," July 15.**

**ABC News does not plan to change its tape format from Beta to 3/4-inch, as reported in July 15 issue.**

Center, Houston. Information: (512) 322-9944.

■ **Oct. 8**—Chapter Idea Exchange luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

**Oct. 8-10**—*Mid-America Cable TV Association* 34th annual meeting. Kansas City, Mo. Information: (913) 841-9241.

**Oct. 8-10**—*Mid-America Cable TV Association* 34th annual meeting. Kansas City, Mo. Information: (913) 641-9241.

■ **Oct. 9**—*International Radio and Television Society* foundation dinner. Panel moderated by former CBS News president, Fred Friendly. The Plaza Hotel, New York. Information: (212) 867-6650.

■ **Oct. 10-12**—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Austin, Minn. Information: Tascha Renken, (612) 926-8123.

■ **Oct. 10-13**—*Women In Communications, Inc.* national professional conference. Hyatt Regency, Atlanta. Information: (703) 528-4200.

**Oct. 10-14**—*MIPCOM '91*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. (212) 750-8899.

**Oct. 11-12**—*Radio Advertising Bureau* radio sales university. Ramada Airport Hotel, Tampa, Fla. Information: (212) 254-4800.

**Oct. 12**—*Women in Communications* presentation of Clarion Awards, recognizing excellence in communications. Atlanta. Information: (703) 528-4200.

■ **Oct. 15**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Houston. Information: Spencer Grimes, (212) 258-8434.

■ **Oct. 15-16**—*Broadcast Cable Credit Association* 26th credit and collection seminar. Palmer House, Chicago. Information: (708) 296-0200.

■ **Oct. 16**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. San Antonio, Tex. Information: Spencer Grimes, (212) 258-8434.

■ **Oct. 16-17**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Palmer House, Chicago. Information: (708) 296-0200

**Oct. 16-18**—*Indiana Broadcasters Association* fall convention. Indianapolis. Information: (317) 638-1332.

**Oct. 16-20**—*Society of Professional Journalists* national convention, including presentation of Sigma Delta Chi Awards. Cleveland. Information: (317) 653-3333.

■ **Oct. 17**—"The Road to Results," affiliate ad

sales workshop sponsored by *MTV Network*. Dallas. Information: Spencer Grimes, (212) 258-8434.

**Oct. 17-18**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

**Oct. 17-19**—*National Religious Broadcasters* Eastern regional convention. Sandy Cove's Chesapeake Lodge, North East, Md. Information: Steve Cross, (703) 534-2000, or Dave Eshleman, (703) 896-8933.

**Oct. 17-20**—*Minnesota Broadcasters Association* 42nd annual fall convention. Austin, Minn.

■ **Oct. 20-22**—*North Carolina Association of Broadcasters* annual convention. Pinehurst Hotel and Country Club, Pinehurst, N.C. Information: Kelly Edwards, (919) 821-7300.

**Oct. 22-23**—*Ohio Association of Broadcasters* fall convention. Marriott Inn North, Columbus, Ohio. Information: (614) 228-4052.

**Oct. 23**—*John Bayliss Broadcast Foundation* annual media roast. Roastee: Robert F.X. Sillerman, Sillerman Cos. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

**Oct. 23-25**—*Kansas Association of Broadcasters* annual convention. Hilton East, Wichita, Kan. Information: Harriet Lange, (913) 235-1307.

**Oct. 24-26**—*Friends of Old-Time Radio* 16th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 25-26**—*Missouri Broadcasters Association* fall meeting/seminars. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-6692.

**Oct. 25-27**—*Illinois Broadcasters Association* annual fall convention. Fairmont Hotel, Chicago. Information: (217) 753-2636.

**Oct. 26-29**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Information: (914) 761-1100.

**Oct. 27-29**—*Association of National Advertisers* 82nd annual meeting and business conference. Arizona Biltmore, Phoenix. Information: (212) 697-5950.

**Oct. 27-29**—*National First Amendment Congress*. Virginia state capitol building and Omni Hotel, Richmond, Va. Information: (303) 556-4522.

**Oct. 27-30**—*Southern Educational Communications Association* conference. Omni Charlotte, Charlotte, N.C. Information: Kathleen Krainick, (803) 799-5517.

**Oct. 27-Nov. 1**—"Ethical decisionmaking," seminar for broadcast and print journalists, photographers, editors and newsroom managers, sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

**Oct. 30-Nov. 1**—*Howard University School of Communications* 20th anniversary celebration communications conference and job fair. Main campus, Howard University, Washington. Information: Carol Dudley, (202) 806-5806.

## NOVEMBER

**Nov. 1-2**—*Radio Advertising Bureau* radio sales university. Ramada Inn/Southwest Airport, Memphis, Tenn. Information: (212) 254-4800.

**Nov. 5-7**—*Cable Television Administration and*



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*Marketing Society* service management master course. St. Louis. Information: (703) 549-4200.

■ **Nov. 7-8**—*Women In Cable North Carolina chapter*, annual conference. Embassy Suites, Greensboro, N.C. Information: Julia TeKippe. (919) 665-0160.

■ **Nov. 8-9**—*The National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Nov. 8-9**—*Radio Advertising Bureau* radio sales university. Ramada inn/Airport East, Phoenix. Information: (212) 254-4800.

**Nov. 10**—Ninth annual dinner-dance of *Caucus for Producers, Writers and Directors*, featuring presentation of Executive of the Year Award, Member of the Year Award and Distinguished Service Award. Los Angeles. Information: (818) 792-0421.

**Nov. 12**—Presentation of seventh annual Nancy Susan Reynolds Awards for "outstanding portrayal on television of family planning, sexuality and reproductive health," sponsored by *Center for Population Options*. Beverly Wilshire Hotel, Los Angeles. Information: (818) 766-4200.

**Nov. 14-15**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

**Nov. 14-17**—*National Association of Farm Broadcasters* annual meeting. Kansas City, Mo.

■ **Nov. 19**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Sacramento, Calif. Information: Elizabeth Miro-pol, (312) 565-2300.

**Nov. 19**—*Cable Television Administration and Marketing Society's Pay-Per-View 1991*. Anaheim, Calif. Information: (703) 549-4200.

**Nov. 19-22**—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

**Nov. 20**—Meeting of *Society of Cable Television Engineers, Penn-Ohio Meeting Group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

**Nov. 20-22**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

**Nov. 22-24**—Fourth annual national conference of *National Association of College Broadcasters*, including annual college radio/TV satellite affiliates conference (Nov. 22). Brown University, Providence, R.I. Information: (401) 863-2225.

**Nov. 23-25**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: (800) 225-8183.

## DECEMBER

**Dec. 6**—Deadline for entries in International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

**Dec. 9**—*Foundation of the Motion Picture Pioneers* 53rd annual dinner dance. Sumner Redstone, chairman, president, CEO, National Amusements, to receive "Pioneer of the Year" award. Waldorf-Astoria, New York. Information: (212) 247-3178.

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Sol Talshoff (1904-1982)

1705 DeSales Street N.W. Washington D.C. 20036  
Phone 202-659-2340  
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1680 N. Vine St. 90028 213-463-3148. Fax 213-463-3159  
Steve Coe, assistant editor. Mike Freeman, staff writer  
Reed E. Bunzel, radio editor (West Coast). 408-625-3076.

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Kenneth W. Talshoff, senior vice president  
and general manager  
Philippe E. Boucher, vice president and controller  
John M. Arena, assistant controller  
Tracy Henry, systems manager  
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Sandy Bacchus, advertising assistant  
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Dave Berlyn & Associates: 914-631-6468  
Lindstrom Windsor & Associates: 914-234-7660,  
Fax 914-234-7546

#### Hollywood

213-463-3148  
Sandra Klausner, editorial-advertising assistant  
Schiff & Associates (Western equipment  
and engineering) 213-393-9285. Fax 213-393-2381

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Kwentin K. Keenan, circulation manager

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Debra D. Funkhouser, production assistant

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Japan (06) 925-4452. Fax (06) 925-5005

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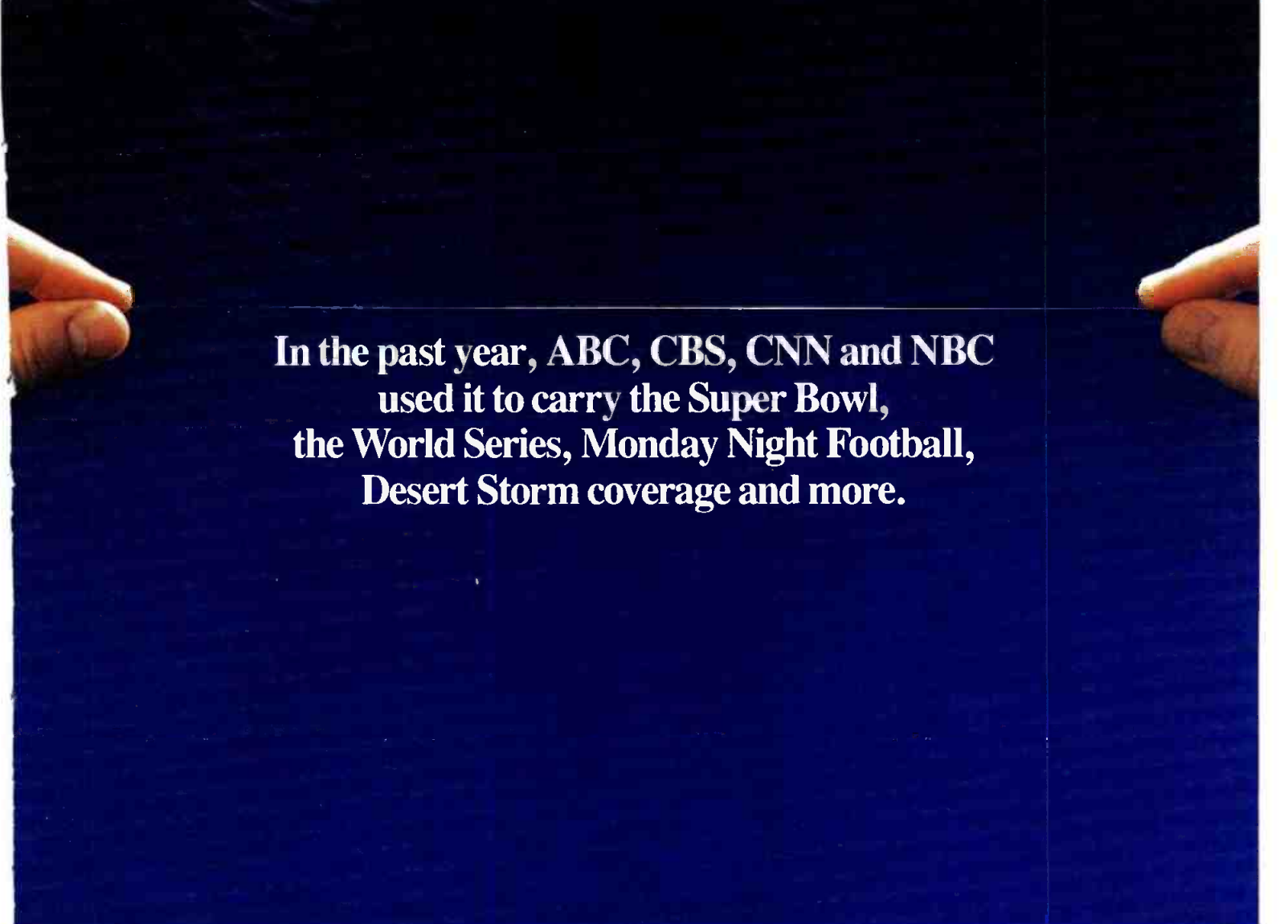
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# OPEN MIKE

## DOWN WITH GROUPS

EDITOR: I think it is time for the truly great radio broadcasters to stand up and be counted. I sound this as an alarm because, gentlemen and ladies, if you don't, you can "kiss it all goodbye." "Bigger is not better!"

Multiple ownership creates no diversification. I speak from a position of knowledge. I have been in this business 35 years and have been a group owner and have been a single market owner. Today I am the latter and am delighted to be back in single market status.

Multiple ownerships can often put one "out of touch" with the broadcast properties. Another problem is the sameness that develops with group ownership. We have in Minnesota a giant "octopus" that reaches out over the entire state but sounds the same everywhere. It is a group ownership. It has been my experience that the truly great broadcasters are the ones that have to concentrate on their own facility each and every day to be responsive to their community needs. Most group stations are so busy identifying themselves with multiple communities in their coverage area, or outside their coverage area, that they have forgotten who they are licensed to serve. Most group ownerships, in my opinion, simply wire themselves to a satellite service and go about the business of "pure commercialism" with little or no regard for the needs of their communities.

It would be fun to pull out one of the old FCC "301 forms" that listed the percentages of programming content and see how well stations would fall into that slot today. Everybody, including the FCC, has lost sight of the real meaning of the two words "public interest."

Every "Ma and Pa" operation in America is suffering from the pressure put on them by large "financial giants" that only play "radio" instead of "living broadcast."

The proliferation of additional signals into already undersized markets is a nail in broadcasting's coffin. It is a sad state of affairs that a once great industry is now faced with monopolistic takeovers by a giant, big-money boys who could care less if the local Boy Scout troop needs air time to help their fund drive, but rather is more concerned that his

"bottom line" is so healthy that he can buy a new Porsche every six months.

The greatness of broadcasting has always been the big heart of the broadcasters who have unselfishly dedicated themselves to service. It is truly nonexistent in a corporate board room where a bunch of \$1,000-suited, cigar-puffing money managers are figuring out how to suck some additional money away from a small or medium market station somewhere in rural America.

As you can see by this letter, I am truly anti-group ownership. I thought the FCC was too, because they sure blew the hell out of one group owner, AT&T. Doesn't the same apply? Break up the clears. Break down the groups. Apply the same logic. Make broadcasters account for themselves on a percentage basis once again, and you will see the so-called nonaffluent broadcasters, the dedicated "Ma and Pa's," stand the test of time.

Broadcasting used to be in the public interest and, by God, let's get it there again.—*E.P. De La Hunt Jr., president and general manager, KPRM(AM)-KDKK(FM) Park Rapids, Minn.*

## CONFUSED CALLS

EDITOR: I worked for the legendary H.Y. Levinson in the late 50's and he must be turning in his grave about your June 17 obit.

He was *extremely* proud of the fact that he owned a 50 kw station in his home town of Detroit and you've credited him with a 250 w station in Livonia, Mich. The WCAR that Hy Levinson owned was sold in the mid 70's and the call was changed to WCXI; the WCAR in Livonia is an entirely different station.—*Jerome Lipman, vice president-general manager, WTSN(AM) Dover, N.H.*

## STILL KICKING

EDITOR: The recent FCC Office of Plans and Policy report on the future of broadcasting and cable is just what broadcasters need at this time. It's ironic that the FCC would issue such a report since it created the situation by refusing a level

playing field for broadcasters and cable, and letting cable literally run wild from the beginning. It's kind of like having the killer write an obituary for his victim. Et tu, Brute?

Well, don't write us off yet!—*John Radeck, owner-manager, KTVH-TV Helena, Mont.*

## LONG-TERM ANSWER

EDITOR: The broadcast industry is in trouble and if help is not soon in coming, many broadcasters will not survive. While there is more than enough blame to go around, rampant greed is the underlying cause. That greed was fueled by a ready supply of money made available indiscriminately by the nation's banking system, and the sudden withdrawal of that money supply is the root of today's trouble.

By the early 1980's, bankers almost outnumbered operators at NAB conventions. People whose broadcast experience was limited to college were securing loans to buy stations, and this glut of buyers caused prices to skyrocket. Some of us saw it coming and said so publicly.

As suddenly as it began, it was over. The S&L debacle, the sudden drop in the economy and the Gulf war combined to cause lenders to back away from broadcasting. Loans were classified as "highly leveraged transactions." The demand was gone, the supply was overvalued.

This "feast or famine" approach threatens the very existence of our industry. A solution must be found that allows the operator to pay the debt. This will require lenders to make terms available that can be met. Where is it written that broadcast loans must be no longer than 7-10 years? The double-wide mobile home in which some studios are housed can be financed longer than the station. The argument made by some banks is that with license renewal an uncertainty, the financing term must be short. No license term extends for 10 years, yet that magic number has been offered. The argument does not hold water.

Longer-term financing is, I believe, the only answer when stations are heavily laden with debt. Given time they will



pay themselves out. It may be as simple as the "dollar down and dollar a week" approach used in the early 30's when that was all the buyer could pay. Major broadcast companies are on the verge of collapse, and the station value of the most prudent operator has evaporated. This crisis affects us all. The time for bombast and posturing is over between owner and lender. Let's get on with real solutions for the longer term and stop trying to box one another into a term "fix" that will not communicate. Joyner, president, Joyner Communications, Cary, N.C.

## TOO LITTLE, TOO LATE

EDITOR: BROADCASTING about the "Pepper issue" was both sad and disturbing. It also portrayed a schizophrenic person unaware of the marketplace reality and without a policy to deal with it.

Pepper's report itself was no real surprise. Anyone who's been reading "Monday Memo" and other BROADCASTING feature stories knows that commentators and operators perceived the problems long ago. Even the 1962 FCC did when initially confronted with the question of cable regulation.

What is particularly sad and disturbing about all this is that once again we see a component part of the U.S. telecommunications industry driven to the abyss before action is contemplated. That an agency like the FCC, operating with delegated authority from the U.S. Congress and supposedly with telecommunications expertise, would allow this to happen again is, or should be, an indictable offense. Is this really nothing more than a replay of the tragic saga of AM radio? Should not a congressionally chartered agency such as the FCC have some kind of institutional memory? Why is it that the primary telecommunication policymaking and regulatory body in the United States can react but not plan?

The "Pepper Report" is now in the public arena for discussion and analysis. By the time the FCC does anything to formalize a response to it, the Department of the Interior will have already placed historical markers at three skyscrapers in New York City memorializing the homes of defunct television networks.

To be sure, the FCC will say that remedial action is already underway. Some agency spokesperson will point with pride at the contemplated FCC redefinition of "effective competition."

In reality, this proposed action is inaction, nothing more than a blatant attempt to derail cable regulations proposed by certain members of Congress. Should we, as a country, be prepared to deposit our trust once again in an agency with a proven record of ineptitude? Instead, we should opt for an attic-to-basement review, not of FCC regulation, but of the entire FCC concept itself and of its marketplace regulation theories.

There is already a serious crisis of confidence in the money market about lending to radio and television. The financial crisis is due in no small part to what the FCC has and has not done.

It is high time for both the White House and the Congress to treat telecommunications with the kind of priority normally associated with a vital national industry.—*Michael F. Starr, associate professor, Southern Illinois University, Carbondale.*

## DAB REBUTTAL

EDITOR: I would like to reply publicly to the June 10 letter headlined "DAB Defense," submitted by Mr. Daniel Pommier, in response to my May 13 letter to your magazine, in which I expressed some concern regarding the readiness of DAB technology.

Mr. Pommier (and others associated with the National Association of Broadcasters who have communicated with me) asserts that I was the only individual out of 1,550 bus riders who experienced audio dropouts during the demonstration. Odd, since I certainly did not ride the bus alone on my downtown tour. The dropouts were real, Mr. Pommier, and were most certainly not caused by the switching between DAB and FM feeds, or a loose wire, or any of the other reasons that have been suggested to date. I have been a broadcast engineer for some 25 years and know by now the difference between a switch between source material, the sound of a loose wire and audio muting caused by excessive bit error rate in a digital signal. The fact that your frequencies in Las Vegas were approved by the FCC does not mean that there was no potential for interference. I found some 10 possible intermodulation sources within the bandwidth used in Las Vegas by performing a simple intermodulation study of the area's FM band alone. I did not include television signals, two-way radio, cellular or SMR radiotelephone or other possible sources in my study. Furthermore, I have correspondence from the NAB which states that testing for "spurs" was performed in only one location in

Las Vegas: at the top of the Hilton Hotel. It is unfortunate that the bus tour did not visit this location. However, I will not go into a detailed technical discussion in this open letter, though I will be happy to enter into one privately, in order to support my findings and conclusions. I would also be happy to further discuss other concerns I have regarding the actual performance of the powerful digital audio compression, or bit rate reduction, schemes used in DAB systems that have rendered the term "CD Quality" as worthless as the labels "All Natural" and "Springwater Fresh."

It is comforting to know that gap filler transmitters will probably be required to reduce bit error rate problems and that the costs will be borne by the broadcasters. We had assumed this. Do you yet have any idea of what they will cost? What any of this will cost? I doubt it.

Since my letter was published by BROADCASTING I have been the recipient of many letters and calls from persons such as Mr. Pommier who stand to gain through the adoption of DAB in this country. I have also heard from many other persons, mostly broadcast engineers and owners, who will be most content to wait awhile before junking their entire transmission plants before these systems have been proven—proven technically and proven to be even desired by the public. In this country, Mr. Pommier, the public—the audience—ends up making the final decision regarding the success or failure of most broadcast and other business endeavors.

Since virtually all DAB proponents ask the American public to toss their current broadcast systems into the dump and re-invest with an entirely new technology, I personally feel that it is in the national interest to test, both technically and in the marketplace, whether these changes will perform as sold. To find out if they are even preferable to the listening public, who supports our industry, with their habit of tuning in every day. As a somewhat skeptical consumer, I would prefer that these tests be performed by persons who do manufacture, license or otherwise stand to gain financially from the outcome. If DAB is all it has been sold to be, perhaps you (and other DAB manufacturers) might find a neutral party who could subject the technology to standardized testing, rather than expecting the broadcast community to simply take your word that you know what's best for us.

After all, if the public doesn't like it—or just doesn't notice it—what do we gain?—*Bill Sepmeier, president, National Supervisory Network, Avon, Colo.*

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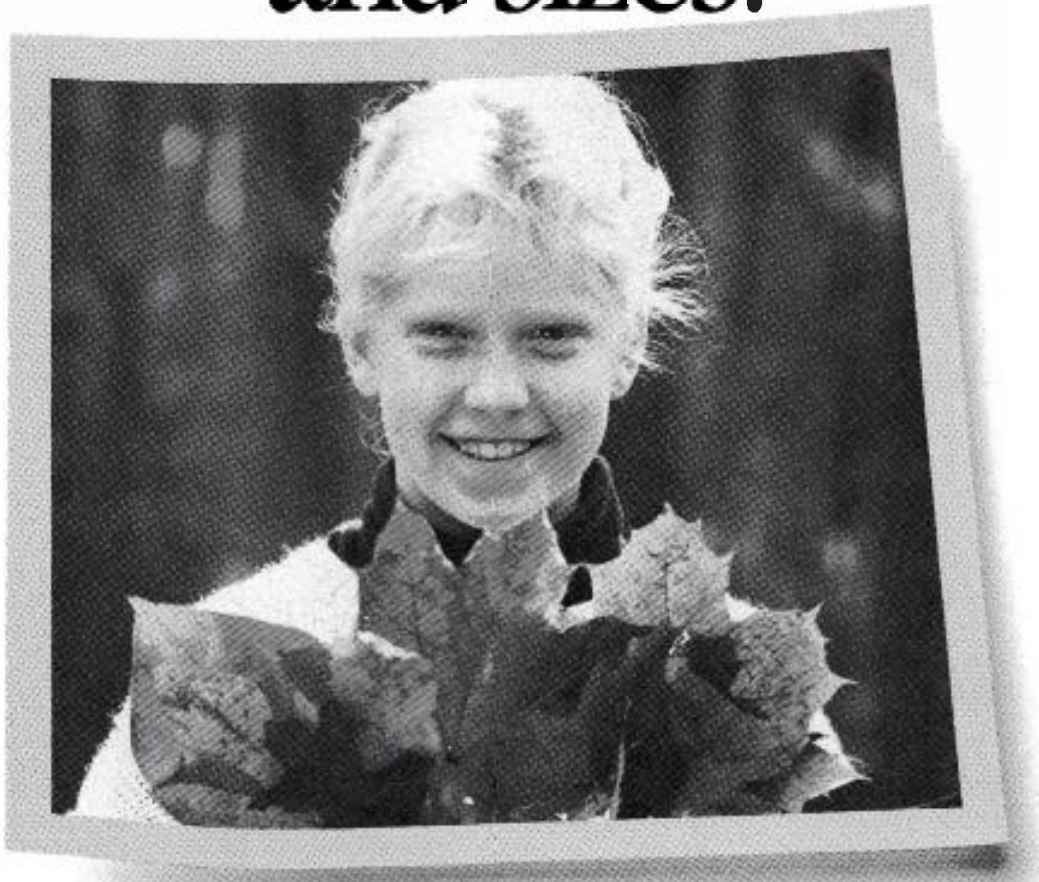
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# TOP OF THE WEEK

## A FOOT IN THE DOOR FOR TELCOS

*Judge Greene reluctantly lifts ban on RBOC's data delivery and video outside service areas; decision is stayed pending Appeals Court review*

**D**istrict Court Judge Harold Greene last Thursday (July 25) handed down a decision the seven regional Bell operating companies (RBOC's) have wanted for seven years. Pending further review by the U.S. Court of Appeals, Greene lifted the long-standing restriction on the RBOC's entry into "information services" such as video newspapers, video classified ads, video yellow pages and video program distribution outside their regional service areas.

The decision shifts a spotlight to Capitol Hill, where forces are battling over the question of RBOC entry into local program distribution, putting them in direct competition with cable and broadcast TV.

"July 25 may go down as a very monumental day in the history of the ever-changing world of telecommunications," said Senator Conrad Burns (R-Mont.), an ardent supporter of telco entry into the information service business.

"This decision finally will open the door to the Information Age for many Americans. Consumers and small businesses are the real winners today because they stand to gain the most from more competition in electronic information services," said Edward E. Whitacre, chairman and chief executive officer, Southwestern Bell Corp., one of the seven regional companies.

The first direct effects of the decision will be felt by newspaper publishers, who will have many of their services duplicated by RBOC data transmission services, said James P. Mooney, president of the Na-

tional Cable Television Association. The 1984 Cable Act will still prohibit RBOC's from providing video service in their own service areas. "We are obviously concerned that this decision may lead to new anticompetitive abuses by telephone companies, as they attempt to edge out independent providers of independent services. But we are also obviously pleased that the 1984 Cable Act says what it does," Mooney said.

National Association of Broadcasters President Eddie Fritts was not available for comment late last week. An NAB statement said the association is "troubled by the unfortunate" decision. "It will clearly have broad legal, regulatory, legislative and business implications," NAB said. Further comment is expected following the NAB executive committee meetings this week.

The appeals court had earlier concluded the restriction should be lifted unless the evidence pointed with "certainty" to reduced competition in the video and data transmission marketplaces after

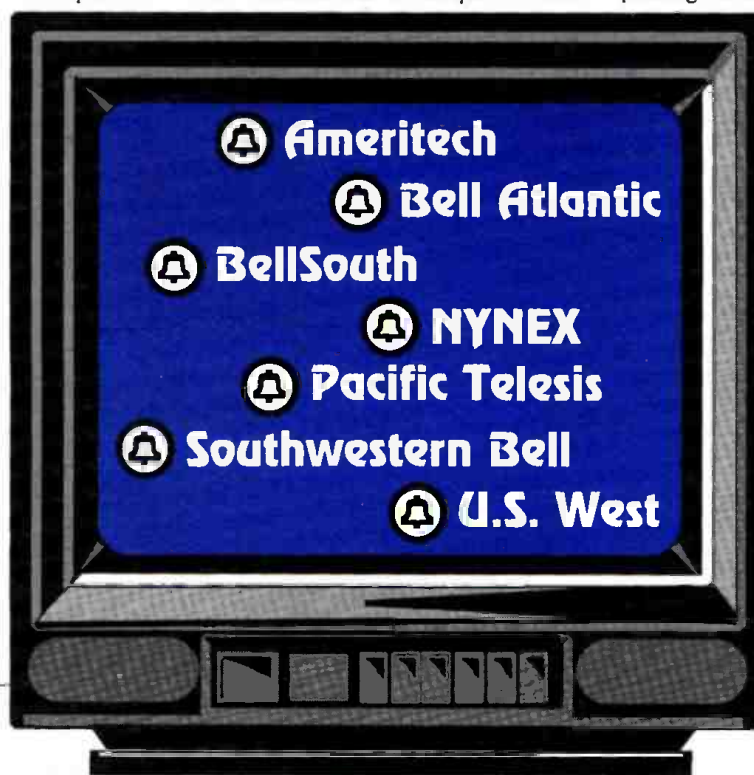
telco entry. It directed Greene to review the information services restriction in the modified final judgment (MFJ), the 1984 consent decree established after the breakup of AT&T. Greene seemed reluctant to lift the restriction during oral arguments last spring (BROADCASTING, April 22), and expressed skepticism about the RBOC's commitment to competitive practices in his 71-page opinion last week. "If the regional companies were permitted both to generate information and to transmit it, they would, certainly as of now, appear to be the only entities in the developed world to have this kind of stranglehold on information," he said.

But in the end, Greene said he was forced to conclude: "In view of the requirements imposed by the Court of Appeals...[District Court] could not responsibly and with proper deference to that court rule that the information services restriction must be retained."

Greene stayed action on the decision pending clarifications of several terms

used in the earlier appeals court order and on how much weight should be put on the RBOC's pre-1984 anticompetitive actions in making the information services decision. The stay, together with expected appeals from consumer and newspaper publishing groups, could delay implementation of the decision for several months. "Substantial funds could be spent in reliance on a decision which could subsequently be vacated," Greene said.

While the judicial wheels turn, many will be watching Congress, where bills affecting MFJ restrictions on in-





formation services distribution and telephone equipment manufacturing by the RBOC's are under consideration. The Communications Competitiveness and Infrastructure Modernization Act (H.R. 2546/S. 1200), authored by Burns and Representative Rick Boucher (D-Va.), would remove the video program distribution restrictions in the 1984 Cable Act as a means of funding a national wide-band fiber optic network to be in place by 2015.

The Communications Competitiveness Bill will gain momentum following Greene's decision because "it gives the Bell operating companies a great deal more reason to be enthusiastic supporters and contributors to having the legislation pass. It razes the only restrictions other than the crossownership restrictions in the 1984 Cable Act," Boucher told BROADCASTING last week. Some speculated that opponents of the bill might use the Greene decision to create fear of a telco video monopoly and a backlash against the Burns/Boucher bill. "I don't think there's going to be a backlash effect," Boucher said. "I think that most people have now come to believe there is a role for the telephone industry in the offering of video service."

Leaders in both the House and Senate back the bill, Boucher said. But two key Senators—Commerce, Science and Transportation Committee Chairman Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee—have gone

on record against telco entry.

Many industry observers believe the House Telecommunications Subcommittee's consideration of an equipment manufacturing bill (H.R. 1527) will have a greater impact. Written into the bill are "safeguards" against cross-subsidization of profits from local telephone service into the establishment of the manufacturing business. A House Judiciary Committee oversight hearing on H.R. 1527 is scheduled for Thursday morning (Aug. 1). The Senate passed a manufacturing bill (S. 173) in June without the cross-subsidy restrictions of the House bill.

"If they decide to put cable safeguards in there, I'm not sure the [telephone] industry, depending on what they were, would go along with that," said Ward White, vice president, government affairs, United States Telephone Association. He speculated that newspaper publishers and the cable industry will lead an attempt to impose cross-subsidy safeguards stricter than those now written into the bill.

Cross-subsidies were a key concern of the American Newspaper Publishers Association following the decision. "We believe that a prohibition on RBOC's entry into electronic publishing over their own lines is good public policy," said ANPA President Cathleen Black. "Absent that bar, these multibillion-dollar corporations will be free to use the profits from their local telephone monopolies to bankroll their entry into the information services market, and to

drive competitors off the road."

From a broadcaster perspective, lifting the information services restriction may be a benefit, according to Robert Pepper, chief of FCC's Office of Plans and Policy. Pepper said it is "unthinkable" that telco video delivery would be exempted from common carrier obligations, meaning broadcasters will have carriage on telco systems and the opportunity to program more than one channel. Broadcasters will continue to provide the most-watched programs and will fare better if their programming expertise fills three or four channels instead of one. Broadcasters will also have increased leverage in negotiations for retransmission fees from cable systems, Pepper said.

Many of the information services envisioned by the RBOC's involve advanced wideband, fiber optic networks. An effect of the decision could be a boost in communications technology. "The ball is in the regional Bell companies' court...They have the ability to place this advanced communications technology in the hands of ordinary people—the elderly, the young learner, disabled people and those living in remote or isolated regions of our nation," said the Alliance for Public Technology.

Most seemed to believe Judge Greene's reluctant decision will affect the strategies of nearly all communications businesses. "The changes have been dramatic. The world has turned upside down since Wednesday," US-  
TA's White said. —RMS

## THE GREENE DECISION: TELCO FOOT IN CABLE'S DOOR?

**J**udge Greene's decision, if upheld, would greatly facilitate the RBOC's purchase of cable companies outside their own service areas, according to one securities analyst commenting last Friday. George Dellinger, a Washington-based analyst for County NatWest, said the "odds have risen dramatically," for such acquisitions: "Today, right now, the Bell companies can go out and negotiate to buy options in cable systems outside their own territories. Once the appeals are resolved they could exercise those options."

One stock that County NatWest had reiterated a recommendation on last Friday, American Television & Communications, was up 4% by late afternoon, even though the market was down. TCI was also up slightly. Stock market activity in the RBOC stocks was also positive, with issues such as Bell Atlantic and U.S. West, delayed due to an excess of buy orders. Most of the RBOC stocks were up Friday, while most newspaper stocks were off slightly.

Until now the RBOC's have needed a waiver from Judge Greene to own cable systems outside their operating territory—cable service within their territory is still prohibited by the 1984 Cable Act. Pacific Telesis has had a waiver pending for two years with Judge Greene to acquire a Chicago cable system.

But a report written last Friday by Dellinger and Martin

Sharkey said: "In our reading of the judge's decision we found no *do novo* provisions which would have required the phone companies to build cable systems from the ground up, rather than purchase existing system, thus we would certainly expect the RBOC's to buy, rather than build, cable properties outside of their operating territory."

Outside of direct acquisition, corporate and financial observers last week said they expected the decision to affect Fifth Estate companies in other ways. Until now media companies have generally lost money trying to provide videotext and similar information services. During the 1980's CBS, Times Mirror, Knight Ridder and Affiliated Publications all lost money and eventually abandoned such efforts.

But some think that in alliance with the RBOC's, media companies may find a way to make such ventures work. Denise Jevne of T. Rowe Price also said that such joint ventures might include cable operators: "I would watch for things like the agreement between AT&T and TCI."

Asked whether the freedom to provide new services would encourage the RBOC's to invest more in fiber optic technology, Jevne said that short of providing television, the new services might be accommodated within the telephone companies' existing architecture, facilitated by new signal compression technology. —GF

# INDEPENDENT-TV CONSORTIUM NEGOTIATES WITH STUDIOS FOR TWO-HOUR PROGRAM BLOCK

*Station executives in group deny they are interested in forming a fifth network*

**A**s the result of individual meetings with MCA Inc. and Warner Bros. Domestic Television in Los Angeles last week, a newly assembled consortium of independent TV stations is looking through a dozen series development projects, with one studio likely to win exclusive rights to supply programming for a two-hour ad hoc network block planned for fall 1992. In a story first reported in BROADCASTING ("Closed Circuit," July 15), some industry observers said the consortium is looking at the ad hoc network as a test for the formation of a fifth broadcast network, but station executives within the group presently disclaim any such intent.

Although Michael Finkelstein, president and CEO of Renaissance Communications, one of the leading members of the consortium, said "deal points" have yet to be finalized with the studios, he still provided a rough blueprint. Dubbed The Television Consortium by Finkelstein and others, he said the independent group is looking to lead the "development and syndication of first-run programming" in a fashion similar to what Operation Prime Time accomplished in the early 1970's.

According to Finkelstein, with the seven station groups and four individual independents (roughly 28 stations total) accounting for over 50% U.S. coverage, Warner Bros. or MCA will be allowed to sell and insert "at least several minutes" of national advertising time in any series, while consortium stations will likely pay reduced cash fees in return for providing "off-the-top" coverage.

By Finkelstein's account, the arrangement will allow the studio to sell the national barter time and close non-consortium independent and affiliate deals on a straight barter basis in first-run syndication. Finkelstein stressed that up to 90% coverage is attainable by clearing the series product with remaining medium- to smaller-market independents, Fox affiliates and network affiliates.

Tuesday or Wednesday evenings (8-10 p.m. ET/PT) are being looked at as "logical target nights," said Finkelstein, since Fox Broadcasting Co. does not currently schedule network programming on those evenings. He said 22 weeks worth of original episodes will be ordered, with 30 weeks of repeats. When

it was suggested that a pair of network-quality dramas would garner approximately \$50 million for an order that size, Finkelstein replied that studios would be able to produce series below that figure "the way this deal is structured."

Details were sketchy on what kind of series were pitched by MCA and Warner Bros., but Finkelstein acknowledged that hour action-adventure series represented a majority of the series pitched, while sources also indicated that several sitcom and reality-based series ideas were presented.

The consortium was originally conceptualized by Chris-Craft Industries

President Evan Thompson and Pinelands Inc.'s WWOR-TV (New York) President and General Manager Michael Alexander over a year ago. It includes Gaylord, Renaissance, Koplar, Cannell, Taft and ABRY station groups, and individual major independents WPWR-TV Chicago, WSBK-TV Boston and WXON-TV Detroit.

Critical in attracting the other independents was the strong presence in the top-10 markets of Pinelands' WWOR-TV New York, Chris-Craft's KCOP-TV Los Angeles and KBHK-TV San Francisco, Combined Broadcasting's WPWR-TV Chicago and Taft's WPHL-TV Philadelphia. —MFJF

## CBS'S LONG GOOD BUY

*Midwest properties purchased for \$200 million*

**T**he long-rumored sale of WCCO-TV Minneapolis to CBS was concluded last week in a definitive agreement reached between the network and Midwest Communications Inc. The purchase of the station and Midwest's WFRV-TV Green Bay will expand CBS's reach from 20.8% of TV households to 22.7% and increase the higher profit-margin station component of its broadcast business. In addition to WCCO-TV, the acquisition, for \$50 million stock and the assumption of roughly \$150 million in debt, includes co-located WCCO(AM)-WLTE(FM), a regional pay sports channel and microwave and other regionally based communications services.

Parties involved on both sides of the negotiations confirmed that the \$200 million purchase price represents seven to eight times the properties' cash flow. The consideration, less than at least one prior offer Midwest received, will have the advantage of being tax-free, unless and until the CBS stock that Midwest shareholders receive is sold. Another factor contributing to the lower price was the existence of independent KMSP-TV, another VHF facility in the market, said station broker Howard Stark. Even if CBS did not threaten to withdraw its affiliation from WCCO-TV if it could not make the purchase, other potential buyers who might have bid up the price may have been wary of an affiliation switch.

Closing the transaction, expected to

take place roughly six months from now, depends on a number of regulatory approvals plus approval by a majority of shareholders to dissolve Midwest as a corporation. The latter appears guaranteed, since two-thirds of the company's stock is held by a trust whose trustees were involved in the sale.

Regulatory approvals are required from the Securities and Exchange Commission—to approve the issuance of CBS stock—and from the FCC, which will decide whether CBS can maintain AM-FM-TV cross ownership in Minneapolis. Obtaining a cross ownership waiver is not expected to be difficult, since the FCC has looked favorably on such requests that involve a top-25 market with at least 30 independently owned stations. Minneapolis falls within those guidelines.

CBS has also said it will request a waiver of the 12-station ownership limit "...pending completion of the FCC's current proceeding to review its radio ownership limits." CBS already owns 12 FM stations. CBS Radio division president Nancy Widmann said last week that if an FM station did have to be divested, "...it will not be WLTE."

Peter Lund, executive vice president of the CBS Broadcast Group, said there were no current intentions to spin off any of the Midwest properties, although there were no overwhelming "strategic" reasons that all the properties, including the sports channel, be kept. —GF



# COMPRESSION LIGHTS A FIRE UNDER CABLE NETWORKS

Those marvelous technological advances that will multiply programming opportunities for all electronic programmers have shown the other side of the sword to cable networks, whether basic or pay. As cable itself did to conventional broadcast networks, the new channels pose a challenge to conventional cable's share of audience.

In a way, that was the bad news in evidence last week as the cable industry convened in Nashville for the 17th annual convention of the Cable Television Administration and Marketing Society. The good news was that all in the industry seemed to know it, and were taking the offensive to stay ahead of the future before it caught up with them.

That was the thrust of a series of interviews BROADCASTING conducted with leading cable network executives on hand for the CTAM activities. Taken together, they describe the state of that art in mid-1991.

## Michael Fuchs, HBO

"The bottom won't fall out [of pay TV] because it can't fall out. The cable industry doesn't have a business without that kind of revenue, and nothing's going to replace it," said Fuchs. "Even in a multichannel environment, operators must participate. We [pay services] are 25% to 30% of their cash flow. They have no choice." No other new service, namely pay per view, is going to be able to provide that, according to Fuchs. "For pay per view to get appreciably bigger outside of events, which is an occasional business, it will cost operators billions of dollars. Pay per view is a slow-growing business that should be orchestrated along with the rest and used to sell the rest of the package. All of these things [basic, pay, PPV] should feed off and sell each other." Currently, operators are just looking at basic, which Fuchs said is a mistake, especially since "basic is one or two years away from being mature." And other revenue,

such as PPV and advertising, isn't going to "jump from 2% to 60%" and replace pay.

Fuchs said he expects the pay category "to stay steady and grow slowly. From a revenue and a profit point of view, we'll do other things." HBO won't go into PPV, Fuchs said, but it will bring in profit from ancillary businesses. "Foreign, the comedy channel, making product for other networks, sports—all of that will contribute in five years to one-third of our profit," he said.

HBO's plans for a three-channel multiplex will be change enough for the core channel in a multichannel environment. "In a new cable world—if there are going to be 100-channel cable systems, I think we can fit. Three is the maximum we can do with our programming and scheduling.

HBO's costs and revenues "are not going to look so terribly different in five years," said Fuchs. "Motion picture costs will slowly come down, because movies have been cannibalized. And we'll take that money and put it into more original programming. Original

programs will have more and more impact."

## Kay Koplovitz, USA Network

"There's no question that over the next five years there will be a new wave of services, but I consider them second-tier services. They will be more targeted than today's, and more akin to subscription magazines," said Koplovitz. But, she added, "the multiplicity of channels will be taken up by pay-per-view options."

In this environment, Koplovitz maintained that USA's business will remain healthy and strong. While the new second-tier services' economic model will largely be based on subscription fees, she believes USA's economic model will remain intact. Advertising currently accounts for two-thirds of USA's revenues, and Koplovitz does not expect that to change drastically. USA will continue



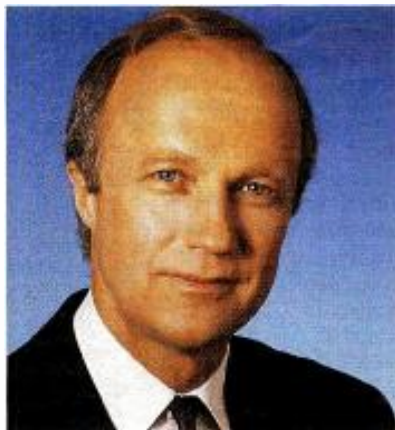
HBO's Michael Fuchs



USA Network's Kay Koplovitz



AMC's Joshua Sapan



Showtime's Tony Cox



Showtime/Evening Television's Scott Kurnit



Disney Channel's John Cooke

to "spend up [for programing], and continue to attract wider audiences," she said. "In the mid-90's, the growth curve will start to settle down to a more reasonable growth rate."

Koplovitz said she does not believe USA's broad-based appeal will become a liability for the network. "Our dayparts are designed to hit certain groups. We have done a good job to attract those audiences. I don't see us wholesaling away from our strategy." USA, though, will seek to expand its reach through the possible startup of additional channels. Koplovitz said USA has plans to test a programing service concept in several markets at the end of this year.

### Joshua Sapan, American Movie Classics/Bravo

"As more channels proliferate, the thing that becomes more and more important is to have an identity that is easily understood by consumers," said Sapan. AMC, with classic movies, and Bravo, a cultural and performing arts service, have that identity, he stated. "Everything we have done is designed to make that position deeper, clearer and more meaningful. As increased tiering means more consumer discretion as to which channels get into the homes, and pay and basic dissolve a bit, clear identity and perception of value will become absolutely predominant." AMC and Bravo's commercial-free formats will help contribute to that perception of value, according to Sapan, who does not foresee adding commercials to either channel in the near future. But he does not rule out that economics in the future may mandate ads or sponsorships, but even if that happens "we will examine it in manners that have not become a standard part of the marketplace. There are different ways to have advertising."

Bravo has some potential to get involved in PPV, and it also plans to take advantage of cable's local capabilities by "turning cable systems into local affiliates" and giving some of the network time over to local arts programing, an idea Sapan wants to see expand beyond the current two hours a

month Bravo has slated.

Sapan is unsure about trying to expand AMC's franchise by multiplexing, as the pay channels are doing. Multiplexing "is a price-value thing that pay needs," said Sapan. "But that need may come true for basic at some point as well." Sapan said he remains wary of trying to expand or keep existing market share through adding channels. "Multiple entries can be distracting to the consumer."

### Tony Cox, Showtime

"Our business is flat because the pricing structure is out of whack. Business was flat in '84 when the VCR came out. The market shifts on you and it takes a little while to adjust and adapt, and then you move ahead. We're not at a precipice when more people watch Showtime in Showtime households than watch any of those basic networks."

"Clearly, theatrical movies continue to drive our business. There's no getting around the value of a 'Pretty Woman' or a 'Terminator 2.' However, those movies, while still critical, are trending downward in terms of their value. Why? Because they are getting exposed in so many other ways now. Those movies are worth less to the consumer so they are worth less to us. Original programing, therefore, becomes an important part of your equation. The problem there is you don't have presold, prepromoted product...it puts an enormous burden on us to try and elevate the awareness and appeal of original programing to the level of prepromoted product."

"Our made-for's do extremely well, and I suspect we'll replace and displace studio product down the road. About one-third of our prime time schedule is original programing, and it will probably creep up a bit, but it will creep up only if it's perceived to do a better job than theatrical."

"People say PPV is going to kill you, and I say, only if you let it. It doesn't have to if you decide you're going to make it work harmoniously. A person who currently has Showtime may say: 'If I spend \$5.95 on a PPV movie that's going to show up on Showtime, it will make Showtime less valuable.' The

way around that is to keep Showtime value by giving the customer a discount off the PPV movie. Because I'm a Showtime subscriber, it's only \$3.95. Then that whole value-added thing is working."

"The whole theory about multiplexing...is to give you as much choice as possible. I think the consumer may say: 'I'm glad to have three shots at HBO or three shots at Showtime even though it's the same product'...the trick here is to not charge the customer."

### John Cooke, The Disney Channel

"There's no question we're going to have a lot of change. And we have enormous opportunities no matter how that change goes, because we really have the right product," said Cooke. Although other services talk of niching as the wave of the future, according to Cooke, "as long as we continue to broaden our programing, make it work with all segments of the household, then there is no reason we can't continue to grow." No other TV outlet "is trying to program for all segments of the household every day," he said. "There is an enormous dependability and reliability—in scheduling, quality and content—about what we do...and when you have 50 or 60 channels, reliability becomes very important." And, he said, one of Disney's most important assets won't change: "its name."

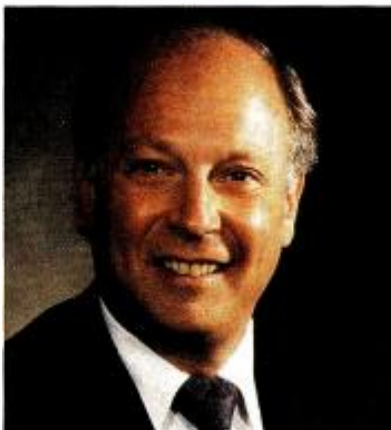
And while Cooke said getting that message across in an ever-increasing multi-channel environment will be increasingly tough, he questioned technology's ability to create more cable networks. "How many more channels can there be? There can't be very many more. We already have sports news...go on down the list." Nor will Disney be much affected if technology turns many of those channels to pay per view, according to Cooke. "Pay per view is an impulse buy, and that's a different business altogether than pay TV. It will not take away from pay TV," he said.

"The only barrier to our success is if we do not get treated properly at the retail level," said Cooke. "I'm optimistic we won't be treated badly." Packaging and pricing pay correctly will be different, though, in a larger





Discovery's Ruth Otte



Group W's Lloyd Werner

channel environment. "What we all thought today will change," said Cooke. To begin with, pay and basic lines will probably not be as defined, he said. "Now is the time for a lot of experimentation [in packaging] to satisfy consumers. If we all experiment to satisfy ourselves, we're destined for failure. But if we're experimenting to satisfy consumers, then we're going to succeed as long as we keep simplicity in mind...our old categories may or may not be appropriate for tomorrow," said Cooke.

#### Scott Kurnit, Showtime/EvenTelevision

"We've got a great shot in the arm because of some big boxing matches this year. PPV will finally be here when the movies take off and are a regular part of the consumer's diet. I don't think that it takes compression to do that. The irony is the economics of the product in a compressed world. What we don't know is whether 50 PPV channels does a whole lot for buy rates. It obviously improves them. My instinct says that with 30 channels, in a lot of places the movie side will do very well. The windows will clearly move up.

"The cable industry is going to have to convince Hollywood, and that means money and it means guarantees, and then it will get day and date releases."

Even though major PPV boxing events have been successful, "it's incredibly unpredictable from a revenue standpoint." Mike Tyson and Evander Holyfield going down parallel tracks created a banner year in boxing, he said. "This is going to be a better year, probably, than next year," he said, because of that. "That's one of the reasons movies are very important. They're a good foundation for your business, so when a big fight comes along, the mechanism works."

A doubling of addressable homes, Kurnit said, won't mean a doubling of revenue or buy rates. "When it's available to everyone, our prices are going to have to come down. Instead of seven people per household, in a 40 million-50 million PPV universe, you're looking at three-four people. You'll still see people having parties, but you'll also see people who want to watch alone without distractions."

#### Ruth Otte, Discovery Channel

"There are so many topic areas that are consistent with the promise of Discovery that we haven't tapped. If there's more capacity, it's up to us to package them in some way that will make sense to the viewer, and to our operator friends, whether it's three channels or five. There are a million directions we can go."

Otte said that Discovery's five-year plan, formed before compression news hit, estimated prime time ratings could reach 1.5, with the right programing and promotion. Currently, it's a 1.0. More Discovery-type networks could produce lower rating across more channels, she said, but Discovery's aggregate market reach would increase. "I suppose we'd have to aggregate across channels for people seeking numbers," she said.

But revenue can come from other sources. In the future "we'll have to think of ourselves as marketers way beyond TV," taking different merchandizing opportunities to advertisers. "We already have bud-

ding businesses in home video, books and interactive video for teachers. It allows you to take the same asset and exploit it in different ways to the viewer." Gaining 25% of future revenue from those non-advertising and affiliate fee sources, she said, "doesn't sound outlandish to me."

#### Lloyd Werner, Group W Satellite Communications

The Nashville Network is preparing itself for increased channel capacity, but Werner doesn't see big changes for a while. "A 150-channel environment will be available by the end of the decade to a very small percentage of cable households. Less than 10% will have that kind of capacity," he said. But as channel capacity slowly grows [Werner puts it at 45 channels in an average cable household by 1995], the broader-based cable networks, and those dependent on acquired product, are those that will be hurt. They will be more easily subject to losing audience, and less able to guarantee their cost structure because of the fluctuating costs of acquired product, said Werner. He said TNN is safe from most of those concerns. "TNN staked itself as cable original eight years ago. I can tell you exactly what programing costs will be in the year 2000," he said. And the broad-based networks—"the channels that all look alike"—will find their ratings fragmented by the choice, and hurt further by tiering of services, because they'll be seen in fewer homes. According to Werner, TNN, because of its country music niche, will not be as hurt by tiering. "We expect our universe to collapse 5%-10% because of tiering. But we don't care.... The people who watch TNN will pay for it," said Werner, who added that TNN's ratings are consistently on the rise. He acknowledged, though, "Put us on a 100, channel system and our ratings [which are consistently on the rise] will decline. But others will decline more."

#### REPORTER'S NOTEBOOK

### FRESTON MAY GO MULTIPLEX WITH MTV, NICK, VH-1

**M**TV Networks is exploring the possibility of expanding all of its networks—MTV, VH-1, and Nickelodeon—into three channels each, according to the company's chairman, Thomas Freston. If plans go ahead, the expanded networks would be in place in 1993, according to Freston, who expects many cable systems to have 80-120 channels by 1995.

The MTV concept, at least, will be tested in several cable systems in 1992. Those systems and other details are expected to be announced this week. The core MTV channel would still remain the same, with new music formats for the other two. "All three feeds would still be [sold as] MTV—no incremental license fee," said Freston. Advertising would be sold based on audience and ratings of all channels combined, he said, with advertisers purchasing spots on all three channels. "With the sheer quantity of music available, we could conceivably do six or seven music channels." Freston predicts an increase in ratings for three channels of MTV to range from 30% to 80%.

VH-1 would likely be shaped in a similar way, but MTV Networks has not decided how it would expand Nickelodeon into three channels. One possibility is based on age, for example, one channel for preschoolers, he said.

Freston said MTV Networks is also exploring creating an interactive music channel, a la Video Jukebox Network, which, he said, "is not a head-to-head threat to MTV." There is no plan to make MTV itself interactive, he said.

# CTAM'S PAY TV VERSION OF 'TRADING PLACES'

*Pay TV and MSO executives examine the business from the other's point of view*

**W**hat to do about pay television dominated discussions at the Cable Television Administration and Marketing Society convention in Nashville last week. And most of the convention's 1,600 attendees were present when three leading pay executives and three MSO chiefs traded places in a session that produced its own share of fireworks.

Showtime Chairman Tony Cox said if he were an operator he would rethink his 50% margin pay business, and shift to "being a low-cost provider." He suggested taking 20% of that margin and investing 10% in lower prices, so when DBS comes along, "they are not going to be undercutting my price." He would also plow the other 10% into customer service "so my customer base won't hate me," and then be less likely to shift to other services.

"We're paying \$2.75 for all the basic services, and marking that up eight-fold to the consumer," Cox said. "It's tough to find other product with that markup. Either I have certain distribution inefficiencies or my monopoly position may be leading me to problems with alternative distribution systems," he added. Cox also wondered aloud if it would make sense for cable operators to provide broadcast signals plus cable barker channels to homes with unused cable drops. He estimated two-thirds of the noncable homes (40% of all homes) have dead drops. That would remove the push for legislation in Congress, he said, make broadcasters an ally and fulfill the societal need for a national communications voice. He said he was confident that subscribers wouldn't downgrade.

HBO Chairman Michael Fuchs said operator attitudes on pay "are so cavalier it's astounding to me." Pay represents 25%-30% of the industry's cash flow, he said. "What does this business do without pay revenue?" And pay helps the industry bring in basic subscribers. Time-lock campaigns provide basic subscribers, he said.

Operators are so excited about pay per view, which provides 2% of their revenues, Fuchs said, they have forgotten about pay. "You can't turn on a channel without hitting a pay-per-view spot."

He also offered a word of warning on basic: operators can't approach its maturity like they have on pay. "Basic is one or two years away from being mature," he said. But that "doesn't mean you

write that business off." He also suggested to operators that "inventory not carrying its weight should be removed from cable shelves. It blocks the excitement of new services."

Disney Channel President John Cooke said that if he were an operator, he would try to "provide pay packages that create value and satisfaction among consumers." Deep discounting four or five pays to consumers, he said, would provide a satisfaction pay package versus a margin-percentage pay package.

Operators took on the role of programmers and said they would look to Hollywood for relief. Larry Wangberg, president, Times Mirror Cable, said: "The studio product is not worth as much," and he would push for lower prices. "I can't lower my price until I get relief from Hollywood...What concerns me is the price-value relationship. It's still worth \$10," he said, "when I

look at the product. But it's only worth \$4-\$6 in the consumer's mind."

Warner Cable President James Gray suggested creating a super fund to promote pay as a category. Time-lock campaigns, he said, are too simplistic, create havoc in the marketplace and produce little pay growth. "We're training customers to move from one service to another."

Thomas Baxter, president, Comcast Cable, wondered if pay services could communicate with an MSO's customer service rep on how to help the category.

In the cross fire, the operators contended their margins are not 50% or 60% when the cost of capital, depreciation and interest is included. "If we give up 20% on the margin, there would be no bottom line," said Wangberg.

On film cost, Fuchs said Hollywood does understand the problems in pay television. "Slowly but surely, prices are coming down."

—MS

## NBC'S OLYMPIC-SIZED SPENDING FOR SUMMER GAMES

**A**s NBC Sports begins its one-year countdown to the 1992 summer Olympics, the network is said to be looking at costs that could total more than \$600 million. NBC will recoup that money as long as its ambitious pay-per-view experiment works and it is able to sell out its broadcast inventory. But with almost a third of the inventory still unsold, it remains to be seen whether the broadcast network will collect the more than \$300 million of potential advertising revenue believed to be available.

The network has already spent \$401 million on rights fees to the 25th quadrennial competition, and could spend an additional \$200 million in presenting

the games. Network executives have mapped out a budget that will include about \$100 million in production costs to broadcast the games in the U.S. On the cable side, NBC and Cablevision executives have said they will spend \$60 million to produce and \$40 million to market their ambitious pay-per-view plan. The network's total non-rights cost will be double that of the 1988 games, when there were no cable rights.

Although NBC plans to spend at least as many broadcast production dollars as it did for the 1988 games in Seoul, the network will be making do with fewer staffers this time around. NBC Sports coordinating producer David Neal said the network will not need as large a production team as there had been at Seoul, largely because the games will not air live in the U.S.

"In Seoul, because there were so many live events, each venue was staffed to the hilt," said Neal. "This time we can rely a bit more on the host broadcaster (Spain's Radio Televisio Olimpica '92). We think we can do more with less people."

Neal said the network will "checker-board" its on-air and production talent





to make maximum use of limited staffing. For example, staffers assigned to cover swimming events will move to another assignment when those particular events are over. NBC News did not employ such a method in 1988 and found itself underutilizing its crews, according to Neal.

NBC executives said only some of the production and on-air staffs will be available to the PPV operations, which instead will probably rely heavily on the RTO feed.

On the advertising side, NBC's Olympic Sales Department has sold about 65% of its advertising inventory for the network's 161 hours of Olympic coverage. That, according to the advertising community, was the easy part. It is the remaining 35% that will be a hard sell. However, NBC's Bert Zeldin, vice president, Olympic sales and marketing, is confident the network will be able to

sell out at premium rates. The average price for a 30-second spot in the Olympics is \$200,000.

"We are ahead of the 1988 pace," Zeldin told BROADCASTING, adding that the network "will not be discounting" any spots.

Modified guarantees are being offered to advertisers meaning that the network will guarantee up to 90% of a rating instead of the usual 100%. Where potential makegoods would be delivered is one area of concern to media buyers. "Hopefully, makegoods won't be in the Olympics themselves but in other premium properties," said Jerry Dominus, senior vice president, director, network negotiations, J. Walter Thompson, adding that "you can't pay off IOU's with low-priced inventory."

Whether the network will be able to make enough money off inventory to cover its rights fees is another matter.

NBC is hoping for significant non-advertising revenue from PPV. It is striving to sell several million viewers on PPV packages costing between \$95 and \$170.

Agency sources said the ad load varied by daypart but multiplying 10 minutes of inventory per hour over 160 hours would give the network \$320 million in ad revenue. The network will also generate incremental sales from its owned TV stations.

Some are wondering how NBC's pay-per-view plan will affect regular viewing. Said Dominus: "Pay per view, whatever modest success it has, is potentially siphoning off the most avid fans and that has to be painful to the advertiser."

NBC currently has no plans for any advertising on its 540 hours of pay-per-view coverage but is considering the idea of having advertisers sponsor events.

-RB,JF

## CBS EYES A SEASON WIN, AND MAYBE EVEN A PROFIT

*Stringer tells TV critics he's bullish on strength of the networks*

**R**eacting to recent speculation that one of the broadcast networks might relinquish a portion of the prime time schedule to affiliates as a means of cutting costs (see page 31), Howard Stringer, president, CBS Broadcast Group, said that the current network system was "not broken" and added, "we should be trying to make the networks better and stronger, not rationalizing a retreat."

Stringer made his remarks to television writers at the Television Critics Association press tour in Los Angeles. He also admitted to some confusion about the value of rolling back prime time on the West Coast, as will at least one NBC affiliate (see page 56). "I've resisted it on principle," he said of the shift. "I know the argument about lifestyle on the West Coast, and I'd be intrigued to see that. But every time you see a shift like this, you have to ask yourself, who's it for? Do you do it with the interests of the network in mind? Do you do it with the interests of the affiliates in mind? And if you're not careful, do you undermine the structure that has been around for a long time?"

Stringer declared that the emphasis of CBS's new series premieres will remain in the fall, which he says "is still the best time to launch product."

When asked about remarks made last week by ABC Entertainment President Bob Iger (see page 31) and other speculation about the possibility of a network

going under, Stringer said the recent economic downturn should not be sufficient cause for the death of any of the networks or Fox. "It's foolish to be talking about the loss of one network when a fourth was just added a couple of years ago," he said. "If a network goes out of business...it's because the network screwed it up."

As for the network's fiscal outlook for the year, Stringer said he expected CBS to break even for 1992, and it "may even show a profit." His optimism comes in the face of CBS's 67% drop in net income in the first six months of 1991.

He said the executive shakeups at CBS, which has seen five division-president changes over the past year and a half, are over, and gave a vote of confidence to "the team that's going to take this network...to the forefront."

Stringer hinted that CBS may not be playing in as many sports in the future. "The next round of contracts will be very tough. There's no law that says we have to lose money," he said.

Sagansky said CBS has been talking with cable companies about the prospect of a CBS-cable program swap, but that nothing has been finalized.

When asked whether scheduling three movie nights during the week was an indication of a weak development slate, Sagansky responded: "We thought we'd be more competitive with a movie on Saturday night, and that would allow our

promotion department to concentrate all of their considerable efforts to establish Wednesday and Friday nights."

The much talked-about *Lonesome Dove* sequel will air in the 1992-93 broadcast season, with the original *Lonesome Dove* to be rebroadcast next summer, he said.

Specials for the upcoming season include a series of live, dramatic productions he characterized as reminiscent of *Playhouse 90*. Francis Coppola is the producer and will likely direct the first installment.

CBS will schedule the second round of its anniversary specials during the November sweeps, featuring *M\*A\*S\*H* and both *The Bob Newhart Show* and *Newhart*, as well as *The Best of Ed Sullivan Part Two*. CBS may not be doing many more of these specials: Sagansky said there is a finite amount of quality series in the CBS vault to justify such a program. CBS has also scheduled a four-hour mini-series, *In a Child's Name*, for the November sweeps. The two-hour pilot for the late Michael Landon's planned series, *Us*, will air during the first week of the season.

The entertainment division has also ordered four backup series for next season: the animated *Family Dog*, which has seen its debut moved back twice, *The Fish Police*, an animated series from Hanna-Barbera, *Ray Guns*, from New World Television, and *The Human Factor*, starring John Mahoney.

-SC

# ABC TO SPREAD SEASON LAUNCH OVER THREE WEEKS

*Iger predicts that losses from shows in 'the bottom third' of the schedule will eventually force networks to cede some prime time to affiliates*

Joining the trend toward scattering new-season launches over a longer period, ABC will roll out its 1991-92 schedule over three weeks beginning Tuesday, Sept. 17, announced Bob Iger, president, ABC Entertainment, during the Television Critics Association press tour last Monday. Iger also said that network programming, especially hour-dramas, have been hurt by "an impatience" among viewers engendered by use of the remote control.

Iger said ABC's decision last season to cancel five critically acclaimed dramas (*Twin Peaks*, *thirtysomething*, *China Beach*, *Equal Justice* and *Cop Rock*) was based on each program's individual performance and does not indicate a network-wide plan to wean high-quality, low-audience dramas from the schedule. He did say, however, that the fall lineup represents a more commercial approach.

"The whole issue of failed quality dramas is very, very frustrating," Iger said, "because we need dramas on our air. We cannot in any way occupy all time periods with comedies or reality shows or escapist dramas.... Yet there does seem to be, at least in the last couple of seasons, if not a viewer apathy, almost a viewer impatience of sorts with this kind of show. And I think the remote control device has probably created differences in the way people watch television more so than almost any other device, including the VCR."

Iger suggested that male viewers are more likely to zap through the channels than are female viewers and, as a result, "most hour dramas right now are severely deficient in the delivery of the male audience."

Iger repeated a prediction made last year: "I think long-term we're going to see probably fewer networks. I'm not sure that all of us will survive a new age." In the short-term, he believes, one or more networks will be forced by declining audience shares to return a portion of the 22-hour prime-time schedule to affiliates.

"If you look at our schedule right now," he said, "and analyze it from a business standpoint, you would find, much to our chagrin, that the bottom third of the schedule, and in some cases...the bottom half of the schedule, is losing money. And it might be in a network's best interest to cede those hours and those unprofitable programs

## ABC'S PREMIERE WEEK TIMES THREE

### Tuesday, Sept. 17

8 p.m. .... *Full House* \*\*  
8:30 ..... *Home Improvement* \*  
9 ..... *Roseanne* \*\*  
9:30 ..... *Sibs* \*\*\*

### Wednesday, Sept. 18

8 p.m. .... *Dinosaurs* \*\*  
8:30 ..... *Growing Pains* \*\*\*

### Friday, Sept. 20

8 p.m. .... *Family Matters* \*\*  
8:30 ..... *Step By Step* \*  
9 ..... *Perfect Strangers* \*\*  
9:30 ..... *Baby Talk* \*\*

### Sunday, Sept. 22

7 p.m. .... *Life Goes On* \*\*  
8 ..... *America's Funniest Home Videos* \*\*  
8:30 ..... *America's Funniest People* \*\*  
9 ..... *The ABC Sunday Night Movie* \*\*

### Monday, Sept. 23

8 p.m. .... *MacGyver* \*\*

### Tuesday, Sept. 24

9:30 p.m. .... *Homefront* (90-min. special) \*\*

### Wednesday, Sept. 25

9 p.m. .... *Doogie Howser, M.D.* \*\*  
9:30 ..... *Sibs* †  
10 ..... *Anything But Love* \*\*  
10:30 ..... *Good & Evil* \*\*

### Thursday, Sept. 26

8 p.m. .... *Bird & Katt* tentative title \*\*  
9 ..... *FBI: The Untold Stories* \*\*  
9:30 ..... *American Detective* \*

### Saturday, Sept. 28

8 p.m. .... *Who's the Boss* \*  
8:30 ..... *Growing Pains* †  
9 ..... *The Commish* (two-hour special) \*\*

### Tuesday, Oct. 1

9:30 p.m. .... *Coach* †  
10 ..... *Homefront* †

### Wednesday, Oct. 2

8:30 p.m. .... *The Wonder Years* \*

### Saturday, Oct. 5

9 p.m. .... *The Young Riders* \*  
10 ..... *The Commish* ††

\* Season premiere; \*\* premiere; \*\*\* preview; † day-and-time premiere; †† time period premiere.

to their affiliates." Iger would not speculate on which networks would cut back or what nights or time periods might be affected. He predicted that in the available hours "you'll end up with more locally originated programs."

Iger said that while the prospect has been discussed during ABC business meetings, there is no plan in place for a cutback in the network's prime-time schedule.

In response to the Fox-announced plan of a 52-week season, in which it will spread new-season launches throughout the year, Iger argued that the idea of year-round premieres was not new. He cited CBS's debut of *Northern Exposure* last summer, and said that "for years we have had a late winter and a spring season that has resulted in shows such as *The Wonder Years*, *Twin Peaks*, *America's Funniest Home Videos* and *China Beach* getting on the air later and succeeding."

"So I don't know what the innovation is there," he said, adding "I think the idea which CBS did last year with *Northern Exposure*...is a decent one, and one that we are going to seriously look at and probably follow...to some extent next summer."

For this broadcast season, Iger said ABC would be following a "more traditional pattern" of season launches, "although we're going to continue as we have in the past to unfold shows as the season progresses." He listed six series that have been held from the fall schedule for rolling out sometime during the season and predicted that "some of them may in fact end up premiering next summer." The list consists of *Immediate Family*, *Room for Two* and *Capital Critters*, all half-hours, and *Civil Wars*, *Saturdays* and *The Young Indiana Jones* in the hour format.

In other announcements, Iger said he doubted the proposed plan for a series of *thirtysomething* movies would go forward. "The chances of us concluding an arrangement for *thirtysomething* movies is very, very slim. There are so many competing interests at this point." He also said he would have been willing to commit to more than two of the movies if all parties involved had been capable of ironing out their differences.

ABC's fall debut begins Tuesday, Sept. 17 (the first official week of the new season) and continues through Saturday, Oct. 5 (see box above). -SC





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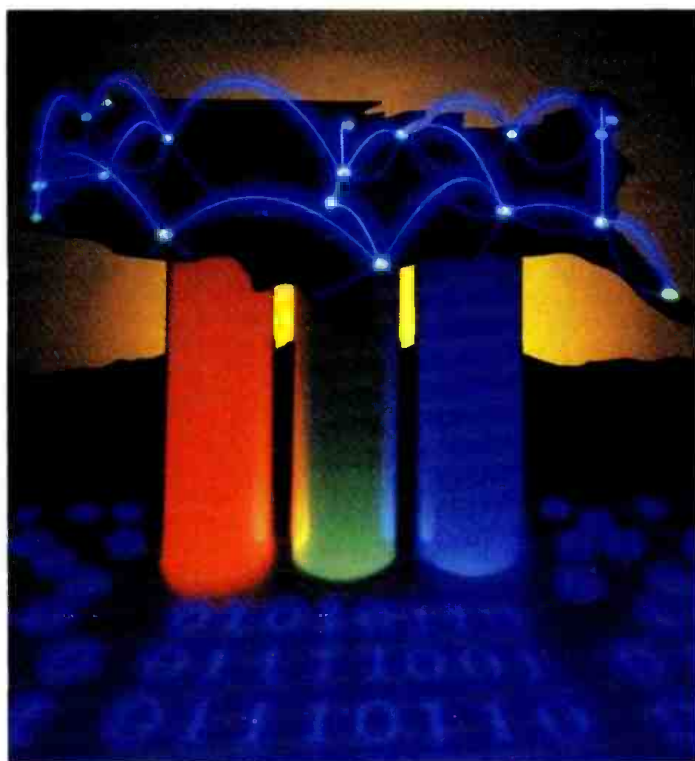
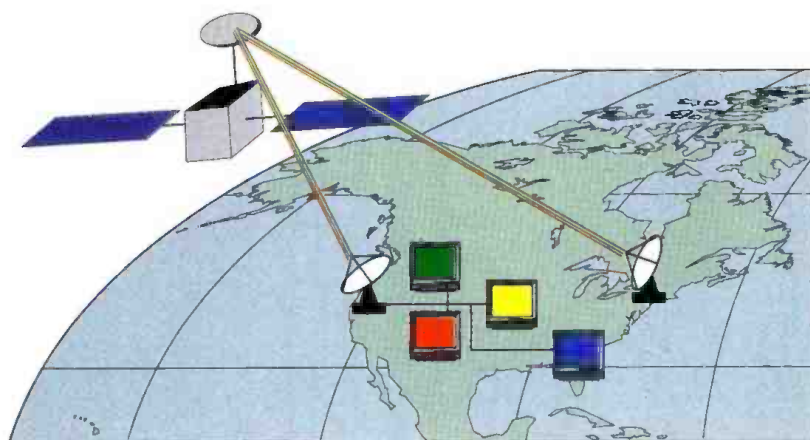


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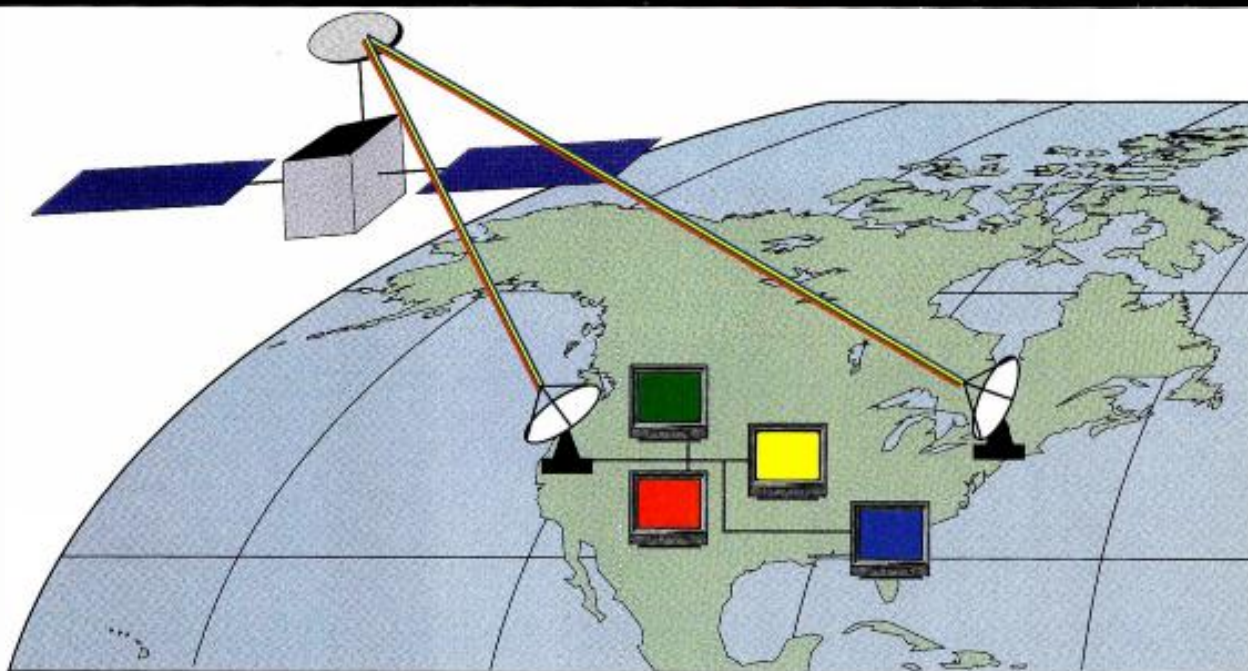
## SPECIAL REPORT



## **SATELLITES '91: LAUNCHING A HIGHER-TECH FUTURE**

- *Video compression will make satellites bigger than life by 1992 (page 34).*
- *Digital fiber has won backhaul market share; WilTel wants more (page 42).*
  - *Satellite news technology pushes democratization abroad (page 49).*
  - *Hughes's Petrucci and Hartenstein pitch high-power DBS (page 52).*





## VIDEO COMPRESSION: MULTIPLYING SATELLITE CAPACITY FROM THE GROUND IN THE '90s

*Operators unanimous in predicting digital technology will mean cheaper capacity, more services, experts say standards battle and pricing restructure may slow revolution*

**E**leven months ago, a startup company out of Kent, Wash., announced plans for a satellite broadcasting service built on a digital video compression system that would allow it to offer 80 channels of programming over just 10 satellite transponders.

As the promoters of SkyPix demonstrated its eight-to-one compression technology, initial industry skepticism soon gave way to widespread interest in video compression and its potentially revolutionary applications in terrestrial broadcasting and cable and the medium that supports them both—fixed satellite communications.

Commercial compression equipment able to multiply what a single satellite transponder can carry is due on the scene by mid-1992.

Satellite operators concede the cost of their in-orbit real estate must come down, but expect no glut. After all, cable and broadcast networks have already purchased, at precompression prices, more than half the capacity aboard TV birds flying into the next century. And existing and new television players will fill the cheaper capacity with more and more services.

But satellite capacity brokers say

those savings may not surface, if satellite operators carry out their proposals to charge by video signal rather than transponder. Given 4-to-1 compression under such a scheme, they say, the sum of four quarters is likely to exceed one whole.

Satellite transmission service companies expect compression to open more capacity for occasional users at peak times of the day. But because the cost of compression uplinking will remain considerably higher than downlinking for some time to come, no one expects satellite newsgathering or news exchange to benefit soon.

Also cautiously optimistic, television network and transmission companies warn that standards battles will add up to gradual investment and a slow revolution to come.

Nevertheless, agree voices from all these quarters, a revolution it will be.

"Compression is the single most important thing that's happening right now," said Jeffrey Sudikoff, chairman of IDB Communications. "It's going to change the economics, and it's potentially going to change the way everything is handled aboard satellites and on the ground."

### Who's on first?

Compression development has already come a long way in one year.

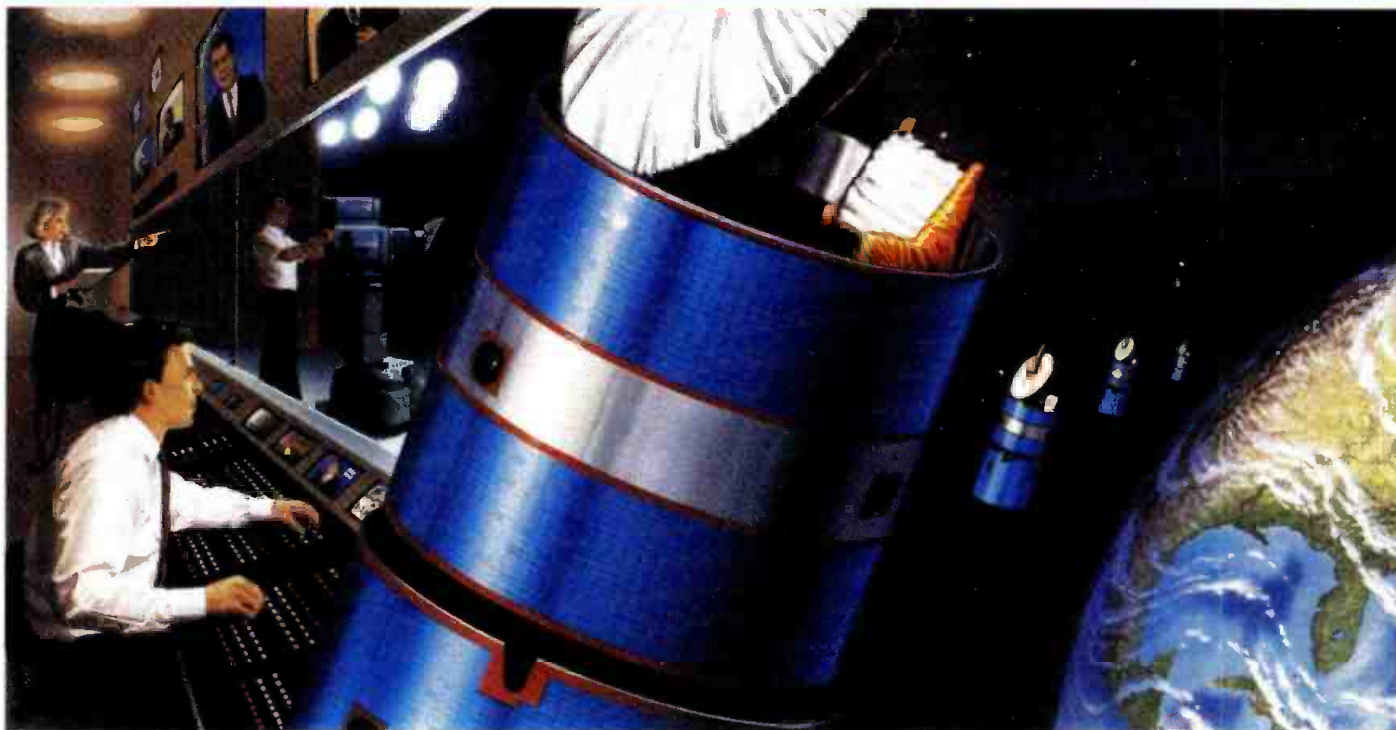
By spring 1991, cable operators, including Jones Intercable and Rock Associates, began testing SkyPix's Compression Labs Inc. hardware from uplink through satellite through their plants to homes. General Instrument and Scientific-Atlanta, two other manufacturers developing compression, joined the cable industry to create a consortium to develop a unified approach to video compression (BROADCASTING, April 1, 1991).

Two weeks ago, GTE Spacenet reached an agreement with SkyPix allowing GTE to apply the technology to its business and education satellite services, probably before the end of this year. And SkyPix still proposes to launch its home satellite service this year.

Industry experts in all quarters continue to question how far, and how fast, the art of squeezing video can go.

Will any system soon attain network quality standards at any more than 2- or 3-to-1 compression ratios? Can complex decompressors be cheaply manufactured in mass? And can enough software,

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or audience, be developed to justify the 200-500-channel universe that 8-to-1 or 10-to-1 ratios could make possible?

Will a single channel per carrier system (designed to accept signals from a variety of uplinks simultaneously) succeed in the marketplace? Or will a multiplexing system (in which signals merge in transmission and share digital information) provide the most bang for the bandwidth?

If those questions remain as yet unanswered, the experts agree, digital TV and video compression have arrived and will only get better, and the days of one NTSC video signal per transponder are numbered.

### Pricing by compressed signal?

In the view of IDB Communications Group Chairman Jeffrey Sudikoff, "compression technologies are the single most important thing that's happening right now. It's going to change the economics, and it's potentially going to change the way everything is handled" both aboard satellites and on the ground—including the potential for new pricing structures based on signals rather than on transponders.

Arguably, IDB stands to gain the most from compression. When it purchased Hughes Television Network in early 1989, IDB became the nation's largest single satellite user and now controls 20 transponders on half a dozen birds. Most of that capacity must be replaced by the summer of 1993.

Sudikoff believes compression will allow IDB to acquire less capacity to deliver the same amount of traffic in the mid- and late 1990's. How much less remains to be seen. He also believes compression will add up to some period of excess capacity in orbit, before new services fill the gap.

The radio industry, he argued, is already "right in the middle of that process." The move from analog to digital—and to a succession of new compression algorithms—in audio transmission has allowed IDB radio network customers, including Westwood One, ABC and CBS, to squeeze a 15 khz signal from 384 to 56 kilabits per second—a six-fold decrease in bandwidth need.

A model for what could happen with video compression may be found in IDB's high demand London-New York circuit. There, IDB used to carry four 15 khz channels in 1.5 megabits bandwidth; it now carries 12 in the same bandwidth. Customers, he said, got a 30% cut in price (from \$11 to \$8 per minute) while IDB gained room for more customers and revenue.



IDB's Sudikoff

On one hand, said Sudikoff, compression will give birth to new services. "There are certain applications that are just waiting to deliver tens or hundreds of channels to a destination, which isn't possible until you get the compression technology." But in the near term, he said, "the guy with four shows isn't going to need four transponders."

IDB plans, "for many of our point-to-point transmissions to include putting multiple videos in a transponder in order to reduce the number of transponders that we need." It is conceivable, he said, that "a handful of transponders" could handle all of HTN's sports traffic.

"I'd love to be buying the same amount of transponders, but that means we'd be carrying eight times more traffic, if that's the compression rate. In the short run," he said, new satellite launches and the application of compression will "support a glut of capacity both on the ground and in space."

But David Simmons, chairman of Keystone Communications (which controls booking on 10 transponders), and Sudikoff said that at least one satellite operator has proposed a new pricing scheme to make up for potential reductions in the amount of capacity a TV or radio programmer needs to do the same job.

In a next-generation satellite proposal to IDB, the operator "wants to sell the application, rather than just the bandwidth. In my view," said Sudikoff, "they're not going to get away with that."

Concurring, Simmons said operators are indicating that "what they're willing

to sell is one video signal, rather than bandwidth. As a reseller, we hope to acquire a full bandwidth transponder, then do the compression ourselves."

Given 4-to-1 compression ratios, Simmons said he does not expect to see the price come down by a full factor of four, but, "we would hope to see the price of a video signal come down," no matter how the carriers price the capacity.

Simmons believes TV syndicators are "prime candidates" to use compression. But he foresees a lag time between the application of compression to existing services and the creation of new ones. Judging by satellite history, he said, "excess capacity will play a large part in driving the price down."

But, he cautioned, if the carriers were to translate current long term transponder lease rates of \$100,000 to \$120,000 per month to the same rate per video signal, the benefits of compression could not pass down to the end user.

### The networks: Affiliate menu

At a pace driven by economics, rather than purely by technology, the ABC, CBS and NBC broadcast operations executives expect their entertainment, news and sports divisions to use compression to create multiple services for their affiliates and, perhaps, for other markets.

Pointing to likely standards battles and television's historically cautious approach to new technologies, none foresees an overnight revolution—especially with respect to one of their greatest transmission needs, remote newsgathering.

So far, said David Baylor, vice president of broadcast operations for NBC, the companies working on compression have put an emphasis on bringing down the costs of receiver-decompressors—a strategy with obvious attractiveness for delivery to millions of cable or satellite TV subscribers.

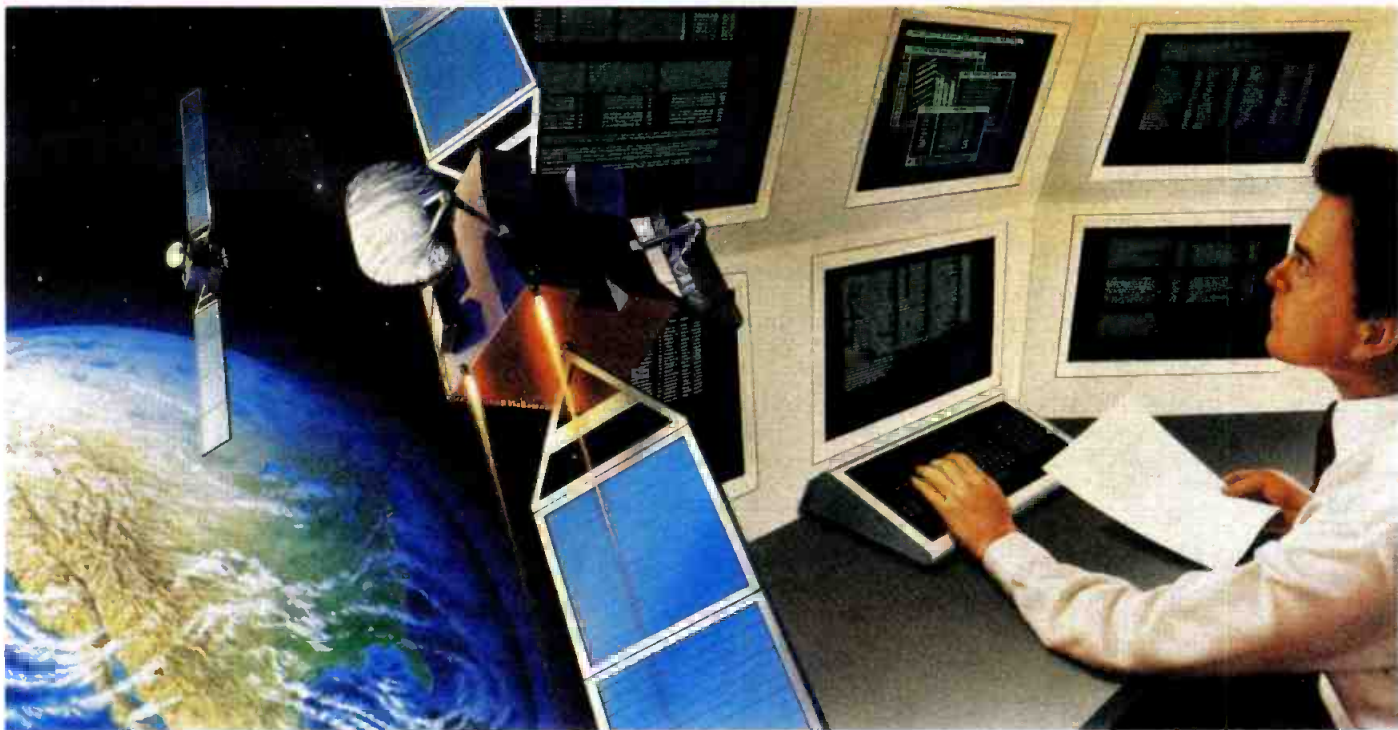
The cost of encoders for uplinking, however, is likely to remain high—a scenario less than ideal for any network with multiple uplinks.

NBC, the only all-Ku-band network, has 116 uplinks and another 800 downlinks, said Baylor. About 70% of its satellite traffic at any given time is not network distribution, but rather news and other backhaul from affiliates.

Given the prospects of \$150,000 per compression encoding facility, said Baylor, NBC expects the technology will impact only its distribution transmission, at least until encoder costs come down.

Looking ahead to 1995, when NBC must replace its satellite capacity, Baylor said, "Compression does not neces-

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sarily mean fewer transponders. It probably is a combination of more services and fewer transponders. Or more services and the same number of transponders.

"I wouldn't discount the possibility that we could put a third of our services into a compressed system and save some transponders. But our goal would be to put 100%, or realistically 90%, into a compressed system.

"Who knows? As we all look for ways to spread our costs out and try to garner new revenues, we probably will be looking at a whole lot of new services," he said.

Mary Frost, director of telecommunications for ABC, said she is not worried about whether ABC will have more capacity than it can use in the seven C-band and two Ku-band transponders it purchased aboard AT&T's Telstar 401 and 402 satellites (to be launched in 1993 and 1994, respectively).

Minimal resale of capacity, much of it to ABC affiliates, is already a current practice. AT&T's proposed computerized booking system will also make resale for the occasional market easier by automatically putting unused capacity "back into the pool," she said.



Frost: 'Run with the best'

But the network would more likely aim to use additional channels to create new services.

ABC laboratory engineers will likely experiment with various compression equipment from late this summer into next year, "to see what applications we could get," said Frost. "The prospect is very exciting. It leaves you with almost unimaginable possibilities."

But the network, she said, is begin-

ning to imagine. "I think if the fin-syn rules lightened up, it could turn around the future of the networks—if they could produce more programs.

"It might mean something as simple as our own affiliates, like radio affiliates do, having a choice of seven different programs all from the network. They could become a lot stronger, packaging programming however they wished, for particular audiences or times of day." And, she said, such a scenario would provide expanded advertising inventory.

Frost suggested compression applications will be slowed by costs and the introduction of multiple systems and, therefore, not create a sudden capacity surplus.

"Just because a technology is available doesn't mean it's going to be in widespread use, or cheap to use, as quickly as one might think.

"If there are three different compression types out there," Frost speculated, "how is that going to work with all the [ground and space segment] vendors and providers? If I don't have, say, the CLI [Compression Labs Inc.] system, then can I not buy from one of the vendors that only has CLI equipment? Are we going to end up with five or six codecs

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stacked up here? And who pays for the codecs? There are lots of utilitarian questions that need to be answered," she said.

For ABC, compression could provide "the safety that we have against some of the newer technologies, whether it be DBS or telco to the home or whatever," said Frost. "I know that if I need the compression technology to put up a bunch of channels to compete with cable or DBS, I can do it. I can be a player, whichever way the technology goes. If it doesn't move very fast, we're safe; if it moves fast, we're in a position to run with the best of them."

Frost declined to predict ABC would become a direct-to-home player itself, but she acknowledged "the capability exists on the satellites" being built by AT&T.

Ted Corus, manager of product marketing for AT&T's SKYNET, said that the Telstar birds will be configured to allow a user to pair transponders to offer up to 12, 120-watt Ku channels on each bird. Compression would multiply that offering. "If you're talking 12 channels, and compression gets to the point of eight to 10, you're talking 120 signals, which equates to a lot of cable TV."



Baur: More neighbors

CBS will "certainly take advantage of compression technology. The question is when it will become do-able and economically feasible," said Brent Stranathan, vice president of broadcast distribution.

CBS has purchased 10 C-band and two Ku transponders to be spread across Hughes' two hybrid satellites, Galaxy IV and VII (both to be launched in 1992). Given a working system, compression will allow CBS to free up some

of that capacity for resale and to deliver more programing, he said. Adding that it is too early to define what kinds of additional services the network might deliver, Stranathan said they could be designed for current CBS affiliates or perhaps the multichannel marketplace.

"I think there will be excess capacity for a time; I wouldn't call it a glut," Stranathan said. Some excess, he noted, would benefit the networks and other newsgatherers in times of peak traffic.

Gene Borman, vice president of sales for Video Services Corp. subsidiary Atlantic Satellite Corp. (ASC), believes that compression is not likely to spawn domestic syndication offerings. With a Northvale, N.J., antenna farm, ASC maintains fiber links to all three broadcast networks and delivers syndicated TV, including *Cosby* and *Sally Jessy Raphael*, to stations nationwide, 80-90% of it via satellite capacity leased from brokers.

However, he said, "based upon what I've seen, there are not a whole lot of people out there waiting for compression to reduce the cost of transponders so they can put their product up on satellite. Either the show is going to gear itself to satellite and be marketed that way, or its going to stay on tape."

#### Mr. Cable's Neighborhood

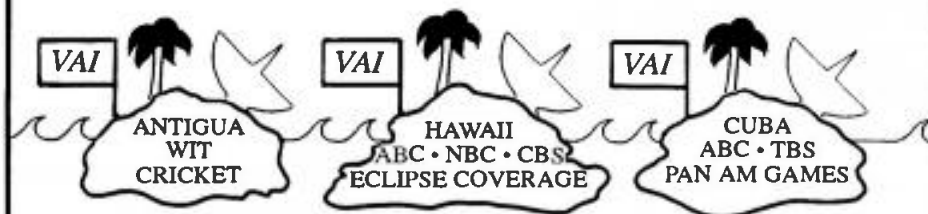
Cable television, among other users that aggregate in satellite neighborhoods, will benefit first from compression, said W. Neil Bauer, senior vice president of commercial operations for GE Americom. Programers desiring capacity on filled up satellites dedicated to a certain kind of distribution will use compression first to reach dishes already pointed at those birds, he said.

With programers committed to nearly fill two GE and two Hughes satellites into the next century, he said, and with the promise that services will expand—particularly in multiplexing of pay services and expanded pay-per-view—"eventually you get to the point where you need more satellites.

"There will be [supply-demand] bumps in the road," Bauer said, suggesting that, for example, compression will be used "before it's proved whether video on demand works." For HBO, he said, four services "could easily become 12, maybe four in every time zone," perhaps undercutting investments in only incrementally better PPV services.

"We look at compression as a way to supplement our cable neighborhoods, perhaps by assisting startups by reducing transponder costs," he said.

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Team Sports and SportSouth), GE also foresees growth there through adding cheaper capacity on satellites reaching the cable sports TV community.

For NBC, Bauer suggested service expansion might include creating "three or more prime times—maybe, 8 p.m. for kids, 8 p.m. for adults, 8 p.m. for adults." The same expansion could take place in news, perhaps to offer existing late night programs in other day parts and to create new services.

Eventually, compression could create "all new neighborhoods, although probably none as big as cable," he said.

With more than 75% of capacity sold out on its C-band replacement cable birds, Galaxy V and IR, Hughes is assured that, if cable programmers use compression to reduce capacity needs, it will be, for the most part, on their own transponders.

"I don't believe something is going to happen to suddenly make everything that now fits into 10 transponders fit into one transponder," said Hughes President Steve Petrucci. "It's going to be a relatively orderly process" over a number of years.

#### **GTE: Out front in other markets**

Entertainment television programmers will almost certainly find themselves watching what business and educational TV satellite users do with compression technology first.

Two weeks ago, GTE and SkyPix reached an agreement that gives GTE the ability to apply that equipment to markets aggregated on its Spacenet and GStar satellites. Before the end of the year, said Spacenet vice president of sales, David Piske, "you'll see announcements" on specific applications of the equipment to GTE services.

According to GTE Spacenet President C.J. (Jerry) Waylan, the initial aim is to open capacity for the business and distance learning TV, data and voice markets, "because those are two areas where we've put a lot of our resources."

Aggregated on the same birds, most business and education traffic competes for the same capacity, often during the same peak hours midday.

Compression, said Waylan, will free up more capacity in those peak hours. Business TV users "want to have access when they want access," he said. With analog delivery, it has not been possible to offer that. "With this new technology, where we're allocating much smaller bits of bandwidth and power on the satellite, we can allocate a number of digital accesses and provide much more responsive service."

Remote newsgathering, however, is

not likely to see the same offering. Said Piske: "It's not clear to us yet that the [CLI] equipment would be the right equipment for newsgathering. There are many others working on the technology. Some of those developments are directed more toward applications where the SkyPix configuration would not be well suited."

Like NBC's Baylor, Piske noted that the CLI system offers low cost decoders but has not yet developed low cost encoders. Piske predicted that, once the volume of encoder sales goes up, the \$50,000-\$100,000 price "will go down dramatically. We visualize using several different sources of technology, and a number of different algorithms, each in different applications," he said.

As for any glut, Piske said, "On balance, we're not going to see any excess capacity merely as a result of video compression. If anything, these technologies are going to increase the total volume of satellite use."

#### **AT&T: More than before**

"It's a huge investment to launch a satellite," said Eileen McNamara-Rasch,

director of AT&T's SKYNET transponder services. "To the extent our birds can do more than they once could, that's good for us and the industry."

With the ABC Television Network as anchor tenant, AT&T will launch two 48-transponder C-Ku birds, Telstar 401 (in May 1993) and 402 (in April 1994) to replace and expand its current fleet.

The launch schedule for both Telstar birds was delayed several months last year after AT&T decided to change design, trading off 36 MHz Ku transponders for 54 MHz, which can be split in two for remote newsgathering—a response to ABC and other broadcast users' needs, said McNamara-Rasch.

With none of its own Ku capacity now, AT&T will end up with 48 Ku transponders and the ability to virtually double that number, even before figuring in digital compression. And, because prices will come down, she said, "It's good in the regard that it lets in people who otherwise probably couldn't have come into this marketplace. Suddenly, those barriers are removed, and people who have been on the fringes waiting to play in this market enter it. "I see winners on every side," she said.

—PDL



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# FIBER VIDEO: GROWING POINT-TO-POINT POWER PITCHES NETWORK DISTRIBUTION

*With established 50-city fiber backhaul business, WilTel considers racing clock to win network distribution with fiber-satellite proposal*

In late January 1990, CBS delivered coverage of Super Bowl XXIV to its affiliates via satellite—standard practice for the past decade.

But that evening, for the first time, CBS used on the air a stadium-to-network feed transmitted via fiber optic landline.

Since that night, the broadcast networks have increased their uses of Vyvx National Video Network's (NVN) 50-city switched digital fiber video network for point-to-point applications.

In 1990-91, CBS backhauled the NCAA Basketball Tournament, the Major League Baseball post season and about 20% of its regular season NFL backhauls via Vyvx. ABC used fiber to backhaul Super Bowl XXV from Tampa, Fla. All three networks take regular news feeds through busy corridors via fiber, particularly Washington to New York. And two of them may use fiber backhaul in covering the national political conventions in 1992.

But now Vyvx parent Williams Telecommunications (WilTel) is also targeting network distribution, exploring the idea that, with a commitment from an anchor tenant such as NBC—and some help from satellites—it can interconnect more than 200 affiliate stations and handle a broadcast network's entire distribution and backhaul needs at a price competitive with satellite by 1995.

With the Vyvx backhaul network established, and AT&T proposing a 90-city switched video fiber network by September, most experts believe a fiber video backhaul business is here to stay.

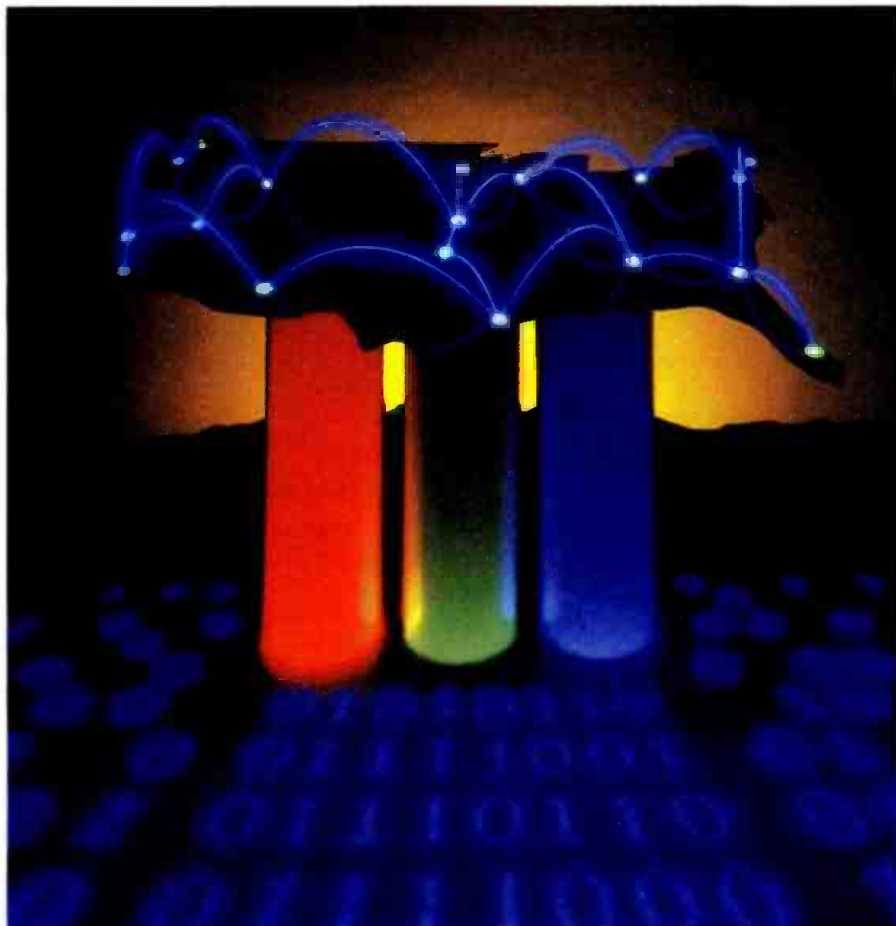
But could the future of network distribution lie in a hybrid fiber-satellite scheme?

The networks are listening, but skeptical, especially ABC and CBS, which have committed tens of millions of dollars to another decade of satellite distribution beginning in 1993 (ABC aboard AT&T's Telstar 4 fleet and CBS on Hughes's Galaxy fleet).

But NBC has a year to make its own next-generation decision, giving either a satellite operator or fiber network three years lead time to build. And NBC says it will listen to all comers.

## The WilTel overture

Network and other sources agree that



WilTel says it can marry fiber and satellites to serve NBC, ABC and CBS.

Vyvx has raised the bar on fiber, thanks mainly to a natural gas pipeline converted by WilTel into a fiber network connecting \$10 million worth of Grass Valley 45-megabit-per-second DS-3 digital codecs and other equipment in 50 cities.

Chief among the fiber advantages for video, said WilTel Video Technologies Group (WVTG) consultant Lynn Rowe, president of Telecom International. New York, are insulation from interference, security without encryption (a source itself of signal degradation) and reliable digital picture quality.

Through its coventure with IDB Communications Group, Vyvx is carrying about 20% of Major League Baseball backhauls, said Vyvx NVN President Del Bothof. "We'd like to get all of the sports backhaul business," he said, and as cable systems rebuild with fiber, Vyvx is pro-

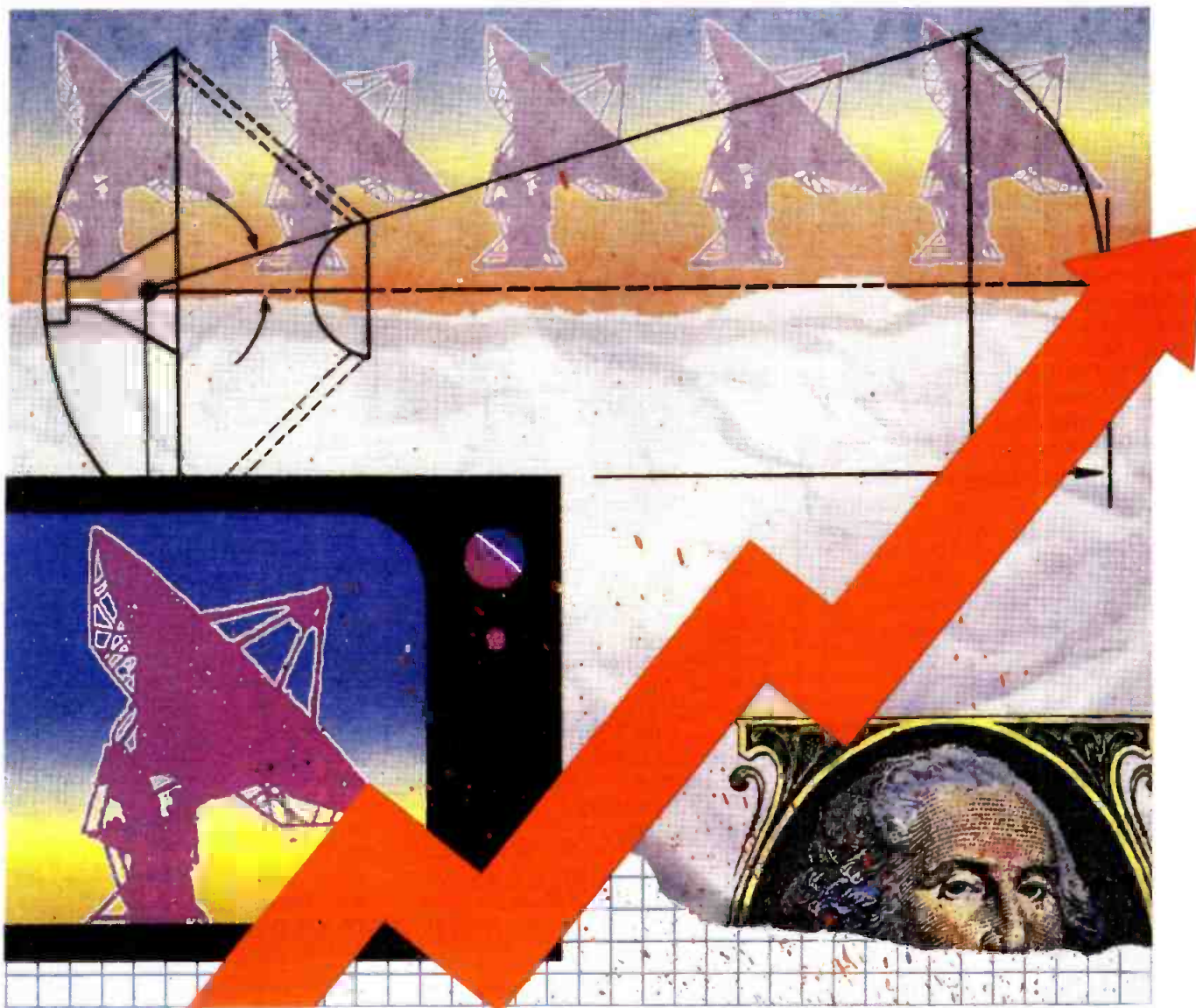
posing to turn its digital TV switching centers into cable programming hubs.

But the WVTG proposes much, much more.

WVTG aims to create three paths into and two paths out of most of a broadcast network's affiliates, all to be controlled by the network. Using fiber as the primary path, Vyvx proposes to offer second route long haul fiber redundancy (connecting Chicago and New York via routes through Cleveland and Washington, for example), as well as offering satellite backup.

It also proposes two local fiber loops in major markets. Such interconnection would also mean that subsets of the network could easily feed one another regional programming.

All that redundancy, said Rowe, would match the kind of redundancy

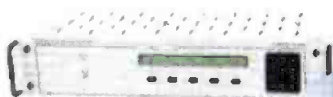


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common in satellite systems, which offer backup capacity on the same bird, another bird and on the ground. And Vyvx claims 99.999% reliability for its proposed hybrid system—translating to five minutes per year in outages, versus 53 minutes per year for the standard 99.99 reliability claimed by satellite.

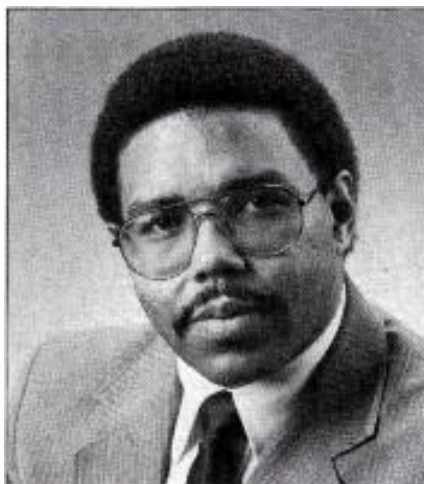
NBC, because it has yet to commit to next-generation satellite capacity, is the most likely candidate for WVTG's pitch. But WilTel believes it can serve the other networks as well, at no additional cost above that committed to their satellite systems, said Rowe.

#### **Price, Flexibility: 'A long way to go'**

Despite reasons for NBC to renew in 1995 its distribution system via Satcom K-2—a satellite operated by co-owned GE American Communications—David Baylor, vice president of operations for NBC, said GE is "a bottomline, business-by-business corporation" that will not hesitate to support another vendor with a competitive bid.

WilTel, however, faces an uphill battle to win NBC, which participated in Bell Laboratories' 1990-91 preliminary fiber tests interconnecting eight affiliates, said Baylor. Suggesting that fiber generally delivers "equal but not better" video quality than satellite, he said fiber providers must not only match the price, but also very complex switching flexibility already accomplished by NBC's satellite-based system.

At peak times, that system handles regionalized sports feeds and time zone feeds, multiplied by regionalized advertising deliveries. Within each region, one subset of affiliates typically moves from satellite to satellite, or transponder to transponder, to pick up a "commercial island," while another subset takes an ad in the primary feed. All that can add up to a dozen feeds delivered, through a time sharing scheme, via six or seven transponders, simultaneously, said Baylor.



**NBC's Baylor**

In addition, NBC operations in New York controls about 55 fixed and 66 transportable Ku uplinks spread across the country. The mix of feeds often includes two times as much news backhaul as distribution, and that backhaul, he noted, might come at a moment's notice from any of the 116 uplinks.

According to Baylor, the eight-affiliate Bellcore tests often demonstrated that fiber "has a long way to go" to match NBC's routine switching needs.

Vyvx, however, says it understands the system complexities and believes it can solve them, said Rowe, a former telecommunications strategist for ABC.

#### **IDB-VYVX: Satellite 'rain'**

Satellite resellers and transmission service companies concede Vyvx's increasing backhaul market share but question WilTel's distribution plans.

IDB Communications Group, which controls 20 satellite transponders, has already incorporated fiber into its system, formed its nonexclusive coventure with Vyvx, mainly to provide options for IDB subsidiary Hughes Television Network to backhaul baseball to local and regional rightsholders nationwide (BROADCASTING Feb. 18).

In the past month, IDB has also added a second full-time, New York-Washington fiber route and another between Los Angeles and San Francisco, the latter capable of converting overseas PAL programming to NTSC.

"Another tentacle" in IDB's system, said IDB Chairman Jeffrey Sudikoff, Vyvx's fiber network has seen limited use this baseball season. Although the fiber network has worked well, in many cases "it's still not cost effective against the satellite time we already have in place," he said.

Like Baylor, Sudikoff believes fiber is "more impervious to interference elements," but that picture quality differences remain "imperceptible" to most users. "There's no clear mandate to use it, and there's no reason not to use it where it's cost effective."

However, he said, "fiber gets cut more often than satellites fail."

"Satellite is still the proper path and more cost effective for the distribution things we have to do," he said.

"As long as you've got to hit Blackfoot, South Dakota, too, you're talking about the satellite signal that rains down everywhere at no extra cost, and every mile of that fiber certainly has a cost to the carrier. And if he's not passing it along, there's some fiction involved. I don't understand yet how it's a viable, everywhere distribution technology," he said.

But on the point-to-point side, David Simmons, chairman of resale and transmission services power, Keystone Communications, said: "We're delighted to see a viable alternative to satellite." Noting that Vyvx's rapid progress is driving AT&T to create more fibercompetition, and increasingly competitive pricing, Simmons said, "I always like to see a lot of vendors."

Gene Borman, vice president of sales for Atlantic Satellite Corp., agreed with Simmons. Already connected to all the broadcast networks via fiber, Northvale, N.J.-based ASC seeks interconnection with more earth stations and fiber routes to delivers syndicated and network TV.

"I see fiber as competing with earth stations for that second and third feed" required by the networks for coverage of major events. "It's a matter of who's going to provide the best quality."

#### **CBS, ABC: 'Something awfully good'**

Like the resellers, other network executives see a significant but limited role for fiber.

Brent Stranathan, vice president of broadcast distribution for CBS, said he expects CBS's use of fiber for backhaul "to continue and possibly expand."

Stranathan said WilTel has made a

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preliminary pitch on the idea of handling CBS distribution.

"I think it's a technology that someday will become viable. But they would have to do something awfully, awfully good in the next couple of years to make it worth our while, because we've already made our investment" in satellite capacity.

"That would have to be factored into their equation to make it cost-effective for us."

Differing with Sudikoff and Baylor, Stranathan said fiber feeds are usually of better quality, since there is no need to encrypt them. Acknowledging common fiber outtages are a problem, Stranathan said he is optimistic about Vyvx's claim that it has found an outage solution.

He believes, however, that the 45 megabit technology now used in fiber networks is likely "an interim step toward whatever algorithm technology is adopted for satellite compression," and the fiber codecs, therefore, will sometime have to be upgraded.

Mary Frost, director of telecommunications for ABC, concluded, "Satellites are incredibly reliable once they're up there perking away. If you want to reach a new affiliate's rooftop dish, you can bet you can get that done quicker than you can have another loop installed. Satellite and fiber will probably coexist, doing what each does best."

#### **The Operators: No surprise**

Satellite operators argue that their facilities will reign indefinitely in the multi-point world.

GE Americom Vice President W. Neil Bauer believes the ultimate effect of fiber growth on satellite operators may be minimal. Backhaul is a key but ancillary use of satellites, since each use is brief and is, therefore, "not a key revenue driver" for operators, he said.

Describing NBC's current Comsat General interconnection as a "highly automated and effective system for centralized diagnostics and control of the motorized ground system," Bauer declined further comment on WilTel's proposal.

Noting that occasional-use demand at peak times has outstripped supply for several years, GTE Spacenet President C.J. (Jerry) Waylan said: "I'm not really surprised that fiber, for backhaul applications, is taking some of this capacity. We've expected it for some time."

"Satellites are uniquely well suited to serve those markets, and that's what we're doing," he said, adding that Spacenet uses fiber to augment its private data and voice networks. "We're not afraid of fiber as a technology or as a competitor."

-PDL



**IDB BROADCAST (video)**



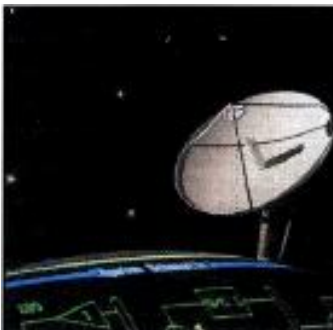
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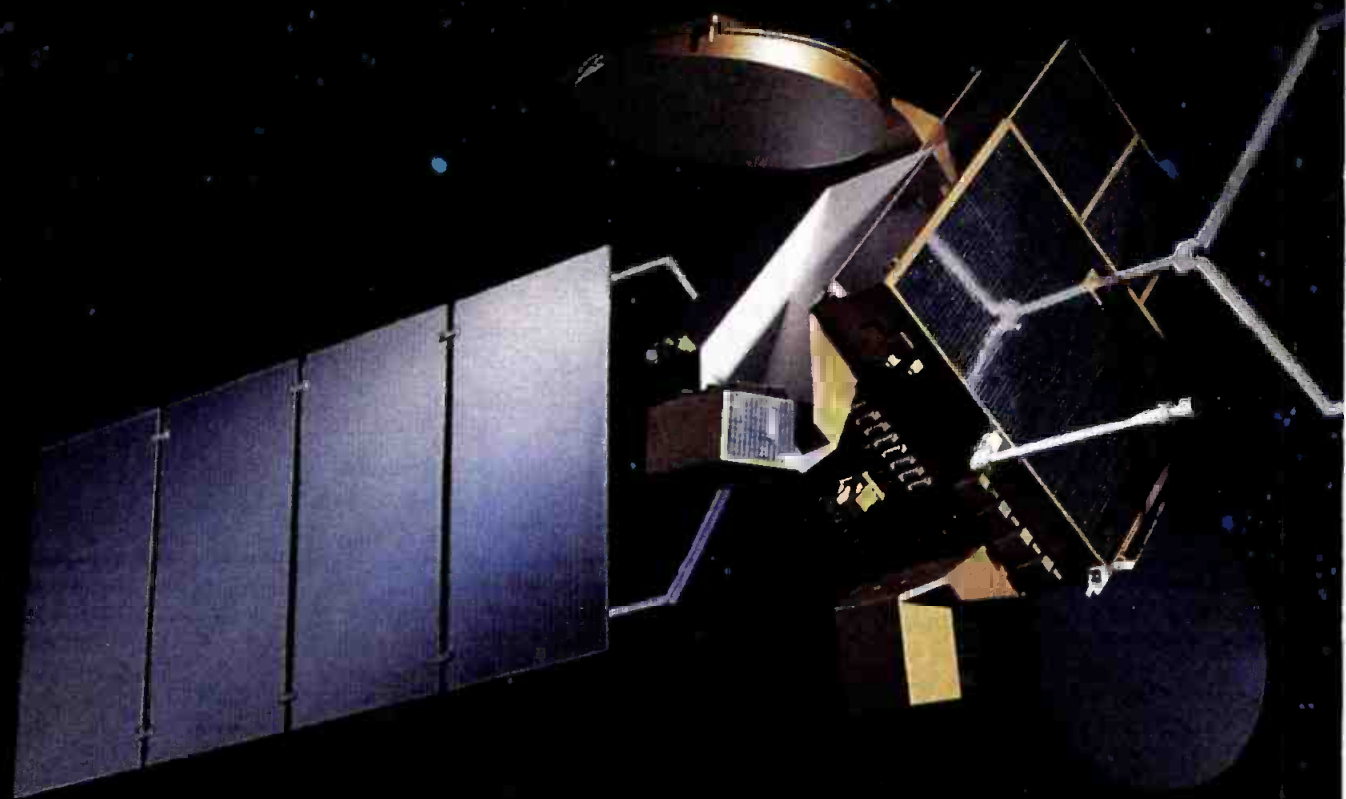
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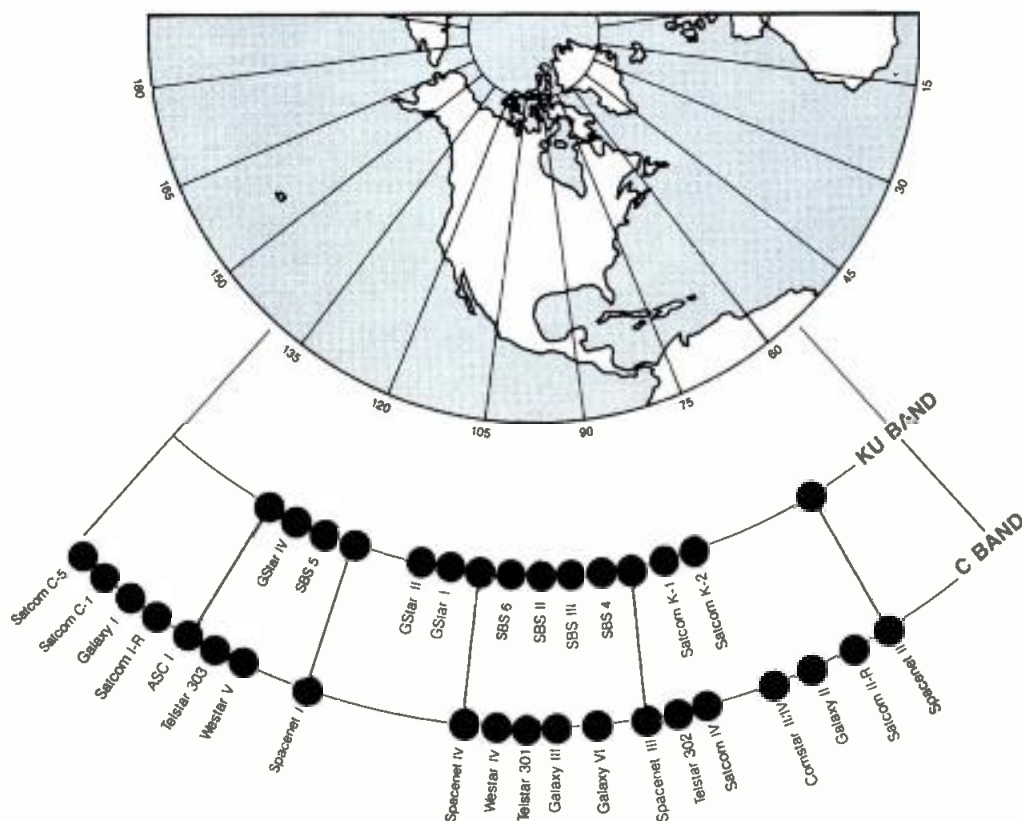
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## Satellite guide to the sky

Carrier Satellite	C-band <sup>1</sup>	Ku-band	Approximate end-of-life	Orbital slot	Carrier Satellite	C-band <sup>1</sup>	Ku-band	Approximate end-of-life	Orbital slot
<b>AT&amp;T</b>					Spacenet I	18	6	May 1994	120
Telstar 301	24	--	Nov. 1993	96	Spacenet II	18	6	Nov. 1994	69
Telstar 302	24	--	Sept. 1994	85	Spacenet III	18	6	March 1998	87
Telstar 303	24	--	Apr. 1995	125	Spacenet IV	18	6	April 2001	101
<b>Comsat<sup>2</sup></b>					GStar I	--	16	May 1995	103
Comstar II	24	--	July 1986	76	GStar II	--	16	March 1996	105
Comstar IV	24	--	Feb. 1991	76	GStar III	--	16	Sept. 1994	93
SBS II	--	10	Sept. 1991	97	GStar IV	--	16	Nov. 2000	125
<b>GE Americom</b>					<b>Hughes Communications</b>				
Satcom I-R	24	--	April 1993	131	Galaxy I	24	--	June 1993	134
Satcom II-R	24	--	Jan. 1995	72	Galaxy II	24	--	Sept. 1993	74
Satcom IV	24	--	Feb. 1993	82	Galaxy III	24	--	Sept. 1994	93.5
Satcom C-1	24	--	Nov. 2000	137	Galaxy VI	24	--	Oct. 2000	91
Satcom C-5	24	--	May 2001	139	Westar IV	24	--	Feb. 1992	99
Satcom K-1	--	16	Dec. 1996	85	Westar V	24	--	June 1992	122.5
Satcom K-2	--	16	April 1997	81	SBS 4	--	10	Aug. 1994	91
<b>GTE Spacenet<sup>3</sup></b>					SBS 5	--	14	Sept. 1998	122.5
ASC I	18	6	Aug. 1995	128	SBS 6	--	19	Oct. 2000	99
<b>MCI</b>									
					SBS III	--	10	Nov. 1992	95

<sup>1</sup> C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 years. Several of the newer birds are built to last 12 years.

<sup>2</sup> Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up station-keeping fuel and have gone into north-south drift.

<sup>3</sup> GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.



IDB earth stations outside Moscow

## NEWS DRIVES GLOBAL UNIFORMITY

*Record Persian Gulf news traffic has further uncorked satellite "genie," but even as U.S.S.R. joins Intelsat, change is slow in Western Europe, elsewhere*

**E**arlier this month, in a move that Comsat Corp. President Bruce Crockett said constituted "the last nail in the Cold War's coffin," the Soviet Union became the 121st member, and 0.05% investor, in Intelsat, bringing with it an Intersputnik satellite system Crockett said will likely merge with Intelsat's global system.

By 1996, Crockett predicted, the current 28 phone circuits between the U.S. and U.S.S.R. will expand to 3,000. Other communications will follow.

Including TV. In mid-July, Soviet Central Television broadcast nationally a one-hour U.S. Information Agency program criticizing the centralized Soviet government for impeding free market growth there.

"The genie is out of the bottle," said Crockett. "The satellites are there. Available information will drive communications expansion. You can't go back."

This week, the Soviets will charge foreign TV news networks about \$15,000 per satellite uplink to cover the Bush-Gorbachev arms reduction treaty summit—down from an original proposal of about \$30,000 per uplink. As the range of PTT charges encountered worldwide go, said one source, the So-

viet deal is on the generous side.

"Progress," agreed veteran international network news executives.

However, they noted, "free world" ministries of telecommunications (PTT's) are often regulatory body and profit-minded facility wrapped into one, controlling approval to use earth stations (if the PTT isn't afraid its own facilities will lose money), for a fee, and controlling coordinated access to regional or international satellites, for a fee.

The Soviets, they said, have joined a process of worldwide satellite deregulation that promises to remain agonizingly slow for years to come.

"I have a feeling that Karl Marx isn't dead," Clay (Tom) Whitehead, co-founder of Luxembourg-based satellite television service Astra, told a gathering of European and U.S. satellite experts in Washington, shortly after the Intersputnik-Intelsat story emerged. "He's simply hiding in PTT's around the world."

Slightly more sanguine, Dick Tauber, director of satellites and circuits for CNN, agreed: "As time consuming as are the arrangements to move that [transportable newsgathering] gear, it can be more time consuming and difficult to get the appropriate authority to use it."

But resistance to change is beginning

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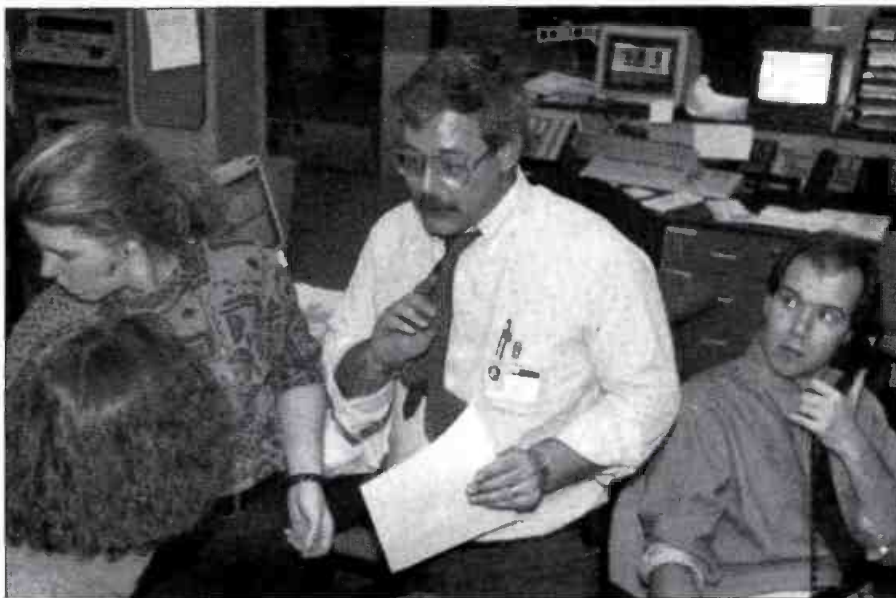
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#### Signs of progress

Tauber and others say the cause of making international video news exchange easier and less costly is gaining headway this year.

On the space segment side, world-

wide coverage of the Persian Gulf war has led Intelsat to offer multiple access service. Inaugurated July 1, 1991, it requires only a 10-minute minimum and places no limits on up- or downlink numbers. Although "the PTT's can still kill you with charges," said Mary Frost,

director of telecommunications for ABC-TV, "what is going away is point-to-point as a concept; what's coming in vogue is multipoint-to-multipoint"—an avenue more friendly to news exchange.

It is, she said, also a sign that "Intelsat knows its growth exists in broadcast."

To that end, Intelsat is launching a new primary Atlantic Ocean Region video bird, Intelsat K, later this year—a bird very similar to Pan American Satellite's PAS 1. With precommitments from interests in Italy and the United Kingdom, Crockett believes the Ku-band bird will prove irresistible to U.S. networks, which so far say its price is too high—several hundred percent higher than the preemptible prices they have paid for a decade.

But Comsat believes demand, much of it driven by news video, will fill the bird.

First to establish a permanent uplink in the Soviet Union, IDB Communications Group Chairman Jeffrey Sudikoff agreed that, "to the extent that competition has emerged"—in the form of private international competitor Pan Am Sat, and in the form of separate Intersputnik services in and out of the Soviet Union—"Intelsat has gotten better."

In Europe, the Commission of the European Communities (CEC) has released a satellite Green Paper recommending less restricted earth station use and unrestricted access to satellites. Governments in Germany, the United Kingdom and elsewhere have unilaterally licensed private satellite users.

Like Crockett, Bill Page, vice president, North America, for Brightstar Communications, believes progress in Europe now mirrors the proliferation of earth stations in the U.S. in the late 1970's. "We're a lot busier in Europe" feeding increased sports and entertainment programming, he said, and the speed of deregulation there "is fine."

The BBC's Oxley said momentum to deregulate is spreading. "France Telecom, who have been the most reactionary, look as though they're beginning to move," said Oxley. "I think if they do, everybody else will come into line." The Netherlands, he said, are "already pretty easygoing, and if France caves in, the Belgians will have to."

In the Pacific, Japan has allowed its own broadcasters to access international satellites from their own rooftops—a significant step forward in the absence of serious pressure to deregulate, said David Simmons, chairman of Keystone Communications, which provides trans-Pacific satellite services for seven Japanese broadcast companies. As newly au-

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thorized separate system Columbia persuades PTT's to point dishes at its in-orbit bird, more traffic will be drawn in and out of the Pacific, he said.

Nevertheless, getting the whole world on the same page "is a slow process," said Tauber, noting that CNN's foray into Iran to cover the Kurd exodus from Iraq after the war was the first such allowance by Iran.

Even in Western Europe, Crockett predicted "total liberalization" of earth station use will take four or five years, and unrestricted access to satellites will probably not come so soon. PTT's in Europe, charging three to 10 times what Comsat charges, "are making a lot of money" on and coordinating satellite services for foreign news networks.

Conceding that, "in remarkably few years we've come from the dark ages to a pretty reasonable situation" in Europe, Whitehead said the Green Paper "is probably too little too late." Even given enactment of its recommendations, he said, by the time current needs are satisfied, a new set of needs will have developed with still no "dynamic process" or independent pan European body—outside the "quasi-monopolistic entrenched" Eutelsat—to process them.

And then there is the rest of the globe.

#### **SNG: Workhorse of different color**

"Internationally," said CNN's Tauber, "people are just waking up to what is required for satellite newsgathering. This is not an occasional-use type of service. It's different, and it should be treated differently."

Finally in July 1991, he said, "there's some concurrence about who's going to carry that message where."

The "where" is the membership of the world's five broadcast unions and Intelsat's 121 signatories. Within the next several months, those parties will receive recommendations adopted in June by a tripartite meeting of the Inter-Union Satellite Operations Group (ISOG) including U.S., British, European and Japanese TV networks, PTT's from those and other regions and satellite system operators.

The details of the ISOG report on satellite newsgathering regulation and pricing remained confidential at press time. But ISOG, said Tauber, "is committed to making SNG easier to do and adjusting costs to relate to what SNG is, as opposed to what it is now, which is anybody's guess, depending on what country you're dealing with."

#### **Money talks**

Money can turn from impediment to aid.

Although British Telecom operates its own fleet of transportable uplinks and

"does quite a bit of work for clients," said Oxley, "they've realized that the easier they make it for people to operate, the more work will come their way, and the more money they'll make on the space segment—a way to make money for relatively little effort."

Concurring, Tauber said, "the PTT's find out eventually that, not only can they make an arrangement for income by letting us do SNG, but their existing facilities are then freed up a little bit to handle the not-so-heavy-duty users."

The German Bundespost, despite its large fleet of transportables, "is equally willing to let you take your own in," said Oxley. "Obviously, they've decided that there's a market, and they're happy to share it."

"If they start to demonstrate that their revenue goes up instead of down, and if the French also give way, I don't see that the rest can stop it."

#### **War stories**

The satellite newsgatherers seek not only administrative consistency and a break from what they consider inappropriate occasional-use tariffs, but also some consistent pricing.

"Some PTT's take a look at SNG and

say: 'Oh, no problem; no work for me, no charge,'" said Tauber. "Others say, 'Oh, no work for me, but it's my country; here's the charge,' and it may be reasonable, anywhere from \$5,000 to \$10,000. Other people look at it and say: 'Ah, time to make money,' and they'll charge you through the nose."

Several years ago, Nicaraguan officials proposed to charge U.S. networks \$2 million just to bring a pool flyaway uplink in to cover elections, he said. The price came down to about \$60,000 and, ultimately, lower.

"That's the range you can be dealing with, because nobody's used to this stuff," he said. "They're used to the old fashioned C-band, occasional-use, book it, try to get a match way of doing international telecommunications. And that's changed over the past few years, especially in major events."

Germany "has changed radically," creating a permit structure for SNG and "very reasonable charges. You can operate from their territory for a year for 1,200 Duetsche Marks...nothing" compared with \$75,000 a month per dish charged by Saudi Arabia last winter. "And what it did was to force everybody to cut back their coverage." —PDL

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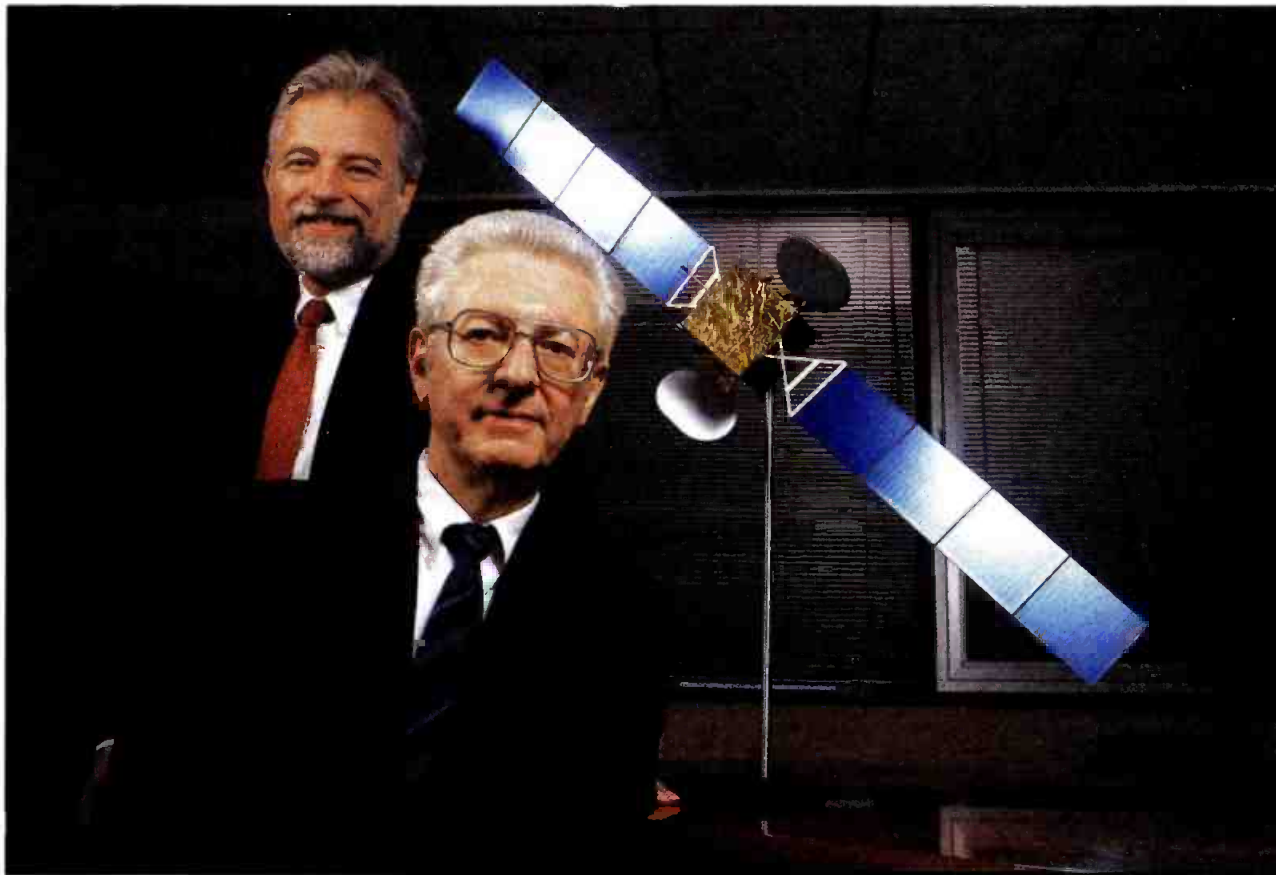
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## HUGHES'S PETRUCCI AND HARTENSTEIN: TAKING THE DIRECT APPROACH

*With the perseverance of true believers and "several hundred million dollars" on the table, Hughes Communications President Steve Petrucci (right) and Senior Vice President Eddy Hartenstein are trying to pull together the pieces for a direct broadcast satellite service offering consumers, in three years, scores of additional program choices.*

*Hughes's first DBS effort collapsed last January when a year negotiating to form Sky Cable with NBC, 20th Century Fox parent News Corp. and top-10 cable operator Cablevision Systems ended in stalemate over how to share risk and revenue in the \$1 billion partnership.*

*But broadcaster Stanley S. Hubbard and his United States Satellite Broadcasting consortium got Hughes's effort back on track last month by plunking down nearly \$50 million (of a total commitment of more than \$100 million) for five transponders on the first of three 16-transponder satellites Hughes plans.*

*In this interview with BROADCASTING editors, Petrucci and Hartenstein talk about how they plan to make the television distribution medium of the future a reality.*

**When Hubbard and Hughes announced last month that you'd launch a DBS bird in 1994, you suggested the deal would "get a lot of people off the fence" with regard to DBS. Has it?**

Hartenstein: Given that this is over the 4th of July weekend and the beginning of summer, we have had an awful lot of people call us to congratulate us and start exploring things with us. There's nothing we're able to announce, but I think our prediction was accurate. It has brought out a lot of the people that we had hoped it would bring out. We're getting some very specific interest, proposals, propositions. And that's helping us formulate where we go from here.

**What's your basic marketing approach to the DBS satellites? Are you selling transponders, leasing transponders or looking for partners to join you in the DBS business?**

Petrucchi: Before I answer that one, let me lay a little bit of background first. What we think we are doing is establishing a distribution medium at DBS, and the importance of the arrangement with Hubbard was merely that we have made commitments. Hubbard has made a commitment to acquire a five-transponder payload; Hughes has made a commitment to launch at least one 16-transponder satellite and build at least two others. Those commitments in total are several hundred million dollars worth. That is a significant happening so far. That has never existed before—not at Hughes, not at any other company.

In the process of doing that, we have also expanded our definition of a distribution medium to include video compression, meaning a distribution medium not only of transponders but also of channels and fractions of transponders. The responsibility of developing that technology is ours, and that's what we are working on right now.

We've been working on it for a year and a half. We are in the process of becoming very serious about it and making some decisions and putting hardware and software plans in place. And of course, encryption is an integral part of it—to make sure of privacy and prevent piracy.

**So Hughes is developing its own proprietary compression/ encryption system?**

Petrucchi: No. I didn't say that. What I said was Hughes is responsible for making sure such a system is developed. It is intended to be a common system for the 101 degrees orbital slot [where the Hughes satellite will be], common to all of the transponders and channels. That's in our best interest and in the best interest of Hubbard and other customers, programmers and business entities that provide service at that orbital slot. It will allow the consumer to have equipment that works with any and all parts of the orbit's life.

**Getting back to the earlier question, what is your marketing strategy at this point?**

Petrucchi: We will develop that distribution medium by means of sales of channels and/or transponders, partnerships with programmers and/or operators for channels and/or transponders and possi-

bly several other mechanisms that have come to mind along the way.

Hartenstein: But it is not a transponder sale and lease business as has traditionally been the [conventional C-band and Ku-band fixed satellite] business because it requires the whole integrated system to work, not just the transponder capacity.

**But you have essentially just sold five transponders to Hubbard.**

Petrucchi: That's correct, but that's because Hubbard has a license for five transponders or five frequencies at 101. We happen to have the other 27. It was just economically sensible for us to combine approaches for his five frequencies and the initial 11 frequencies of ours because of the economies of scale. That's all.

**The ill-fated Sky Cable partnership was well rounded. You had a studio, Fox; a cable operator, Cablevision, and a cable/broadcast programmer, NBC. Are you seeking similar partners? Buyers? Lessees?**

Petrucchi: You're right. Sky Cable, the way it originally developed, was an attempt to cover all of the bases at the same time. One of the problems with Sky Cable was all of those things had to be developed and defined at the same time before we could get started. What we're doing this time is breaking off into smaller pieces and making commitments on the pieces essentially one at a time. The pieces are still pretty large, but they're nowhere near as big as what we had last year.



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**Much has been said and written about the breakup of Sky Cable. Do you anticipate any or all of those people coming back in on some other terms?**

Petrucci: There certainly is interest, especially on the part of Cablevision in participating in DBS. I believe Chuck Dolan has stated that interest in your publication and others for several years. And as far as I know, he still has that interest in participating in an alternate distribution system for all the good reasons.

**You said the first piece is to develop this compression/encryption system that everybody will want to use.**

Petrucci: That's essentially the second step. The first step was to set the satellite capacity in place in terms of a commitment. The third step will be to attack the programing, the type of



programing and the method of operation. When all of those pieces are put together, there are the ingredients of a DBS business. We will participate in some of those to a large extent, some of those not at all and some of those to a medium extent.

**In the end, do you see Hughes sharing in some of the DBS subscriber revenues?**

Petrucci: Sure, for taking the initial risk. I think when we work out the risk report ratios with whomever we do business with, we'll find that that will be an ingredient.

**But not necessarily for every transponder. Is it fair to say that for some you will have an interest in the revenue flow and for others not?**

Petrucci: It's possible that will be the case. We made a very simple, straightforward deal with Hubbard. Hubbard has the responsibility for his part of the payload and that's a straight sale and he can do anything he wants with it. There are no strings attached to it. The strings, if you want to call them that, that get attached to future deals will depend on the deal. I don't think we can either rule out or rule in any particular set of things. We have some pretty good ideas of what we think ought to be a part of it, but on the other hand, we haven't consummated any of these yet, and, therefore, we don't know where it's going to end up.

I wouldn't rule out any particular type of arrangement.

Hartenstein: Hughes is taking the leadership role in developing the system architecture and keeping it in place once the satellite is up there. That means you take on certain risks and responsibilities up front. We're going to have to recoup our investment over time on that. We're looking at this as the video distribution business that it is, not as a bunch of satellite zealots.

**If all goes according to plan, how much will Hughes have invested in this venture by the time the first satellite goes up in 1994?**

Petrucci: We have a commitment right now for several hundred million dollars to do the first. We will proceed to launch the second satellite and build a third as soon as the demand for channel/transponders indicates that that's a prudent business thing to do.

**Going back to step number two—the encryption/compression system. How are you making that happen?**

Petrucci: Again, we've had a team of people investigating the progress of all of the potential suppliers of compression and, for that matter, scrambling techniques and equipment from all over the world, for about a year and a half now. It includes the Japanese, the Europeans, and General Instrument and others in the United States. We have samples of what they produce; quite recently, we've done comparisons; we've done some research with outside people to expand those comparisons.

**As of today, what's the multiplication factor of the compression systems you are looking at?**

Petrucci: That's a simple question with a very complex answer. You have to consider what the video source is. If you're talking movies, which are generally shot at 24 frames a second, you can probably do six to one because there's less information, fewer bits that need to be transmitted. Live video is much more demanding because it's shot at the equivalent of 30 frames per second. So for live, we are very comfortable with three-to-one.

**What about HDTV, which should be arriving on the scene around the time of your first satellite?**

Hartenstein: It depends on the system, but we see a multiplication factor of one there—one transponder per HDTV signal. But given the advances that we've seen only in the last 18 months, we're certainly going to maintain a system that is flexible enough to accommodate future developments in terms of compression, motion compensation, algorithms and the like.

**So you can't say how many channels there will be on a 16-transponder bird; it will depend on the mix, the type of programing as well as whether there is HDTV.**

Hartenstein: Absolutely. I can say we're going to have as many as we possibly can. And we're going to design a system that remains flexible so that if 10 years from now, when the bird is only a little more than half way through its life, there's some great breakthrough in compression algorithms, that we can increase by 25, 30 or 40 percent the number of channels we pump through.

**Now getting to the potential users of your satellites, what does DBS promise programers as a distribution medium that today's combination of cable and fixed satellites doesn't?**

Petrucci: DBS has certain attributes as a distribution system for entertainment. It gets to the whole country. No other distribution system gets to the whole country from a single source. There are 100 million television households and the demographics of that are whatever the demographics are. Now that's different from cable, and from broadcasting. It's different from video stores.

Let me give you an example. Let's say we have 300,000 Greco Roman wrestling enthusiasts throughout the United States. Some are in North Dakota and some are in Texas. Now, no one distributor in a cable system has any more than a few of these people, and yet, if you're going to devote either time or a channel to it, you have to spread your resources. For cases like that, DBS is absolutely unique.

**But Hubbard's idea is to have at least a few advertiser-supported channels seeking the broadest possible audience just like today's terrestrial broadcasting. Does that make sense?**

Petrucchi: Sure. I think he's coming from a different viewpoint here, and we agree with that viewpoint. If you are going to convince people to spend \$300 to \$800 for a consumer home set, then good marketing says you want to have something they can look at without paying any more money, and I think that's what Hubbard is saying. Perhaps a news channel or perhaps a broadcast-type channel. Not a lot of them, but a few channels that some people can get without paying any further.

**That's what it is going to cost the consumers for the home reception equipment—\$300 to \$800 per unit?**

Petrucchi: Well, we talked about a goal of having it down as low as a \$300 retail price eventually. I think that's possible with quantities, but it certainly won't start at \$300. It will be something certainly under \$1,000 to start with.

Our goal is to get as much of the country covered with an 18-inch dish as possible. In order to keep the signal availability at an acceptable level, i.e., 99.7 percent, you probably want to go to a slightly larger dish size, probably no more than 24 in certain of the rainier regions in the United States.

**In your most optimistic projections, how many homes do you see looking at DBS satellites in, let's say, the year 2000?**

Petrucchi: I personally try to avoid making projections because they aren't projections, they're just wild guesses. What we'd rather do is do what we do in our business plan, and that is to tell how many we think we need in order to have the business sustain itself. That typical number is a few million, between two and three million, depending on what kind of assumptions you make. It's even a lower number now because Hubbard has bought five of the 16 transponders on our first satellite.

Hartenstein: Now other people will estimate numbers that are an order of magnitude higher than ours. Hubbard has made no secret of the fact that he thinks the business will grow far faster than most other people think. He says he has done the research to prove that. So guessing at what eventually will happen is an art form that is not very precise.

**Should the cable industry feel threatened by DBS?**

Petrucchi: Well, I don't know if it's threatening or not; what it is, is an alternate distribution system, and as such, I suppose that's a threat. Indeed, if DBS becomes established and stabilizes, it will take a share of the marketplace. But we think it will also expand the marketplace, and the ratio of expansion to whatever share it takes is the important factor in terms of how the other businesses are going to fare.

**To hit the two-to-three-million-home mark, do you have to have the brand-name cable programming services like ESPN and CNN up there?**

Petrucchi: I don't think so.

**Cable legislation now pending in the Senate, S. 12, would prohibit cable programmers from striking exclusive deals with cable operators and refusing to deal with DBS operators. Would you like to see it become law?**

Petrucchi: It would help. It's not absolutely mandatory, but it certainly wouldn't hurt because it would make programming a little more available.

**Do you see PrimeStar, the consortium of cable operators that has launched an 11-channel medium-power satellite broadcasting service, as a potential customer?**

Petrucchi: They might be. That would be one of the ways that the cable industry may participate, not necessarily PrimeStar but the individual companies that are part of it. What I was pointing out is that they go out and build their own satellites. They have some impediments that might be very serious in terms of expanding their perceived monopoly, but that's their problem.

**What about SkyPix, which is planning to offer an 80-channel medium-power service later this year or early next using eight-to-one compression and Hughes SBS 6 Ku-band satellite? Can you see it signing up for DBS capacity with you?**

Hartenstein: That's certainly a possibility.



**A big part of SkyPix's business plan is pay per view. Its intention is to dedicate scores of channels to offering subscribers hundreds of movies each day on a PPV basis. How big a part does PPV play in your DBS thinking?**

Hartenstein: It's one of the things we're going to have to offer. You can devote a large number of channels to popular movies and stagger the start times so that you've got the same movie showing at half-hour intervals, which cable PPV services currently do not do.

We anticipate the movie type of service, plus the special channels where you might buy the channels. You might buy all the Notre Dame football games for a year, so you might really be buying an event every week for 10 weeks, or whatever it is.

**Any final words?**

Hartenstein: It is definitely real. You can come down here and see the bits and pieces of the satellite coming together, and we'll be launching it here before long. I think that with the interest it's generating, this will become, in three years, common knowledge. It will be in everyone's vocabulary. I dare say that everybody knows what cable is, and our belief is that at least one member in all of those 100-million-odd television households three years from now will know what DBS is. ■



# PROGRAMING

## KCRA-TV SACRAMENTO ROLLS BACK PRIME TIME

*After two years of talks with various West Coast affiliates, NBC gives green light; station promises to make up for any rating underperformance, asks for PTAR waiver*

**A**fter two years of haggling with West Coast affiliates over prime time rollbacks, NBC has given KCRA-TV Sacramento the go-ahead to shift its prime time network programing from 8-11 p.m. to 7-10 p.m. The station will add a half-hour 10 p.m. newscast and, if the FCC will grant it a waiver of the prime time access rules, schedule the *Tonight* show at 10:35.

The test, which runs from Sept. 16 through June 1, 1992, has far-reaching implications: A growing number of network affiliates are considering such a move, but the broadcast networks worry about the effects it could have on their prime time ratings and the impact on independent stations' counter-programing strategies and the possible elimination or decline of lucrative hour-long double-access (7-8 p.m.) slots first-run syndicators consider essential to their survival.

To move the first hour of NBC's prime time lineup into the 7-8 p.m. slot, KCRA-TV will be cutting a half-hour of local news and moving first-run strip *Entertainment Tonight* to 11:35, following *Tonight*. Sources said KCRA-TV was hoping to produce an hour newscast at 10 p.m. but that as an "equitable trade," NBC got *The Tonight Show* scheduled at 10:35.

Parent Kelly Broadcasting President Jon Kelly and KCRA-TV Vice President and General Manager John Kueneker said research by Frank Magid Associates indicated 70% of Sacramento's viewers favored a 7-10 p.m. prime time, followed by an earlier newscast. Kelly says he has "no doubt" that KCRA-TV will be able to carve a niche with a 10 p.m. newscast achieving an average 20 rating in the higher HUT level hour against regular prime time competition.

Kelly and Kueneker submitted a proposal June 10 to NBC TV Network President Pier Mapes outlining the move, and saying the station was "willing to minimize NBC's downside risk" by taking a cut in affiliate compensation for any underdelivery of market ratings for prime time network programing.

One source said KCRA-TV used leverage in the negotiations by saying it was considering ending its network affiliation to go into the market as a powerful VHF independent. The source noted that KCRA-TV has "one of the highest preemption rates" among NBC affiliates, most notably preempting NBC's entire lineup of Saturday morning children's

*"West Coast and East Coast affiliates think there should be a prime time shift, and its apparent to us that lifestyles of the viewers are dictating that we may have to make some changes."*

**NBC TV Network President Pier Mapes**

cartoons and Sunday morning programing in favor of expanded local news coverage.

Kueneker said that the subject of the station pulling its affiliation was "never discussed." Kueneker said that Mapes and senior network executives are looking at aligning Eastern and Pacific time zone schedules with those of Central and Mountain time zone stations, who are "taking advantage of the higher HUT levels" in early evening.

Said Mapes of the rollback test: "We think prime time and late night programing will benefit equally. Over 90% of the West Coast and East Coast affiliates think there should be a prime time shift, and its apparent to us that lifestyles of the viewers are dictating that we may have to make some changes...[I]t has become apparent that viewers are going to bed earlier and rising earlier. The fact that Sacramento is a metered market relatively isolated from other ADI markets and represents only just over one percent of the ADI households, more effectively balances out the risk-reward factor for NBC."

The test's success, said Kueneker, will depend on strong advance promotion, which he said includes a "massive" on-air campaign starting in mid-August. He also said the station is asking the FCC for a waiver of the prime time access rules, which restricts affiliates to three hours of network programing from 7-11 p.m., so that it can air *Tonight* starting at 10:35 p.m.

ABC does not appear to share the early to bed, early to rise programing theory. George Newi, senior vice president of affiliate relations, said the network has no such plans and that a rollback there "is not in the best interest of the network, and as best can be seen from a limited amount of research; it is not particularly good for the stations, either."

Howard Stringer, president of CBS Broadcast Group, was unreachable for comment, but it has been rumored that CBS O&O KCBS-TV Los Angeles is investigating its options since having to surrender King World's *Wheel of Fortune* and *Jeopardy* to KABC-TV in fall 1992, creating what would appear a clear opportunity to move its prime time programing back an hour. KCBS-TV Vice President and General Manager Steve Gigliotti said he has received "no word" from CBS Station Group President Johnathon Rodgers or Stringer on the network's current position on prime time rollbacks, but said "the company is entertaining several ideas...Commuter times are getting longer and longer. I have to believe that the cost of getting up earlier in the morning for drive time is taking a toll on late night and early morning dayparts."

The subject of moving prime time back an hour was initially proposed by KRON-TV (San Francisco) President and General Manager Amy McCombs at NBC's summer 1989 affiliate convention. And McCombs's station rolled backed prime time for two weeks following the October 1989 earthquake. McCombs said in a statement that affiliates are "pleased that NBC has taken the leadership position on this important is-

sue, and applaud the network for recognizing the lifestyles on the West Coast have changed."

Sacramento is not the only market where NBC has sanctioned an earlier prime time start. This past April, WTHR(TV) Indianapolis switched network entertainment programming to the 7-10 p.m. (ET) slots to test the waters with an earlier newscast. The 10 p.m. newscast scored a 7/16 average in the most recent May sweeps (ARB), but showed no gain compared to its 11 p.m. newscast (7/22) in May 1990. Worse yet, NBC's first hour of prime time programming at 7-8 p.m. dropped 50% below what the Monday-Friday programming achieved in its 8-9 p.m. slots a year ago.

Kelly pointed to robust Central time zone ratings affiliates scored in St. Louis (KSTK-TV's 20/34) and Dallas (WFAA-

TV's 17.9/30) at 10 p.m. last week as a "signpost" of what is "attainable" for KCRA-TV in Sacramento. Not surprisingly, Kelly's competitors in the market don't share that feeling.

"I'm delighted they're moving to 10 p.m., and giving us a chance at 11 p.m. with our news," KOVR-TV Sacramento General Manager Michael Fiorile said jokingly. "It's only going to be more confusing for spot advertisers. I am not sure they are going to want to pay prime time cost per points at 7-8 p.m. and 10 p.m. It's also pretty risky for the station to be giving up its prime access inventory to the network."

At Fox affiliate KTXL-TV, which airs a newscast at 10 p.m., general manager Michael Fisher says he's taking a "wait-and-see" attitude, but would "have to make a move" if the other two network

affiliates rolled back their schedules and started 10 p.m. newscasts. Fisher said that ad revenue may increase for KCRA-TV at 10 p.m., but that it may be at the expense of other dayparts.

As for affiliates on the East Coast, Tony Vinciguerra, station manager of NBC affiliate, WBZ-TV Boston, predicted that "at some point down the road" Eastern time zone affiliates will switch to 7-10 prime time.

That attitude among affiliates, in all likelihood, will throw fear into the minds of most prime access syndicators. Michael King, who as president and CEO of King World Productions and distributors of top-rated access powers *Wheel of Fortune* and *Jeopardy!* may have less to worry about, but he says that "any massive change at this time is a mistake."

-MF

## FIRST PHASE OF GARDEN'S RENOVATION COMPLETED

*\$10-million expansion will enable producers to avoid using expensive mobile units*

**N**ew York's Madison Square Garden has just completed the primary phase of a \$10 million renovation and expansion plan that is expected to dramatically improve television production for the Madison Square Garden Network and events held at the arena, including the upcoming 1992 Democratic National Convention.

The renovation will also allow for the telecast of audio-intensive concerts and other pay-per-view events from the Paramount (previously the Felt Forum), an adjacent 6,500-seat entertainment facility set to open in September. The changes coincide with a \$200 million overall renovation of the MSG complex, now nearing completion in midtown Manhattan.

The renovation marks a significant change for the active MSG TV production facilities, which have been getting by with a makeshift operation more than 20 years old. The existing TV facilities were not designed to handle the demands of a regional sports network, said Marty Brooks, senior vice president, programming and network operations. "We literally had equipment sitting on a folding table," he said.

Along with improving the MSG Network operations, Brooks said the upgraded control rooms should attract producers who want the convenience of a fully equipped in-house facility and want to avoid expensive mobile units. For example, he said, the new in-house facilities were a major attraction to organizers for the 1992 Democratic National



MSG's new production control center, part of a \$200 million makeover

Convention.

The renovation, designed by the MSG Network's engineering staff and A.F. Associates of Northvale, N.J., includes nine new technical areas: a production control room, two videotape rooms, three rooms serving as broadcast operation centers, a central video area, a separate transmission center and a central routing distribution room.

When the project is fully completed later this year, the facility will feature 50 videotape recorders in five separate VTR areas, 16 cameras controlled from

a central video room, four production control rooms, two network control rooms and a centralized transmission area.

The hub of the facility is the central routing distribution room, furnished with 450 video distribution amplifiers and a 200 input x 200 output BTS wideband (50 MHz) routing switcher. MSG Network chief engineer Hal Sommer said the ability to take 200 feeds should be particularly useful at the 1992 Democratic Convention and other major events at the facility.

-RB



# 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 7/15	ABC 8.2 / 15		MACGYVER (59) [7.3 / 15] 7.0 / 14	7.6 / 15	ABC MONDAY NIGHT MOVIE—B.L. STRYKER: NIGHT TRAIN(47) [8.7 / 15] 8.4 / 15	8.8 / 15	9.0 / 16	8.8 / 16	
	CBS 10.2 / 19		EVENING (42) SHADE 9.0 / 19	MAJOR (41) DAD 9.1 / 18	MURPHY (17) BROWN 10.9 / 20	DESIGNING (8) WMN. 12.0 / 21	NORTH. EXPOSURE (32) [10.0 / 18] 10.3 / 18	9.6 / 17	
	NBC 11.9 / 22		FRESH (27) PRINCE 10.3 / 21	A DIFFNT. (26) WORLD 10.5 / 20	NBC MONDAY NIGHT MOVIE—A CRY FOR HELP (4) [12.6 / 22] 10.7 / 19	11.6 / 20	13.6 / 24	14.6 / 26	
TUESDAY 7/16	ABC 9.5 / 18		WHO'S THE (43) BOSS 8.9 / 18	DAVIS (46) RULES 8.8 / 17	ROSEANNE (6) 12.2 / 22	COACH (19) 10.8 / 19	CHINA BEACH (52) [8.2 / 15] 8.3 / 15	8.2 / 15	
	CBS 11.7 / 22		RESCUE 911 (19) [10.8 / 21] 9.9 / 20	11.8 / 23	CBS TUESDAY NIGHT MOVIE—S. KING:GOLDEN YEARS (6) [12.2 / 22] 11.9 / 21	12.3 / 21	12.4 / 22	12.0 / 22	
	NBC 10.4 / 19		MATLOCK (36) [9.8 / 19] 9.5 / 19	10.1 / 19	HEAT OF NIGHT (14) [11.2 / 20] 10.6 / 19	11.9 / 20	LAW AND ORDER (27) [10.3 / 19] 10.2 / 18	10.3 / 19	
WEDNESDAY 7/17	ABC 8.5 / 16		WONDER (55) YEARS 8.1 / 17	GROWING (47) PAINS 8.7 / 18	DOOGIE (32) M.D. 10.0 / 19	MAN IN (43) FAMILY 8.9 / 16	EQUAL JUSTICE (57) [7.7 / 14] 7.7 / 14	7.7 / 15	
	CBS 7.8 / 15		HOGAN (78) FAM.SP 5.3 / 11	FAMILY (81) MAN 5.1 / 10	JAKE AND FAT MAN (52) [8.2 / 15] 7.6 / 14	8.8 / 16	48 HOURS (31) [10.1 / 19] 9.7 / 18	10.6 / 20	
	NBC 10.2 / 20		UNSLVD. MYSTERIES (5) [12.5 / 26] 12.1 / 26	12.8 / 26	NIGHT (32) COURT 10.0 / 19	SEINFELD (51) 8.4 / 15	QUANTUM LEAP (43) [8.9 / 17] 8.7 / 16	9.1 / 17	
THURSDAY 7/18	ABC 8.4 / 16		FATHER DOWLING (58) [7.4 / 15] MYST. 7.1 / 14	7.7 / 15	GABRIEL'S FIRE (62) [7.0 / 13] 7.0 / 13	7.1 / 13	PRIMETIME LIVE (19) [10.8 / 20] 10.1 / 19	11.5 / 22	
	CBS 7.6 / 14		TOP COPS (59) [7.3 / 15] 7.3 / 15	7.3 / 15	TRIALS OF ROSIE (67) [6.2 / 11] O'NEILL 6.0 / 11	6.4 / 11	S. KING: GOLDEN YR* (40)[9.2 / 17] 9.0 / 17	9.3 / 18	
	NBC 10.7 / 20		COSBY (19) 10.8 / 22	A DIFFNT. (25) WORLD 10.6 / 21	CHEERS (3) 12.9 / 24	WINGS (17) 10.9 / 19	L.A. LAW (37) [9.4 / 18] 9.4 / 17	9.5 / 18	
	FOX 8.8 / 17		SIMPSONS (49) 8.6 / 17	TRUE (63) COLORS 6.6 / 13	BEVERLY HILLS 90210* (32) [10.0 / 18] 9.5 / 17	10.4 / 19			
FRIDAY 7/19	ABC 12.0 / 26		FULL (11) HOUSE 11.4 / 26	FAMILY (10) MAT. 11.5 / 26	PERFECT (23) STRAN. 10.7 / 23	HI HON. I'M (13) HOME* 11.3 / 24	20/20 (2) [13.4 / 28] 13.9 / 29	12.8 / 27	
	CBS 5.3 / 12		VERDICT (69) 6.1 / 14	WHO'S SIDE(77) YOU ON 5.4 / 12	FLASH (83)[5.0 / 11] 4.8 / 10	5.2 / 11	SWEATING BULLETS (81) [5.1 / 11] 5.0 / 10	5.2 / 11	
	NBC 5.4 / 12		NBC MOVIE OF THE WEEK—DREAM DATE (75) [5.5 / 12] 4.4 / 10	5.1 / 11	5.8 / 13	6.7 / 14	MIDNIGHT CALLER (78) [5.3 / 11] 5.1 / 11	5.4 / 12	
	FOX 3.5 / 8		AMERICA'S MOST (84) [4.8 / 11] WANTED 4.6 / 11	5.0 / 11	ALIEN NATION (92) [2.2 / 5] 2.1 / 5	2.2 / 5			
SATURDAY 7/20	ABC 5.6 / 12		YOUNG RIDERS (75) [5.5 / 13] 5.3 / 13	5.8 / 14	ABC SATURDAY NIGHT MOVIE—SPY GAINS (74) [5.7 / 12] 5.4 / 12	5.6 / 12	5.8 / 12	6.0 / 13	
	CBS 6.1 / 13		HOGAN SP. (90) FAMILY 3.7 / 9	HOGAN SP. (86) FAMILY 4.6 / 11	CBS SATURDAY MOVIE—LOVE BOAT: SUMMER CRUISE (61) [7.1 / 15] 5.8 / 13	6.4 / 14	7.9 / 17	8.1 / 18	
	NBC 8.7 / 20		AMEN (69) 6.1 / 15	DOWN (66) HOME 6.3 / 15	GOLDEN (23) GIRLS 10.7 / 23	EMPTY (9) NEST 11.6 / 25	DEAR (37) JOHN 9.4 / 20	CAROL & (52) CO. 8.2 / 18	
	FOX 5.0 / 11		COPS (73) 5.8 / 14	COPS 2 (65) 6.5 / 15	TLY. HID. (85) VIDEO 4.7 / 10	BABES (91) 2.8 / 6			
SUNDAY 6/21	ABC 9.9 / 19	LIFE GOES ON (71) [5.9 / 13] 5.4 / 12	6.4 / 14	AMR. FUN (16) VIDEO 11.0 / 22	AMR. FUN (15) PLP. 11.1 / 21	ABC SUNDAY NIGHT MOVIE—MURDR/HAZARDOUS TO HEALTH (11) [11.4 / 21] 10.0 / 19	11.1 / 20	12.2 / 22	12.2 / 24
	CBS 10.6 / 21	60 MINUTES (1) [13.5 / 30] 12.9 / 29	14.1 / 31	MURDER SHE WROTE(30) [10.2 / 20] 10.1 / 21	10.4 / 20	CBS SUNDAY NIGHT MOVIE—OUT OF AFRICA PT.1 (37) [9.4 / 17] 8.9 / 16	9.5 / 17	9.6 / 18	9.5 / 18
	NBC 5.7 / 11	NBC NEWS SP. (89) [4.0 / 9] 4.2 / 10	3.8 / 8	EXPOSE (88) 4.2 / 9	NBC SUNDAY NIGHT MOVIE—MURDER OF MARY PHAGAN PT.1 (63) [6.6 / 12] 5.4 / 10	6.6 / 12	6.5 / 12	7.2 / 13	7.2 / 14
	FOX 6.8 / 13	P. LEWIS (87) SP. 4.5 / 10	P. LEWIS (78) 5.3 / 12	IN LIVING (56) COLOR 7.8 / 16	GET A LIFE (67) 6.2 / 12	MRD. WITH (27) CHIL. 10.3 / 19	TOP OF (49) HEAP 8.6 / 16	SUNDAY COMICS (71) [5.9 / 11] 6.3 / 12	5.6 / 11
WEEKLY PRIME TIME AVERAGE			ABC 8.9 / 18	CBS 8.6 / 17	NBC 8.8 / 17	FOX 6.2 / 13	YELLOW = 1/2 HR WINNER		
SEASON PRIME TIME AVERAGE			ABC 11.5 / 20	CBS 11.5 / 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	

# RADIO

## STUDY FUELS NETWORK DUPLICATION CONTROVERSY

*Data prepared by Concert Music Network claims to illustrate network audience duplication, but starts debate over analysis methodology; most buyers use reach and frequency analysis, researchers say*

**A**n analysis of network radio duplication released last week by the Concert Music Network in New York has rekindled some industry concerns over post-reconfiguration radio network audience overlap. The same analysis also has raised some skepticism regarding the methodology used in the research study itself.

In a table prepared from raw data available from New York-based Mediamark Research Inc. (MRI), CMN attempted to show that audience duplication between networks, based on the percentage of stations that are affiliated with more than one network and thus conceivably could duplicate advertisers' commercial buys, ranges anywhere from 0.35% to 100%. The chart purports to show audience duplication among a network's own "sub-networks" (such as Unistar's Prime, Ultimate and Super) as well as between networks (such as ABC and CBS). Essentially, 100% duplication between two networks would indicate complete overlap, while 0.35% would show very little.

Some network researchers were skeptical of Concert Music Network's methodology and interpretation. The CMN table, which MRI refused BROADCASTING permission to print, is based on an analysis of stations affiliated with, or that take programming from, more than one network. According to one network researcher, this analysis has the potential to distort network duplication levels because "a person could listen to a network-affiliated station and never hear a network program or commercial." Generally, network radio listening is measured by audience-per-network commercial, not by audience-per-network station. "That's the way networks sell, and that's the way agencies buy," the researcher said.

According to CMN Vice President-General Manager Roy Lindau, the chart was compiled to demonstrate to agencies and media buyers the percentage of duplication that would result if an advertiser

were to purchase schedules on networks that share large numbers of affiliate stations. Duplication would show up in two ways: where one listener tunes in to two different stations, or where one station is affiliated with more than one network. In the latter case, because stations often extract network commercials from specific network programming, a listener very easily could hear spots from three different networks within the same quarter-hour time period.

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Lindau stressed that CMN's table shows both kinds of duplication and suggested that, semantics aside, "individual advertisers should be concerned with how much of both types of duplication they are getting by buying these different networks. That's good for an advertiser looking for frequency, but not if they're looking for reach."

In fact, SRI's RADAR offers its network and agency clients a computer program that tabulates reach and frequency between any two networks to demonstrate the degree to which those networks duplicate audience. Because of this, and because of general agency-advertiser savvy, most confusion stemming from network reconfiguration has abated, according to Miriam Murphy, SRI senior account executive. "We in-

formed advertisers and agencies throughout the [reconfiguration process] what was happening, and by the time RADAR 42 came out in February all the reconfigurations were reflected in the book and the community was relaxed and assured that the data would be accurate," Murphy said.

Unistar Radio Networks' Ron Werth, senior vice president, research, suggested that most network radio buyers were aware of duplication between networks, and regularly use SRI's reach and frequency analysis to achieve the smartest combination of networks. "The knowledgeable buyers and planner know where the [overlap] lies, and they make their buys accordingly," Werth said. "They knew what their goals were before the networks reconfigured, and they know what they are now—and they're buying the same way."

Werth said that analyzing overlap according to broad network affiliation data could distort the network buying picture. "Based on that kind of duplication analysis, an advertiser would have to buy every spot on both networks to achieve that maximum degree of duplication," he explained. "But nobody does that; they only buy a given number of spots and they're pinpointed throughout the week."

Tom Evans, Westwood One vice president of research, cautioned that media buyers should exercise caution in using numbers that claim to reflect network duplication "because a station can be affiliated with two different networks and the audiences might be very minimal in terms of duplication, although the station list might be duplicated." Evans added that advertisers looking to maximize frequency might actually find audience duplication a plus.

Bill McClenaghan, ABC Radio Networks' senior vice president, research and development, declined to comment on Country Music Network's data and chart because he "only looks at RADAR data," a network spokesperson said. —RB



## BLOCH PULLS PLUG ON SUN CONNECTION

**N**ationally syndicated radio talk show host Sonny Bloch has announced that his program will cease to be distributed by the Sun Radio Network, at his request. Bloch told BROADCASTING that he decided to sever his relationship with Sun when he learned that Sun's parent company, Kayla Satellite Broadcasting Network, is controlled by Washington-based Liberty Lobby, as reported in BROADCASTING last summer (Aug. 13, 1990). The Liberty Lobby, founded in 1955, is an active opponent of gun control legislation, hate crimes legislation, and U.S. involvement in the United Nations. It supports states rights, cuts in government spending, and more restrictive immigration laws.

According to documents filed with the Securities and Exchange Commission in preparation for a public offering of

Kayla stock, the Liberty Lobby and co-located Foundation For Defense of the First Amendment together own more than two-thirds of the network's principal stock; Kayla President/CEO Larry Wyman owns another 22%.

Bloch said he did not know until the SEC filing was made public that the Liberty Lobby held a controlling interest in Sun. "Prior to the filing, I was led to believe they were just an investor and did not have controlling interest," he said. "The day I discovered [it], I amicably advised the network that, after Aug. 31, they would no longer carry the program." He said the Liberty Lobby connection "has caused a tremendous upheaval, and a tremendous number of

hosts and staff are leaving the network. Now that everything is out of the closet, the Sun Radio Network essentially will become the 'Liberty Lobby Network.' "

Bloch will continue to produce and distribute his program, which was not exclusively syndicated by Sun, from New York.

Kayla Satellite Broadcasting's Wyman acknowledged that Bloch is leaving the network because of the Liberty Lobby connection, but insisted that the Lobby—and its founder, Willis Carto—have exercised no control over the content of Sun's programming. Wyman said he expected a decision from the SEC regarding Kayla's bid to make a public offering "sometime in late September."

## RIDING GAIN

### REWRITING HISTORY?

At the Museum of American History in Washington, Troy Cory recreated the wireless transmitter his grandfather, Nathan B. Stubblefield, used to broadcast speech without wires in 1892 to an undetermined number of receivers near his home in Murray, Ky. Cory hopes to have Stubblefield credited as inventor of radio. Smithsonian officials do not deny Stubblefield's accomplishment, but claim his technology did not lead to radio. Guglielmo Marconi is generally credited with bringing all elements needed for radio together when he transmitted Morse code without wires in 1895. Stubblefield holds several radio patents and was first to broadcast shore to ship in 1907.

### AFFIRMATIVE ACTION SERIES ON NPR

National Public Radio will air a series designed to examine the role of affirmative action programs and their effect on politics, the workplace, education and employment. "The Great Divide: Affirmative Action in America" will air the week of Sep. 15-22 on NPR magazines *All Things Considered*, *Morning Edition* and *Weekend Edition*. The series will conclude with a nationwide call-in, co-anchored by NPR Special Correspondent Susan Starnberg and Vertamae Grosvenor, host of *Horizons*.

### ENTIRE-LY REBA

ABC Radio Networks is spotlighting Reba McEntire in a special edition of *American Country Countdown with Bob Kingsley*, scheduled to air Labor Day weekend (Aug. 30-Sept. 2). The three-hour special will trace McEntire's slow but steady rise to country music stardom, and will feature personal interviews with family members and friends, as well as a "rare recording" of the song that gave McEntire her big career break.

### ELVIS WATCH

Unistar Radio will make available a new, commemorative program, "Memories of Elvis," set to air Aug. 9-16. The four-hour program is based on a countdown of Elvis' most popular songs, determined by a Unistar survey of radio programmers. The top-five vote getters, in descending order: "Jailhouse Rock," "Suspicious Minds," "Can't Help Falling in Love," "Love Me Tender," and "Heartbreak Hotel." The special will feature interviews with Carl Perkins, Doc Pomus, D.J. Fontana, Gordon Stoker (of the Jordanaires), Eddie Rabbitt and Mac Davis. The special is written and produced by Unistar's Rich Vestuto in conjunction with executive producer Ed Salamon. It is available on a swap/exchange basis in the top-170 Arbitron-rated metro markets.

## The Quick Fix-Up

*Right at Home* is a free, saleable 60-second daily feature with tips on home improvement, home fix-up projects and more!

For information on satellite and toll-free telephone distribution, call 24-hours 800-221-6242.

**Right at Home®**

Right at Home is underwritten by the National Association of Home Builders

# LISTENING TO TWO GUYS SITTING IN A BAR

*All-sports WFAN attracts top ad revenues as 'a guy's radio station'*

**F**our years after its inception, all-sports WFAN(AM) New York stands as proof that the entrepreneurial spirit of one company can truly effect change in the industry. Not only has WFAN survived in the nation's largest market, in four years it has come to rank near the top of the market both in billings and in the male audience segment. All on the AM band, and all as a start-up operation with a previously untried format.

Emmis' success with WFAN has led other stations to take the plunge into the all-sports format, with the most recent convert Malrite Communications' WDG(AM) Minneapolis soon changing to KFAN(AM). Other outlets have adopted the format in San Diego and Denver.

Scott Meier, WFAN general manager, recalls that the first year on the air was marked with "radio tactical errors." Initially the group envisioned a radio station that would be a sort of "ESPN for radio," meaning a national approach to sports. "But the fact is, to do winning radio anywhere, regardless of the format, it still needs to be local, it still needs to sound like the city and it needs to talk about the city," said Meier.

And who better to talk about New York than Don Imus, the well-known radio disk jockey who joined the Emmis team when the company purchased two New York NBC frequencies in 1988. Imus had been on WNBC(AM) and was already established in the city. Emmis switched WFAN from its 1050-khz slot to the 660-khz clear-channel, and con-

vinced Imus to redesign his show to fit in with the rest of the station.

Emmis also hired two New York disk jockeys, Mike Francesa and Christopher "Mad Dog" Russo to do afternoons (3-7 p.m.). The idea behind the "Mike and the Mad Dog" show, said Meier,

**SPORTS RADIO  
66AM WFAN**

"is to visualize two guys sitting in a bar, talking about sports. There is a third guy [the listener] standing behind them listening. And he is the one who is really eager to find out what these two guys are talking about—that is how we thought the radio station should sound." The program took off in the first ratings period.

The station was built for male listeners, says Meier. "We have women listeners, but we don't pull any punches. It is a guy's radio station. The people in this business will always tell you to try to be first at something—and we feel we have to try to be first in men when it comes to radio."

As the station evolved, it added more play-by-play programming. Initially it carried only New York Mets Baseball, but has since added the Knicks, the Rangers and, most recently, St. John's University basketball. WFAN also carries the American and National league championship series, the World Series, the All-Star game, the CBS Radio Network baseball game-of-the-week, NFL Monday Night Football, the NFL play-offs and the Super Bowl.

The crew at WFAN will tell you that they still make mistakes. And Meier will call "pow-wows" with his staff and brainstorm and create constantly. As a result, the station still "takes itself on," says Meier. Earlier this year, when the Persian Gulf war broke out, the station immediately began programming heavy news. But two days into the conflict, Meier recalls that he would turn to one of the all-news stations to get an update on the war. "I called a meeting, and we backed way off," he says. "If I, the general manager, was going elsewhere for my news, I figured everybody else was, too." The station went back to its programming, and soon found that listeners were tuning them in to get away

from the saturation coverage of the war in the other media.

Succeeding with "The Fan" has also meant that the station was successful in lining up advertiser support for the concept. "New York is a great city to build relationships with clients," says Meier. "It is a city with a lot more patience than it gets credit for." The format makes it important for station personnel to personally know the sports figures in town. And the station can and does capitalize on those relationships with the athletes to build relationships with advertising clients. The result has been the entry into radio of products like Mennen, Schick and Gillette.

"One of the goals we had early on was to be one of the top five or six billing stations in the market," said Meier, "but you never lose sight of the fact that a big part of making a buy is how good you feel about what you are purchasing—much more so than how many bodies come through a door." In 1990, according to industry estimates, the station billed over \$20 million. In 1991, Meier expects the station to bill third in the market, and possibly attain the top billing distinction next year. **AC**

## UP AND DOWN JUNE

**N**ational spot radio billing for June was \$124,594,900, an increase of 24.3% over June 1990's unadjusted \$100,214,400, but a decrease of 0.5% over the adjusted June 1990 figure of \$125,268,000. The year-to-date figure for 1991 was \$530,187,500, a 2.6% increase over 1990's unadjusted \$516,994,700, but a decrease of 1.4% over the adjusted 1990 figure of \$537,674,500. All numbers are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.



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, ADVISORY COUNCIL CONTEMPLATE CHANGES

*While broadcasters don't like all suggestions being floated by ratings company, they agree many things need to be done*

**A**rbitron Communications has a difficult task ahead. As reported in the July 22 issue of BROADCASTING, the ratings service, faced with declining revenues as a result of the trend of stations choosing to go with only one ratings service, is re-evaluating its way of doing business. Early reaction to Arbitron's analysis from its advisory council and broadcasters has thus far been favorable and although no one agrees with all the ideas Arbitron has floated, at least they seem willing to listen.

One idea broadcasters are split over is removing the July book. John Williams, vice president and general manager, WPSD-TV Paducah, Ky., may have summed it up. "While canceling the July book is a significant savings to Arbitron [and stations], the buying community wants it."

The possibility of combining ADI markets was generally met with negative reaction from broadcasters who felt it might punish some markets. "The combining of markets," said one broadcaster, "would mean some stations would lose an ADI ranking while other markets would pick up by gaining a few more counties." Added an Arbitron advisory council member: "Every county is assigned to a market. If you start not reporting or taking information from non-supportive markets, how do you give a complete ratings story?"

### MORE BAD SECOND-QUARTER TV REVENUE REPORTS

**C**apital Cities/ABC reported significantly lower second-quarter earnings on a "slight" revenue increase at the television network "...principally as a result of the weak advertising marketplace and operating cost increases which included a provision for staff reductions." Revenue and income declines were also down, although less so, at both the owned TV stations and radio division. Overall, the broadcasting segment reported second-quarter revenue up 2%, while operating income declined 7%.

Results were generally bad among group owners as well. Times Mirror put special blame on the national advertising category for a 9% decline in revenue, to \$25.6 million. Television operating profit dropped 28%, to \$7.8 million. Television revenue at the Washington Post Co. was also down 9% in the second quarter. At A.H. Belo, TV revenue declined 4.2%; affected by "...nonrecurring political advertising aired in 1990 and a reduction in national spot advertising due to the decline in advertising demand nationwide and aggressive network regional pricing."

At Heritage, the television group, including a recently acquired satellite station, reported an 8% revenue decrease and a 14% decline in operating cash flow. Heritage also recorded a \$4.2-million charge related to the disposition of "certain assets of its Oklahoma City television station, KAUT-TV, which are being transferred to the Oklahoma Television Authority [Heritage is simultaneously acquiring co-located KOKH-TV]."

Although broadcasters stress the need to watch the bottom line, there are some things they say they are willing to pay more for. One of those things is the need for more qualitative research. Said Williams: "Get more on lifestyles and incomes. The agencies would like it and they have always wanted more. We need more than just demos—we need incomes and lifestyles. It could cost [us] more money, but if it will make your station more money, it might make sense to spend a little more." Added another advisory council member: "The board in general would like to see the value of service increased, as opposed to the service itself being cut back."

Arbitron, said Ken Wollenberg, executive vice president, sales and marketing, Arbitron, is trying to determine what its mission should be for the coming years. "We had to understand the marketplace, and what we saw was an environment that called for a much higher degree of accountability than ever before." Arbitron's actions, he said, have spoken to that focus. Said Wollenberg: "We defined the ScanAmerica service which is the opportunity to understand multiple activities in a household—the exposure to television and what purchase decision was made as a result of

that exposure."

It is in the area of qualitative research where Arbitron is betting on at least part of its future. Its ScanAmerica service, designed to measure not only viewership but also product purchases tied to television commercials, is currently running in Denver and Phoenix, and the company hopes to rollout other markets later this year. Arbitron also has installed its five-market, 1,000-person national service and wants to provide national ratings information to the networks in September. However, the launch date of both the national service and the expansion of the local service have been delayed in the past several times.

While the networks have expressed reluctance about such a dual-measurement system working, broadcasters in Phoenix have been pleased with the service.

Despite the good reviews, Pete Megroz, Arbitron's vice president, sales and marketing, TV network and station sales, knows he has a hard sell ahead with the networks. "If we had said we have a peoplemeter service coupled with qualitative information and that is all we said, the network resistance would have been totally different. The presence of

*Continues on page 65*

# CHANGING HANDS

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

**WWCD(FM) Grove City, Ohio** □ CP sold by Video Service Broadcasting Corp. to Ingleside Radio Inc. for \$2 million. Terms: \$100,000 escrow deposit; \$1.4 million cash at closing, of which \$500,000 is for noncompete covenant, and \$500,000 note at 10%. **Seller** is headed by Arnold Ferolito, and has no other broadcast interests. **Buyer** is headed by Roger Vaughan and has no other broadcast interests. WWCD has progressive format on 101.1 mhz with 3 kw and antenna 328 feet above average terrain. **Broker:** Blackburn & Co.

**WXVT(TV) Greenville, Miss.** □ Sold by Lamco Communications Inc. to investor group for \$1.43 million. **Seller** is headed by Marshall Noecker and Andrew W. Stabler Jr., and owns 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 Ore. WXVT is CBS affiliate on ch. 15 with 2,746 kw vis., 549 kw aur. and antenna 879 feet above average terrain.

**KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Needles, Calif.** □ Sold by Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for \$1.284 million. Terms: \$29,000 cash at closing, \$25,000 escrow deposit, \$1.18 million for two 10-year promissory notes payable to John W. Mathieson and Thomas M. Jones at 10%,

and \$50,000 three-year noncompete covenant (\$25,000 each for Mathieson and Jones). **Seller** is headed by Jones and Mathieson, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, Ariz. His wife, Jane, and Lindstrom hold 51% and 49% of stock, respectively, of Pleasant Valley Broadcasting. KBAS is fulltimer with C&W format on 1490 khz with 1 kw. KWAS has adult contemporary format on 97.9 mhz with 2.8 kw and antenna 1,571 feet.

**KNOW(AM) Minneapolis** □ Sold by Minnesota Public Radio Inc. to NRG Twin Cities Ltd. for \$940,000. Terms: \$138,000 cash at closing, \$50,000 escrow deposit and \$752,000 note at 9.75%. **Seller** is headed by William H. Kling, and is licensee of 23 noncommercial FM's. **Buyer** is headed by J. Livingston Kosberg and George A. Vandeman, and has no other broadcast interests. KNOW is fulltimer with news/talk format on 1330 khz with 5 kw.

**KLVS(AM) Lake Oswego (Portland), Ore.** □ Sold by Tamarack Communications Inc. to Crawford Broadcasting Co. for \$450,000. **Seller** is headed by David Jack, and owns KNTA(AM) Santa Clara, Calif. **Buyer** is headed by Donald B. Crawford, and owns 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. KLVS is fulltimer with talk format with 5 kw. **Broker:** Broadmark Capital Corp.

**WSKX(FM) Hinesville, Ga.** □ Sold by Hinesville Broadcasting Corporation to T C B Broadcasting Inc. for \$300,000 cash. **Seller** is headed by E.L. Kilday, and has no other broadcast interests. **Buyer** is headed by Ray Bilbrey (15%), William E. Clanton (42.5%) and Ralph D. Trapnell (42.5%). Bilbrey is station general manager. Clanton is car dealer and Trapnell is business investor. WSKX has country format on 92.3 mhz with 50 kw and antenna 150 feet above average terrain.

**WWIT(AM) Canton, N.C.** □ Sold by Mountain Broadcasting Inc. to Green Communications Co. Inc. for \$280,000, consideration for forgiveness of all indebtedness owed by Mountain Broadcasting to Daniel Greene Jr. **Seller** is headed by Gary Ayers, and has no other broadcast interests. **Buyer**, Greene, has no other broadcast interests. WWIT has oldies format on 970 khz with 5 kw day.

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,606,440 □ 7  
FM's □ \$2,426,000 □ 3  
AM-FM's □ \$1,284,000 □ 2  
TV's □ \$0 □ 0  
Total □ \$5,316,440 □ 12

Year to Date:

AM's □ \$54,039,535 □ 152  
FM's □ \$118,497,755 □ 152  
AM-FM's □ \$144,530,587 □ 109  
TV's □ \$678,549,000 □ 50  
Total □ \$995,616,877 □ 463

For 1990 total see Jan. 7, 1991 BROADCASTING.

# YTD \$72,380,760!

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

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# FOCUS ON FINANCE

Most media stocks underperformed the market, which itself was off slightly, according to most indices. Capital Cities/ABC, which last week reported lower earnings, was off just under 1%, to 473. CBS fell 4% to 164 1/8. Among poorly performing group owner/publishing stocks were both *New York Times*, down 7%, and Park Communications, off for second week in row to 14 1/2.

Among cable stocks, Cablevision Systems continued recent decline and was off 6% to 22 3/4. Time Warner was also off for week, down 4% to 83 3/4. In financing news, TeleCommunications Inc. said it sold \$100 million of senior unsecured public notes previously announced under "shelf" registration. Ten-year notes had 10 1/4% coupon and were sold at 99.647, to yield 10.182% to maturity.

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 24	Closing Tue Jul 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

A	(BHC) BHC Comm.	53	3/4	54	3/8	-	5/8	-01.15	-6	1,498	
N	(CCB) Cap. Cities/ABC	470	1/4	476	1/2	-	6	1/4	-01.32	17	7,281
N	(CBS) CBS Inc.	163		171	1/8	-	8	1/8	-04.75	72	2,139
A	(CCU) Clear Channel	14	3/8	14	7/8	-	1/2	-03.37	1500	87	
O	(JCOR) Jacor Commun.	2	1/2	2	1/2			00.00	-2	25	
O	(OSBN) Osborn Commun.	7		7	1/2	-	1/2	-13.33	-9	48	
O	(OCOMA) Outlet Comm.	6		5	1/4		3/4	14.25	-10	45	
N	(PL) Pinelands	13	5/8	14		-	3/8	02.68	-34	249	
A	(PR) Price Commun.		1/4		1/4			00.00		2	
O	(SCRIP) Scripps Howard	42	1/2	42	1/2			00.00	18	426	
O	(SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	1	
O	(TLMMD) Telemundo	3	3/4	4		-	1/4	-06.25	-1	74	
O	(UTVI) United Television	30		29	1/2		1/2	01.69	3	336	

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	3/8	29	3/8		1	03.40	23	580
A (AK) Ackerly Comm.	2	3/4	3		-	1/4	-08.34	-2	38
N (AFL) American Family	21		21	1/8	-	1/8	00.60	14	1,774
O (ACCMA) Assoc. Comm.	14		14				00.00	125	513
N (CCN) Chris-Craft	27	5/8	27	5/8			00.00	10	705
O (DURCO) Durham Corp.	32		33	1/4	-	1/4	-03.76	16	270
N (GCI) Gannett Co.	43	1/2	44		-	1/2	-01.14	19	6,191
N (GE) General Electric	72	1/4	71	3/4		1/2	00.69	15	65,295
O (GACC) Great American	1	3/4	1	5/8		1/8	07.60		69
A (HITG) Heritage Media	3	1/2	3	3/8		1/8	-03.70	-4	164
N (JP) Jefferson-Pilot	45	3/8	45	7/8	-	1/8	-01.09	9	1,510
N (LEE) Lee Enterprises	26	3/8	26	3/8			00.00	13	570
N (LC) Liberty	30	3/8	41		-10	5/8	-25.92	13	335
O (LINB) LIN	63		61	1/2		1/2	02.43	-30	3,006
N (MHIP) McGraw-Hill	57		58	3/4	-	1/4	-03.07	17	2,953
A (MEGA) Media General	22	5/8	21	3/8		1/4	06.08	22	562
N (MDP) Meredith Corp.	26	1/2	26	1/4		1/4	00.95	15	467
O (MMEDC) Multimedia	29	1/2	28	3/4		3/4	02.60	19	961
A (NYTA) New York Times	22	7/8	24	1/8	-	1/4	-05.19	35	1,903
N (NWS) News Corp. Ltd.	12	7/8	12	1/2		3/8	03.00	6	3,053
O (PARC) Park Commun.	15	1/2	15			1/2	06.45	18	323
O (PIITZ) Pulitzer Pub.	23	3/4	22	1/2		1/4	05.55	21	230
O (SAGB) Sage Bsg.	1	3/4	1	3/4			00.00	-1	6
O (STAUF) Stauffer Comm.	117		117				00.00	39	117
N (TMC) Times Mirror	30	5/8	31	7/8	-	1/4	-03.93	24	3,887
N (TRB) Tribune Co.	45	7/8	45	3/4		1/8	00.27	31	2,879
A (TBSA) Turner Bstg.'A'	13	7/8	13	3/4		1/8	00.90	-32	2,085

Closing Wed Jul 24	Closing Tue Jul 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N	(WPO) Washington Post	223	1/2	223		1/2	00.22	18	2,693
N	(WX) Westinghouse	25	7/8	25	1/8	3/4	02.98	52	8,897

## PROGRAMING

O (IATV) ACTV Inc.	2	1/8	1	7/8		1/4	13.33		1
O (AACI) All American TV	1	1/8	1	1/8			00.00		2
N (CRC) Caroleo Pictures	7	3/4	8	5/8	-	7/8	-10.67	31	285
O (DCPI) dick clark prod.	5		4	1/4		3/4	17.64	15	37
N (DIS) Disney	121	3/8	120	1/8		1/4	01.04	20	15,415
A (FE) Fries Entertain.		7/16		7/16			00.00		2
A (HHH) Heritage Ent.		11/16		5/8		1/16	10.00		2
N (HSN) Home Shop. Net.	5		5				00.00	-54	381
O (IBTV) IBS		1/2		1/2			00.00	6	1
N (KWP) King World	28	5/8	29	1/4	-	5/8	02.14	12	1,093
O (KREN) Kings Road Ent.		5/16		5/16			00.00	-1	1
N (MC) Matsushita	123	1/8	124		-	7/8	-00.80	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	3	5/8	4	1/4	-	5/8	-14.71	-1	84
N (PCI) Paramount Comm.	39	7/8	40	5/8		3/4	-01.85	32	4,912
N (PLA) Playboy Ent.	5	5/8	5	3/4	-	1/8	00.00	65	108
O (QNTXQ) Quintex Ent.		1/8		1/8			00.00	65	108
O (QVCN) QVC Network	13	5/8	12	3/4		7/8	06.86	-20	216
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O (RPICA) Republic Pic.'A'	8	1/2	8			1/2	06.26	43	37
A (SP) Spelling Ent.	4	7/8	4	7/8			00.00	34	161
O (JUKE) Video Jukebox	5		5				00.00	-38	60
O (WONE) Westwood One	2	1/8	1	7/8		1/4	13.33	-1	35

## CABLE

A (ATN) Acton Corp.	4	1/8	4			1/8	01.49		6
O (ATCMA) ATC	39	3/4	41		-	1/4	-03.05	33	4,253
A (CVC) Cablevision Sys.'A'	22	5/8	24	1/4	-	1/8	-06.71	-2	589
A (CTY) Century Comm.	8	1/4	8	1/2	-	1/4	-02.95	-9	656
O (CMCSA) Comcast	14	1/4	14	3/4	-	1/2	-03.39	-9	1,676
A (FAL) Falcon Cable	8	3/8	8	5/8	-	1/4	00.00	-4	49
O (JOIN) Jones Intercable	8		8	1/2	-	1/2	-05.89	-2	104
N (KRI) Knight-Ridder	51	7/8	50	5/8		1/4	02.40	18	2,516
T (RCL) Rogers'A'	12		12				00.00	18	2,516
O (TCAT) TCA Cable TV	15	1/8	14	1/2		5/8	04.31	57	379
O (TCOMA) TCI	13	1/2	14	1/4	-	3/4	-05.27	-19	4,846
N (TWX) Time Warner	85	3/8	87	5/8	-	2/4	-02.27	-6	5,081
O (UAECA) United Art.'A'	13	1/2	14	1/2	-	1	-06.9	-11	1,929
A (VIA) Viacom	29		30		-	1	-03.34	-38	3,194

## ARBITRON

Continued from page 62

the scanning device created an emotional mindset rejecting the whole notion that someone can do both of these things [track viewing and purchasing habits]." Megroz also said the problems Nielsen's peplemeter had with the networks last year has had a negative impact on Scan-America's chances. Said Megroz: "The networks are saying: 'If Nielsen can't do it right just measuring people, then how the hell can you do it right when you are trying to measure people and purchasing information.' That is the rock we are trying to push up the hill."

For now, it appears that Arbitron has the support of its parent company, Minneapolis-based Control Data Co. Bill Miller, Control Data executive vice president, Information Services, told BROADCASTING that Control Data "wants to succeed in the information business." The division—which includes Arbitron—makes \$600 million in annual revenue, he said.

Arbitron, Wollenberg said, is not looking for a quick fix to its problems. It continues to talk with clients and is also heavily marketing software packages designed to improve sales efforts at stations. "Both Nielsen and Arbitron,"

## TVB MEETING TO FOCUS ON REVENUE FOR '92

The Television Bureau of Advertising (TVB) will help stations divine the outlook for revenue at a half-day meeting in New York, "Television 1992—Forecasting The Year Ahead." The meeting, whose Sept. 13 date is intended to coincide with fall sales and budget trips, will cover a variety of topics, including: general economic activity by region, consumer confidence, business projections for key advertiser industries and projections of key political races.

Wollenberg said, "have to realize that we need to compete in areas other than price."

### Arbitron and Radio

On the radio ratings side, the company is conducting a poll of radio and advertising subscribers to determine whether stations in the top 99 markets wish to switch from four 12-week audience surveys to three 16-week surveys (BROADCASTING, June 3). The action is in response to a resolution passed by the Arbitron Radio Advisory Council (ARAC) for increased sample size and usable in-tab diaries. In theory, by condensing the current 48 weeks of sampling from four reports into three, sample size would increase 33% for each report, potentially reducing sampling error.

In the past, sample size has been a problem for stations targeting two specific listener groups—males 18-34 and ethnic groups—which have poor diary return rates. Increasing sample size would produce more usable in-tab diaries for these two audience segments, thus requiring less statistical weighting and yielding fewer ratings fluctuations between reports.

Two of the council's resolutions stem from its request two years ago that Arbitron improve its usable in-tab sample by 5%, a request with which Arbitron complied. The result was a 5% increase in target sample in the fall 1990 survey, with a similar 5% increase planned for fall 1991. According to ARAC's assessment, the increase only produced a 1.4% improvement in in-tab retrieval, far short of what the council requested. —JF,LC

	Closing Wed Jul 24	Closing Tue Jul 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### EQUIPMENT & MANUFACTURING

N (MMM) 3M	89	5/8	90	1/8	-	1/2	-00.56	16	20,479
N (ARV) Arvin Industries	24	1/4	24			1/4	01.04	18	456
O (CCBL) C-Cor Electronics	6	1/4	7	1/4	-	1	-13.80	637	28
O (CTEX) C-Tec Corp.	15	3/8	14	3/4		5/8	04.23	-18	243
N (CHY) Chyron		9/64		9/64			00.00		1
A (COH) Cohu	9	7/8	10		-	1/8	-01.25	8	20
N (EK) Eastman Kodak	40		41	1/8	-	1	-02.74	18	12,858
N (HRS) Harris Corp.	26		25	1/4		3/4	02.96	35	977
N (IV) Mark IV Indus.	13	1/8	12	1/4		7/8	07.14	7	184
O (MATT) Matthews Equip.	3	11/16	3	11/16			00.00	184	22
O (MCDY) Microdyne	8	3/4	8	3/4			00.00	-12	38
N (MOT) Motorola	63	1/2	64	3/4	-	1/4	-01.94	18	8,812
A (PPI) Pico Products	1		1				00.00	-1	3
N (SFA) Sci-Atlanta	14	3/4	15	1/2	-	3/4	-04.84	14	324
N (SNE) Sony Corp.	45		44	7/8		1/8	00.27	22	15,236
N (TEK) Tektronix	28	3/4	27	3/4		1	03.15	-24	776
N (VAR) Varian Assoc.	39	5/8	43		-	3/8	-07.85	95	797
O (WGNR) Wegener	1	5/32	1	3/8	-	7/32	-15.91	-3	9
N (ZE) Zenith	6	5/8	6	3/4	-	1/8	-01.12	2	207

	Closing Wed Jul 24	Closing Tue Jul 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### SERVICE

O (AFTI) Am. Film Tech.	3	3/4	4	3/8	-	5/8	-14.29	-16	55
O (BSIM) Burnup & Sims	8		8	1/4	-	1/4	-03.04	-25	105
A (CLR) Color Systems	3	1/4	3	1/8		1/8	01.04	-4	37
N (CQ) Comsat	31	1/4	29			2	07.75	-31	540
N (CDA) Control Data	9	3/4	9	3/4			00.00	83	427
N (DNB) Dun & Bradstreet	45		46	1/2	-	1/2	-03.23	17	8,374
N (FCB) Foote Cone & B.	24	7/8	24	1/2		3/8	01.53	12	273
O (GREY) Grey Adv.	138		138				00.00	12	158
O (IDBX) IDB Commun.	9		9	1/4	-	1/4	-02.71	79	55
N (IPG) Interpublic Group	44	1/2	44	3/4	-	1/4	-00.56	19	1,646
N (OMC) Omnicom	29	7/8	30	3/8	-	1/2	-01.65	14	784
O (RTSY) Reuters	39	5/8	39	1/4		3/8	00.95	12	16,103
N (SAA) Satchi & Satchi	15/16		15/16				00.00	-1	1,455
O (TLMT) Telemation		1/4		1/4			00.00		1
O (TMCD) TM Century		7/32		7/32			00.00	-10	4
A (UNV) Unitel Video	8	1/8	8	1/4	-	1/8	-01.52		0
O (WPPGY) WPP Group	3	3/4	3	11/16		1/16	01.69	1	173

Standard & Poor's Industrials	451.11	454.70	-3.59	-0.8%
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# CABLE

## TCI DRAWS IRE, IF NOT FIRE, OF ITS CABLE COHORTS

*Resentment over MSO's business practices rekindled by Encore marketing strategy, but most prefer the fight to stay in the family*

**T**he uproar over the marketing of Tele-Communications Inc.'s Encore pay movie service has rekindled the resentment of cable operators and programmers who feel they are paying the price among policymakers and regulators for the misdeeds of one company.

The cable executives grumble that rather than behaving as a model for others—a role befitting the largest and most closely watched cable company—TCI is repeatedly generating negative press and tarring the rest of the industry with it.

The Encore controversy, caused by the service's negative-option marketing plan, brought the resentment briefly to the surface last month. Responding to questions at a Southern California Cable Association forum, Continental President Mike Ritter scolded TCI for the plan and its lack of sensitivity. "There was a lot of frustration about that situation," Ritter told BROADCASTING.

But other cable executives have chosen to hold their peace, reasoning that it is better to keep the industry's dirty laundry under wraps. "Let the grapevine carry the message," said one.

Public silence of industry misconduct is not unusual, especially when it involves TCI. While some cable executives feel that the practice contributes to the often damaging perception that cable is a monolithic industry, others (and they seem to be the majority) say it does not look good for the cable industry to appear divided.

Instead, they continue to use the grapevine. TCI has "a short attention span," according to one cable MSO source, and other operators say they are waiting for TCI's next misfire that will bring down the wrath of legislators and consumers. "I wonder what it will be next month," wondered one cable executive.

Bob Thomson, TCI's vice president, government affairs, said TCI "hasn't had a lot of industry input," or advice about Encore, even privately. As for criticism, Thomson said that other MSO's realize that TCI's "motivations were very positive" and "that it really

wasn't possible to foresee that a matter of limited national significance would become the target of this national group [National Association of Attorneys General]."

TCI's reputation for hardball tactics grew out of the early franchising days, when the company often seemed to be embroiled in lawsuits with cities. The largest was an antitrust suit in Jefferson City, Mo., for which the company paid

*"TCI increased the bottom line. But... you have to ask the question, 'Was it worth it?'"*

**Pittsburgh's Richard Emenecker**

a \$35 million fine. Ironically, the company "has paid that in spades," said one cable executive, because it keeps reappearing as an example of cable industry abuse and is often cited as the reason Missouri Senator John Danforth (R) is so adamant about cable reregulation.

Just this past January, TCI took some heat from the city of Pittsburgh and its subscribers when it tiered channels and raised rates. According to city administrator Richard Emenecker, the move took eight channels away from a basic package costing \$13, and subscribers who wanted to keep those channels were forced to buy a package costing \$19.15. "What they did was fully within terms and bounds of franchise agreement," said Emenecker. "But TCI exercised poor judgment as to the negative impact on the consumer." He added: "From a dollars-and-cents standpoint, TCI increased the bottom line. But when you look under that, and test the attitude of subscribers toward the company, toward cable in general, you have to ask the question, was it worth it?" Emenecker said the furor at TCI finally started to calm down in April and May, only to

rise again when Encore was launched as a negative option.

The Encore episode may have rubbed some the wrong way, but there was little fallout within the financial community. "It's not a big deal, although it certainly hasn't helped cable's cause in any way," said Jay Nelson, an analyst at Brown Brothers Harriman.

He professed little surprise that a perilous move such as offering Encore as a negative option came out of TCI. Encore's marketing "was not inconsistent with the culture of the company," which is aggressive and hard-nosed, according to Nelson. And TCI remains a favorite of the financial community exactly because of that culture. Although sometimes TCI does "push the envelope too far and make mistakes," that's the way they are and should stay, argues Nelson.

It is not surprising to cable industry members that Wall Street looks favorably on TCI. "Everything TCI does is aimed at the finance community, not its core constituency," said one cable programmer. "TCI's a bank," said another. And while some in the cable business simply chalk that up to differences in philosophy with other cable companies that are less transaction-oriented and more management-focused, others see it as a problem that affects the entire cable industry. When the largest cable company "pays lip service to customer service, it's a problem," said one MSO executive.

But others find TCI a breath of fresh air in the industry. According to one cable programmer, it is "refreshing to spend time with those guys," pointing to TCI President John Malone as the reason. "He's gone on the warpath and fired up the company almost like they had competition," he said.

Meanwhile, the frustration increases that the industry is held accountable for TCI's actions. "Frankly, the resentment is pretty broad that they are held up as leaders of the industry and they don't tend to their business," said one cable executive. "If you look at things TCI has done over the years, they have done

some incredibly arrogant things that have been to the detriment of the industry in terms of reputation," said another cable executive.

Cable operators remain wary about getting too involved, and "painted by TCI's brush too often," said one source. Continental Cablevision, for one, has ended up on the opposite side of TCI in the battle to create a 24-hour cable news network in Chicago, signing instead with Tribune. Although Continental works with TCI on a number of industry projects and "like other MSO's wants to continue to do business with TCI, they don't want to be too closely associated with TCI, especially in Washington," said the source. Continental Chairman Amos Hostetter even mentioned Continental's alliance with Tribune in written testimony before Congress.

Several months ago Hostetter, in his former role as C-SPAN chairman, also butted heads with TCI, which was said to have considered preempting C-SPAN, Discovery and the Family Channel to carry NBC's pay-per-view Olympics, because TCI is the one that needs the channels more than anyone, according to one cable programming executive. "They think they can make a killing off the Olympics. That's why they pushed it [channel preemption] hard," said the executive. "It has nothing to do with customer orientation."

Broadcasters have also had their run-ins with TCI over carriage and channel placement. When TCI moved KBHK-TV San Francisco from channel 12 to the 20-channel range, the move caused an uproar within the independent stations community. KBHK-TV was moved up again recently.

While TCI has not been alone in forcing Washington's attention to turn to cable—rate increases by Multivision in Tennessee and by ATC in Honolulu created consternation with the offices of Senators Al Gore (D) and Daniel Inouye (D), respectively—because it is the largest, its mistakes draw the most attention.

Conventional wisdom in Washington among cable observers, however, is that the Encore flap will have little direct fallout. "Anytime the cable industry is controversial because of its business practices," said one cable executive, it adds to the pile of anecdotes cable's political foes collect, and "that's not helpful." On the other hand, he said, it is hard to believe that the Encore episode would change a vote or alter the existing political atmosphere for two reasons: TCI's turnaround on the negative option and its success with the positive option, the latter indicating that customers like the service.

—SDM

## CABLECASTINGS

### INSTANT GRATIFICATION

The Southern California Cable Marketing Council fall subscriber campaign will center on the council's first large-scale instant install program. The \$500,000 campaign is scheduled to run Oct. 22-28, under the theme "Call Us Today, Watch Us Tomorrow."

The drive will offer basic installation plus one premium channel for as low as \$9.95, if installation is not completed within 24 hours of ordering. Carla Merriman, the council's executive director, believes the fall subscriber program could push the area's 56% penetration rate "beyond 60%."

The campaign will include special marketing tactics for minority households, in addition to print, radio and television ad buys. The campaign's target audience is adults, 25-54, with income of \$30,000 or more.

### NOTES FROM ALL OVER

Discovery will premiere a weekly magazine program, *Earth Guide*, on Saturday, Oct. 5 at 7 p.m., designed to provide information on preserving nature's balance. ■ Request TV said its two services now reach 8.5 million and 4.1 million homes, respectively, jumps of 30% and 21%. Network also has unveiled new consumer promotion kit. ■ Adlink has added five systems serving 83,000 subscribers to its 1.3 million home reach in Los Angeles. ■ Women in Cable, as part of CableForce 2000 project, has unveiled three "tools." One is a confidential Managing Diversity Survey, to help companies address workforce needs. The second is the creation of a Human Resource Symposium, scheduled for the spring of 1992 and the third is the CableForce Millennium Award, in recognition of companies with successful workforce programs.

**\$8,500,000**

**Mezzanine Debt Financing**  
*for a Wireless Cable TV system of*

**People's  
Choice-TV**

**of Tucson, Inc.**

*Provided by*

**BCI Growth L.P.**

**Omni Microwave Television Partners, L.P.**

*The undersigned acted as financial advisor to  
People's Choice TV and arranged the financing*

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# WASHINGTON

## FCC TO DELAY CHILDREN'S AD TIME LIMITS UNTIL '92

*Responding to independent stations, commission set to put off effective date limiting commercial time in children's programing until after lucrative Christmas season*

**I**n a move designed primarily to brighten the Christmas season of independent television stations, the FCC appears set to postpone this week implementation of the commercial time limits for children's programing until Jan. 1, 1992. The limits had been slated to go into effect Oct. 1.

The Association of Independent Television Stations has been pressing for the postponement, arguing imposition of the commercial time limits on Oct. 1 would dramatically reduced independents' spot inventory in barter children's programing during the Christmas season when such inventory is most in demand.

"An extension would certainly help," said INTV President James Hedlund. Independents earn a disproportionate amount of their locally generated ad revenue during the fourth quarter, and this year, the fourth quarter is crucial because the year has been disastrous for advertising-supported media, he said.

The limits, an element of the statutorily mandated children's TV rules adopted by the FCC last April, restrict the amount of advertising in children's programing to 12 minutes per hours on weekdays and 10 minutes per hour on weekends.

According to INTV, most children's programing aired by independents is barter bought prior to adopted of the

time limits. Since the syndicators' advertising time in the programing is fixed, it says, the independents will be forced to give up some of time to stay within the limits.

FCC Commissioner James Quello has championed the independents' cause at the FCC to go along with a postponement when the rules come up for a vote on reconsideration at this Thursday's (Aug. 1) open meeting.

"We don't need to make a flashcut," Quello told BROADCASTING. "It doesn't make sense to impose the rules in October," he said. "Give them to the end of the year. That's reasonable."

In petitioning the FCC for reconsideration, INTV had sought to exempt from the time limits all barter programing bought prior the adoption of the rules. But it is prepared to settle for a postponement.

"It's a compromise we can live with," said INTV President James Hedlund. According to one INTV filing, 65% of the barter contracts that would be affected by an October effective date would be unaffected by a Jan. 1 date.

INTV representatives were making the rounds at the FCC last week, pitching the Jan. 1 effective date. And by midweek, it appears to have won its point.

According to some FCC sources,

FCC Chairman Alfred Sikes did an about-face and decided to support the postponement after receiving assurance from proponents of the children's programing rules on Capitol Hill that a modest extension of time was acceptable. However, other sources say Sikes reversal was due to his recognition that Quello and the other commissioner were ready to vote the extension with or without him.

In its lobbying efforts, INTV used the FCC's Office of Plans and Policy study predicting continued hard times for broadcasters, particularly independents. "In view of the paper, if the commission professes to be concerned about our future, here is one concrete thing they can do," said Hedlund.

Also at the Aug. 1 meeting, the FCC will open its inquiry into whether satellite TV stations should become subject to multiple ownership rules, limiting one company to owning no more than 12 stations.

FCC Commissioner Andrew Barrett had asked for the proceeding in light of new satellite TV rules adopted last month allowing satellites to originate more than 5% of their programing locally.

Traditionally, satellite stations are full-powered stations that rebroadcast another, commonly co-owned, full-powered station's programing. **-PJS**

## RADIO HOAXES SPUR FCC TO CONSIDER NEW RULES

*Mass media chief says 'small fines or license revocation' are the only sanctions available under current regulations*

**T**he FCC decision two weeks ago to turn over to an administrative law judge its investigation of a false murder confession aired by Infinity Broadcasting's KROQ-FM Pasadena, Calif., ensures increased visibility for the issue of hoax broadcasts. In the meantime, the FCC Mass Media Bureau may proceed with regulations of its own.

The KROQ-FM broadcast and similar

incidents at KSHE(FM) St. Louis and WALE(AM) Providence, R.I., this year have prompted Mass Media Bureau Chief Roy Stewart to push for a formal rulemaking proceeding to establish rules and penalties governing such broadcasts.

The FCC needs more flexibility in dealing with the problem of hoaxes, Stewart told BROADCASTING. At present, the FCC's only option is to hold

lengthy and expensive investigations on each incident, and small fines or license revocation are the agency's only sanctions.

Stewart said he has not "fleshed out" the idea with his staff, and has not had time to consider what the rules might say.

Hoax broadcasts run afoul of commission policies against distorting news and

of the licensee's public-interest obligations, said Stewart. The FCC rules on hoaxes on a case-by-case basis, he said. The extent of management's involvement in incidents and the steps management takes after them are chief determinants in assessing licensee responsibility.

Not fully satisfied with the Infinity Broadcasting's explanation of the murder hoax at its KROQ-FM, Stewart persuaded the commission to launch an investigation hearing to determine the extent of Infinity's involvement.

In June 1990, 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. In fact, 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 alleged crime became the subject of a police investigation. The three successfully concealed the hoax until an airing of the story on NBC's *Unsolved Mysteries* prompted viewers to alert police about similarities in Robert's voice and the caller's.

The most recent hoax occurred two weeks ago when WALE(AM) Providence, R.I. News Director Michael Moriarty announced in a news bulletin that morning personality Steve White had been shot while smoking a cigarette outside the station. General Manager Rob Michaels, who arrived as the bulletin was being read, ordered Moriarty to stop the broadcast and let listeners know the report was fake. Moriarty refused and subsequently took calls from upset listeners, some of whom had notified police and paramedics. Moriarty, White and the show's producer, Ken Torres, were fired.

Last January, KSHE(FM) St. Louis morning personality John Ulet broadcast a false nuclear attack warning (complete with bomb explosion sound effects) because of "concern about nuclear war and how lightly listeners seem to take it." Listeners had been calling his show saying the U.S. should "nuke Iraq." The FCC fined licensee Emmis Broadcasting \$25,000.

Steve Lerman, Infinity's Washington communications counsel, in noting the differences in the facts of each case, said "it would be difficult to fashion a rule that will cover incidents that are fact-specific."

But he worries that the commission may adopt a rule based "on the concept of strict liability. It [would] not matter if management knew ahead of time or not. That would be unreasonable." —PJS

## CATA SAYS RETRANS CONSENT WILL HURT SUBS

**T**he Community Antenna Television Association last week launched an attack on the broadcaster-based retransmission consent provision of the Senate cable legislation (S. 12), releasing a study predicting serious consequences for cable TV subscribers should the provision become law.

The report, sent to all 100 senators, includes maps of the 50 states, shading in rural regions of the country where CATA predicts "virtually all broadcast television signals" will be blacked out, should retransmission consent be enacted.

"What we're trying to point out [to the Senate] is that if a bill passes of this nature, it will be pure chaos for the subscriber," said CATA President Steve Effros during a press conference in Washington.

An S. 12 amendment authored by Senator Daniel Inouye (D-Hawaii) would give broadcasters two cable carriage options. The must-carry option would require carriage on cable systems within a 50-mile radius. The retransmission consent option would require all cable systems within or beyond the 50-mile radius to negotiate a separate fee with individual broadcasters to carry the broadcast signal.

With its public attack, CATA follows the lead of the National Cable Television Association, which began criticizing retransmission consent in a series of newspaper ads three weeks ago. CATA and NCTA oppose the legislation as a

whole, believing its regulatory elements will stunt the growth of the industry.

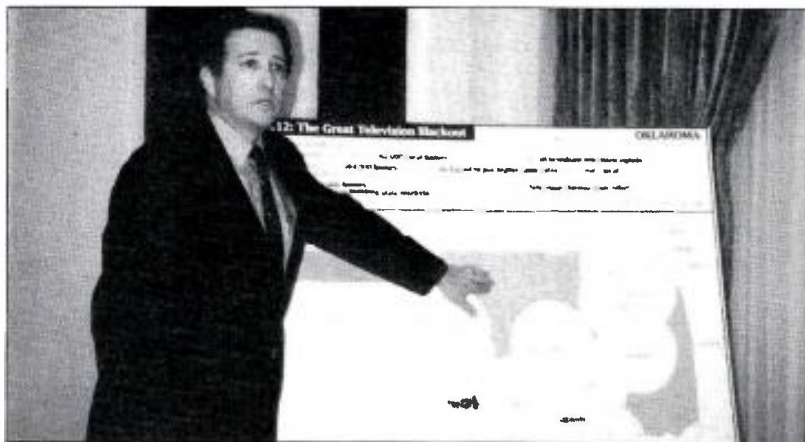
Under the worst-case retransmission consent scenario, Effros said, many broadcasters could block all carriage of their signals on cable systems outside the 50-mile radius. "We have encountered for years an industry of broadcasters which has tried to keep distant signals out of their marketplace to prevent competition," Effros said. Rural cable operators in many parts of the country may be unable to carry any broadcast distant signals, and the distant signals now shown in urban areas may be blacked out, he said. At the same time, viewers within TV markets will be forced to pay higher rates for local broadcast signals, he said.

Broadcast networks would be the only winners under the retransmission consent rules, said Effros.

Effros singled out CBS as the main backer of retransmission consent and a prime beneficiary should it pass.

"CATA is either being disingenuous or they're simply not aware of how broadly based this issue has become," said Martin Franks, CBS vice president, Washington. He pointed to the heavy support for retransmission consent among CBS's affiliates, independent stations and the entire National Association of Broadcasters board.

CATA's prediction of distant signal blackouts "is on its face absurd," Franks said. "We sell advertising on a cost-per-thousand basis. If we get a



CATA President Steve Effros uses a map of Oklahoma to describe the transformations in the cable industry CATA predicts under the retransmission consent provisions of S. 12. Rural cable systems (serving the shaded regions) could lose access to local broadcast channels while subscribers in metropolitan areas (within the white circles) may have to pay higher cable rates for broadcast signals, Effros said.



higher rating, we get more money. Why on earth would we jeopardize our ability to reach those people?" he said.

Effros was critical of members of the Senate who support S. 12 without understanding its consequences. "We've found out that there is virtually no one on Capitol Hill who understands this

stuff," he said. "The nature of Congress is to follow its leaders unless there is a reason not to." The CATA report is designed to show how S. 12 could affect each senator's constituents, he said.

Should cable operators persuade Congress to reject retransmission consent, CATA will still vigorously oppose S.

12, Effros said. "We think the entire bill is draconian and doesn't make much sense," he said. "Ironically, even though we have had to go through this gyrations to try to explain the complications of [retransmission consent], it is the easiest thing to explain in S. 12," he said.

-RMS

## PBS SHOW DRAWS INDECENCY COMPLAINTS AT FCC

**T**he FCC last week received "substantiated" indecency complaints against three noncommercial stations for their July 16 broadcasts of *Tongues Untied*, a controversial Public Broadcasting Service documentary on gay black men.

Citing the explicit nature of the documentary's pictures and language, as many as two-thirds of the PBS member stations opted not to air it.

John Price, an Indianapolis attorney who represents several anti-indecency groups, filed a complaint against WFYI(TV) Indianapolis, while Irv Bos, a resident of Holland, Mich., filed against WGTV-TV Grand Rapids, Mich., and its Kalamazoo satellite station WGVK.

The FCC will not consider indecency complaints unless they are substantiated by videotapes or transcripts. The Price and Bos complaints came with tapes.

"It's a violation of the Communications Act and the indecency enforcement standard," said Price. "The FCC should take action against [WFYI] to make sure it doesn't happen again."

"The language was abhorrent," he continued. "The 'F' word was used 45 times and it was used in a sexual context, which is what the indecency standard is aimed at—the continual repeated usage of words depicting sexual or excretory organs or activities."

Having read stories about the program prior to the broadcast, Price said he wrote WFYI General Manager Lloyd Wright asking the station to edit the program for broadcast as commercial broadcasters do prior to airing R-rated movies. The station declined, he said.

Price said he expects more substantiated complaints to arrive at the FCC. Several people have called him asking for information on how to file, he said.

Bos, the owner and manager of apartment buildings in Holland, Mich., said he found the program "totally obscene" and "terribly anti-black." "The subject matter was totally out of line," he said. "It made me sick."

Bos, who said he has been active in local anti-pornography efforts, but had



Marlon Riggs (front) and poet Essex Hemphill in PBS's *Tongues Untied*, being investigated for indecency and obscenity

never filed a complaint with the FCC, said he was particularly upset that a public station had to air the program. "Public TV is supposed to be an educational tool," he said. "This was far from educational."

WFYI's Wright said the station weighed carefully whether to air the documentary, determining finally that the broadcast was "within the mission of the station to provide diverse opinions and viewpoints that aren't traditionally heard on commercial television."

Wright said he felt the station handled the broadcast responsibly. He taped a 90-second introduction to the program, in which he addressed some of the concerns that had been raised and warned viewers they might not want to watch. An advisory was also included in the description of the program in the station's monthly program guide, he said.

With regard to Price's letter, Wright said, the station did not believe editing was appropriate. "We felt the producers' work should stand on its own."

The FCC will review the tapes to determine whether they are "obscene" or "indecent," according to Bob Ratcliffe of the FCC's Mass Media Bureau. It is difficult to make an obscenity finding,

he said, given the stiff tests set forth by the Supreme Court for such a finding.

It is far easier to deem a program indecent, Ratcliffe said, but the FCC is currently prohibited by a court injunction from taking action against any program that airs after 8 p.m. The WFYI and WGTV-TV broadcast occurred at 11 p.m.

Producers of the program, part of PBS's *P.O.V.* series, did not shy away from promoting the controversial nature of *Tongues Untied*. Two months before the July 16 airdate, publicists for the show sent out videocassettes to reporters and hinted at the impending controversy.

Among those who took heed was the Rev. Donald Wildmon, whose conservative TV watchdog group, the American Family Association, began a campaign to protest the show. Wildmon told BROADCASTING he had not heard the word "fuck" used as many times in a single telecast in his 15 years of monitoring TV.

Unlike earlier AFA campaigns, which traditionally focused on boycotts, the *Tongues Untied* campaign urged viewers to videotape the program as proof of its controversial nature.

Stations airing the program were not permitted to edit *Tongues Untied*, and *P.O.V.* made it clear that the show was to air in its entirety. The program was preceded by a content advisory.

The program included scenes of two men making love in bed and narration that included the expletive, "mother-fucking cunt," and the phrase, "anoint me with coconut oil and cum." One poem refers to an individual "who enjoys taking dick in his rectum." In a reference to AIDS, the narrator repeats the refrain, "now we think...as we fuck."

"The broadcast of this program has of course created great difficulties for our member stations on a local basis," said Jennifer Lawson, PBS executive vice president for national programming and promotion services. "But it's part of the alternative that public television provides."

-HAJ, RB

# WASHINGTON WATCH

## TAUKE TO NYNEX

Former Representative Thomas J. Tauke (R-Iowa) who served on the House Telecommunications Subcommittee was named vice president, government affairs for NYNEX Corp., effective Sept. 1. Tauke was also named executive vice president, NYNEX Government Affairs Co., NYNEX's Washington office dealing with the



Tom Tauke, former House Telecom subcommittee member, is new lobbyist for NYNEX

Congress, FCC and other federal agencies.

Earlier this year Tauke formed a Washington public relations firm with former Ohio Democratic Congressman Doug Walgren serving clients including the Government Affairs Policy Council of the Regional Bell Operating Companies (BROADCASTING, Jan. 21). Tauke will relinquish his association with the firm, which will continue to operate under Walgren. While in Congress Tauke supported telco delivery of video, audio and other information services, which is currently prohibited by Modification of Final Judgement, the consent decree governing the breakup of AT&T.

## WIRELESS ADVOCATES

Five Democratic Senators expressed their opposition to the preliminary decision by the Library of Congress Office of Copyrights that could block multichannel multipoint distribution services (MMDS) from the right to take advantage of cable compulsory license and carry distant broadcast signals. The Copyright Office released a preliminary finding earlier this month that MMDS does not fit the

definition of a cable system in the Copyright Act of 1976 because it is an RF-based rather than a wired medium (BROADCASTING, July 15).

"Congress anticipated that new technologies would emerge and that these technologies would enjoy the cable compulsory license," Senators Daniel Inouye (Hawaii), Dennis DeConcini (Ariz.), Howard Metzenbaum (Ohio), Patrick Leahy (Vt.) and Paul Simon (Ill.) said in a letter to Ralph Oman, Register of Copyrights.

## FEC BACKS DOWN ON TRAVEL RULE

The six-member Federal Election Commission reversed an earlier decision allowing the 1992 presidential campaign committees to bill the press for traveling expenses accrued by campaign aides, baggage handlers and Secret Service agents traveling on chartered press planes. The rules, which were unanimously passed in mid-June, were reversed by a 4-2 vote after the commission received several complaints from news organizations. "There was also a procedural concern that there hadn't been enough advanced notice" to collect comments on the proposal before the June vote, an FEC spokesman said.

## RETRANS RIFT REMAINS

The National Association of Broadcasters and Motion Picture Association of America (MPAA) have failed so far to reach a compromise in their disputes over the retransmission consent proposal in the Senate's Cable Television Consumer Protection Act (S. 12). MPAA President Jack Valenti has written letters to Senator Daniel Inouye (D-Hawaii), the author of the retransmission consent amendment, claiming retransmission consent will amount to a repeal of the cable compulsory license (BROADCASTING, July 15). NAB President Eddie Fritts said in a letter last week to Inouye that meetings with MPAA "have not been successful in achieving their purpose...MPAA has not articulated for us the specific interests of its members that are affected [by retransmission consent].

We have been unable even to consider what solutions, if any, may be needed to protect such interests."

## CRITICS SLAM SEX CRIME MEDIA LIABILITY BILL

Video program distributors, book store owners and others joined last week in opposition to a Senate bill that would allow the victims of sex crimes to sue producers and distributors of "child pornography" and "obscene materials."

The Pornography Victims' Compensation Act is designed to compensate sex crime victims if their victimization can be linked to the viewing of obscene and violent pornography. The bill's critics say it will "chill" the production and sale of all video and print works containing any sexual content.

Senator Mitch McConnell (R-Ky.) introduced S. 1521 last Monday (July 22) to replace an earlier version that would have required plaintiffs to show only that the video or print material in question "is sexually explicit in nature."

The new version narrows the focus to child pornography and to materials fitting the Supreme Court's definition of "obscenity."

"There are many who would like to go further, but I believe it is important to pass a bill which is clearly constitutional and addresses the danger presented by the most extreme pornography," McConnell said during a hearing of the Senate Judiciary Committee last week.

A panel representing libraries and book, magazine and video store owners at the hearing unanimously opposed the McConnell bill and said it would cast a chill on their business. "Most people don't carry the legal definitions of pornography and obscenity around in their heads," said Judith Krug, director, Office for Intellectual Freedom, American Library Association.

Judiciary Committee Chairman Joseph Biden (D-Del.) tended to agree with the distributors. "I think most Americans think that there is one definition of obscenity, that if a thing is obscene, it's obscene, therefore, it's against the law to distribute it. We know that's not true," he said.



# MEDIA

## N.Y. BROADCASTERS GET THE VIEW FROM THE TOP

*Among those addressing 30th annual convention were FCC Chairman Alfred Sikes and some of syndication's top guns*

**A** deep recession and a massive heat wave failed to keep New York broadcasters from attending the 30th annual executive conference of the New York State Broadcasters Association held last week in Saratoga Springs. Attendance, according to the association, was up 25% to close to 300.

### The view from Washington

FCC Chairman Al Sikes delivered the keynote address and told attendees that these are "not dark days, just different days for broadcasting." While Sikes conceded that his own Office of Plans and Policy helped set the current mood of gloom-and-doom with its report on the television marketplace (BROADCASTING, July 1), he said there are positive developments overseas and in the U.S., proof for not giving up on the American broadcasting industry.

Compared to Europe, Sikes said, the American television market is "far better developed." American programming sales, in Europe alone, the chairman said, topped \$1.9 billion. Sikes then turned his attention homeward and told broadcasters they have "a lot of things going for them."

On the technology side, Sikes said the broadcasting industry remains "an extraordinarily efficient way of distributing a broadband video signal." Broadcasters, he said, don't have to buy converters and lay down expensive wires. "For a very modest investment, the average American gets access to some nine over-the-air TV signals, plus two dozen radio channels and literally thousands of hours of news, entertainment and information choices," he said.

Sikes also praised broadcasters for their ties to the local communities they serve. "I'm not sure that customer and community responsiveness have always figured as prominently in the broadcast business as it must today. Fifteen years ago, when there was not much cable, when there weren't many stations and VCR's cost thousands of dollars apiece, many broadcasters did not have to be that responsive. They were, after all,

nearly the only electronic show in town." Today, the FCC chairman said, broadcasters have honed their local skills. Said Sikes: "The failure to do otherwise will turn you into a video commodity and, over time, you will almost assuredly fail."

Sikes turned to public broadcasting as an area where broadcasters have managed to survive the onslaught of cable. PBS ratings, he said, not only weathered cable's growth, but grew slightly. They realized, he said, that they, alone "among their new media competitors, had strong audience and community ties." Commercial broadcasting, he concluded, has the same potential. "You're the people with ideas, enthusiasm, optimism and, most importantly, the willingness to take a risk."

Absent from the chairman's address, to the disappointment of some attendees, was the subject of cable reregulation. Sikes steered clear of Washington issues during his speech, but he did discuss some regulatory issues during a question-and-answer period. Some also questioned the chairman's public broadcasting comparison at a time when a number of noncommercial stations across the country are having to cut budgets and reduce programming.

### The view from the industry

Providing relief from the heat in upstate New York were three of the industry's top programming executives: Roger King, chairman, King World; Barry Thurston, president, Columbia Pictures Television, and Robert Turner, president, Multimedia, who addressed current issues facing syndicators. Needless to say, their respective opinions were wide-ranging, and they pulled no punches.

On the issue of repealing the Prime Time Access Rule (PTAR), Thurston said he could not speak for his employer but he personally thought that if the economics of programming for the networks did not improve, syndicators of off-network programming would be limited by not being able to sell to affiliates in the top-50 markets. Network license fees,

Thurston claimed, are still at 1987 levels.

Roger King was adamant that broadcasters do not want lawyers fiddling around with PTAR, telling attendees that news and first run is "the key to their franchise." Many references were made to King's success in the business and how much wealth he has accumulated. The outspoken syndicator was not above kidding about his bankroll and said King World would buy the federal government to keep PTAR from being changed.

The issue of barter was also hotly contested among the three. King questioned Columbia's decision to offer *Designing Women* on an all-barter basis. King told attendees that the television business is "fragile and we don't need more people taking [ad] time out of the business."

About the only thing all three agreed on was the need of syndicators to give broadcasters more promotion and support.

Coming one day after a downbeat presentation on New York's economy was a panel on improving the relationship between advertisers and broadcasters. Jim Joyella, president, Television Bureau of Advertising, moderated the anti-recession panel that also included Eric Mower, chairman and chief executive officer, Eric Mower & Associates, a Western New York ad agency; David Henry, vice president, advertising, Price Chopper Supermarkets, and David Hills, vice president, sales development, TeleRep, New York.

Henry stressed the importance of sales people understanding their clients. "Understand my market position," he asked, saying he does not want "my time wasted by being misdirected." He also criticized broadcast sales executives who try to side step an advertiser's agency to deal directly with the client. Said Henry: "Don't say you can't get past my agency. That is what my agency is there for; work with them and don't insult me by saying the agency I chose did not understand [your pitch]." —JF

# FOR THE RECORD

As compiled by BROADCASTING from July 18 through July 23 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

■ **KBAS(AM)-KWAZ(FM) Bullhead City, AZ** (AM: BTC910705EB; 1490 khz; 1 kw-U; FM: BTCH910705EC; 97.9 mhz; 2.8 kw; ant. 1,571 ft.)—Seeks transfer of control from Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for \$1.284 million. Seller is headed by Thomas M. Jones, and has no other broadcast interests. Buyer is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Jeffrey Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, AZ. Jane, his wife, and Lindstrom hold 51% and 49%, respectively, of voting stock of Pleasant Valley Broadcasting. Filed July 5.

■ **KRGO(AM) Fowler, CA** (BAL910702EA; 1220 khz; 250 w-D)—Seeks assignment of CP from Robert Hawkons, Chapter 7 trustee, to KACARR Communications Inc. for \$130,000. Seller has no other broadcast interests. Buyer is headed by Raymond L. Carrasco (46.8%), and has no other broadcast interests. Filed July 2.

■ **WTXL-TV Tallahassee, FL** (BALCT910705KG; ch. 27; 1,184.7 kw-V; 118.46 kw-A; ant. 1,041 ft.)—Seeks assignment of license from Tallahassee 27 Ltd. to E.T. Broadcasting for \$5.35 million ("Changing Hands," July 22). Seller is headed by Joseph D. Tydings, who is chairman of U.S. Media Inc., general partner of licensee of KHX(AM)-KTCL(FM) Fort Collins, CO, and KTRS(FM) Casper, WY. Buyer is headed by F. Tracy Lavery and Elio Betty (each 50%), and has no other broadcast interests. Filed July 5.

■ **WSKX(FM) Hinesville, GA** (BALH910701HB; 92.3 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of license from Hinesville Broadcasting Corporation to T C B Broadcasting Inc. for \$300,000. Seller is headed by E.L. Kilday, and has no other broadcast interests. Buyer is headed by Ray Bilbrey (15%), William E. Clanton (42.5%) and Ralph D. Trapnell (42.5%), and has no other broadcast interests. Filed July 1.

■ **KHCA(FM) Wamego, KS** (BALH910624GE; 95.3 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from Bill E. Stallard to KHCA Inc. for \$126,000. Seller has no other broadcast interests. Buyer is headed by Jerry C. Hutchins and Cathy M. Hutchins, husband and wife (each 50%), and has no other broadcast interests. Filed June 24.

■ **KDLA(AM)-KEAZ(FM) DeRidder, LA** (AM: BAL910708EB; 1010 khz; 1 kw-D, 40 w-N; FM: BALH910708EC; 101.7 mhz; 3 kw; ant. 291 ft.)—Seeks assignment of license from Century Broadcasting Co. to Carol E. Simmons; purchase price to be submitted in near future. Stations are currently dark. Seller is headed by Ralph L. Hooks, and has no other broadcast interests. Buyer, Simmons, has no other broadcast interests. Filed July 8.

■ **KQIV(AM) Litchfield, MN** (BAL910709EC; 1410 khz; 500 w-D)—Seeks assignment of license from Gross Communications Corp.-Minnesota to Mid-Minnesota Broadcasting Co. for \$42,500. Seller is headed by Herbert P. Gross, and is licensee of KMXX(FM) Litchfield, MN. Gross also controls 100% voting stock of WLOQ(FM) Winter Park, FL. Buyer is headed by Robert W. Greenhow (60%) and Stephen M. Neighbors (40%), and has no other broadcast interests. Filed July 9.

■ **KNOW(AM) Minneapolis** (BAL910709EA; 1330 khz; 5 kw-U)—Seeks assignment of license from Minnesota Public Radio Inc. to NRG Twin Cities Ltd. for \$940,000. Seller is headed by William H. Kling, and is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) and KYIY(FM), both Moorhead; KCRB-FM Bemidji; KGAC(FM) and KVRU(FM), both Saint Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshall; KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia/Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVU(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota; KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. Buyer is headed by J. Livingston Kosberg and George A. Vandeman, each 50% shareholders of NRG Twin Cities Inc., general partner of NRG Twin Cities Ltd., limited partner in assignee, and has no other broadcast interests. Filed July 9.

■ **KBMN(AM) Bozeman, MT** (BAL910705EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Robert F. and Cathryn L. Pipinich, husband and wife, to Cowdrey Broadcasting Co. for \$105,000. Seller has no other broadcast interests. Buyer is headed by Tracey R. Cowdrey, and has no other broadcast interests. Filed July 5.

■ **KYLT(AM) Missoula, MT** (BTC910708ED; 1340 khz; 1 kw-U)—Seeks transfer of control from Sheri L. Smith to Jeff M. Smith Jr. in stock transfer within licensee for no consideration. Principals have no other broadcast interests. Filed July 8.

■ **WMTR(AM)-WDHA(FM) Morristown, NJ** (AM: BTC910702HD; 1250 khz; 5 kw-D, 1 kw-N; FM: BTCH910702HE; 105.5 mhz; 3 kw; ant. 564 ft.)—Seeks transfer of control from E. Burke Ross Jr. Family Trust No. 1 to E. Burke Ross Jr. Family Trust I for no consideration in transfer of shares. Licensee Signal Communications Inc. purchased stations in June for \$7.3 million ("Changing Hands," June 3). Trusts are headed by Edmund B. Ross, Margaret H. Ross, Amory L. Ross, Benson T. Ross and Mary Ann Badalamenti, W. Lawrence Patrick, a director and stockholder of general partner of licensee, and Stuart F. Carville, an officer of Signal Corp., also hold minority interests in Legend Communications Corp. of Pennsylvania, general partner of licensee of WYCL(FM) Boyertown, PA; WSOM(AM)-WQXX(FM) Salem, OH, and KMNS(AM)-KSEZ(FM) Sioux City, IA. Filed July 2.

■ **WWIT(AM) Canton, NC** (BAL910701EB; 970 khz; 5 kw-D)—Seeks assignment of license from Mountain Broadcasting Inc. to Green Communications Co. Inc. for \$280,000, consideration for forgiveness of all indebtedness owed by Mountain Broadcasting to

Daniel Greene Jr. Seller is headed by Gary Ayers, and has no other broadcast interests. Buyer is headed by Greene, and has no other broadcast interests. Filed July 1.

■ **WWCD(FM) Grove City, OH** (BAPH910708HK; 101.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Video Service Broadcasting Corp. to Ingleside Radio Inc. for \$2 million. Seller is headed by Arnold Ferolito, and has no other broadcast interests. Buyer is headed by Roger Vaughan, and has no other broadcast interests. Filed July 8.

■ **WUCO(AM) Marysville, OH** (BAL910708EA; 1270 khz; 500 w-U)—Seeks assignment of license from Mid-America Broadcasting Co., debtor-in-possession, to Monarch Broadcasting Inc. for \$108,940. Seller is represented by Sara J. Daneman, Chapter 7 trustee, and has no other broadcast interests. Buyer is headed by Robert P. Hutchinson (66%) and Donald Gorman (33%), and has no other broadcast interests. Filed July 8.

### Actions

■ **KBQN(AM) Pago Pago, AS** (BAP910515EC; 585 khz; 50 kw-U)—Granted assignment of CP from William Kitchen to Oceania Broadcasting Network Ltd. for \$25,000. Seller is headed by William Kitchen, and has interests in Grand Lake Broadcasting, licensee of KRKM(FM) Kremmling and KRKY(AM) Granby, both Colorado. Buyer is headed by Christopher and Judith Racine, husband and wife, who are also directors of Oceania Broadcasting Network Inc., licensee of KMGTV(TV) Honolulu and KVHF(TV) Kailua-Kona, both Hawaii. Action July 9.

■ **\*KAXL(FM) Greenacres, CA** (BAPED910502HF; 88.3 mhz; 360 kw; ant. 133 ft.)—Granted assignment of CP from Greenacres Educational Broadcasting Foundation to Skyride Unlimited Inc. for \$4,000. Seller is headed by Guy P. Hoss, and has no other broadcast interests. Buyer is headed by Michael E. McCutchan, John M. Rader and Don Bevilacqua. Bevilacqua is also 33.3% stockholder of Birch Bay Broadcasting Inc., licensee of KARL(AM) Blaine, WA, and 85% stockholder KWSO Inc., licensee of KERI(AM) Wasco, CA; McCutcheon and Rader also have interests in KERI(AM). Action July 8.

■ **\*WMCU(FM) Miami** (BTCED910520GV; 89.7 mhz; 100 kw; ant. 981 ft.)—Granted transfer of control from Miami Christian College Inc. to Trinity Evangelical Divinity School Inc. for no cash consideration. Seller is headed by Larry McCullough, and has no other broadcast interests. Buyer is headed by Kenneth M. Meyer, and has no other broadcast interests. Action July 8.

■ **WCRB(FM) Waltham, MA** (BTCH910521GZ; 102.5 mhz; 15 kw; ant. 918 ft.)—Granted transfer of control within Charles River Broadcasting Co., from Theodore Jones (deceased), individual and as trustee of Theodore Jones Trust, to Nathalie H. Jones, Mary L. Marshall and Bradley R. Cook for no cash consideration. Transferees have no other broadcast interests. Action July 10.

■ **WQXO-AM-FM Munising, MI** (AM: BAL891026HJ; 1400 khz; 1 kw-U; FM: BALH891026HK; 98.3 mhz; 1.80 kw; ant. 380 ft.)—Granted assignment of license from Morgan J. Marti to Laidlaw & Associates Inc. for \$95,000. Seller has no other broadcast interests. Buyer is headed by Thomas L. Laidlaw, William Heigaard, Bert Johnson and Lyle Johnson. Laidlaw, Bert Johnson and Lyle Johnson each hold one-third interest in and are officers of KNDK Inc., licensee of KNDK(AM) Langdon, ND. Action July 10.

■ **WQXO(FM) Munising, MI** (BALH891026GF;



98.3 mhz; 1.8 kw; ant. 380 ft.)—Granted assignment of license from Laidlaw & Associates Inc. to Wallace D. Steinhoff for \$140,000 (see WQXO-AM-FM above). Buyer has no other broadcast interests. Action July 10.

■ **KJLA(AM)** Kansas City, MO (BAL910528EA; 1190 khz; 5 kw-D, 250 w-N)—Granted assignment of license from Osborn Communications Corp. to Beal Broadcasting Co. Inc. for \$75,000. Seller is headed by Wilton R. Osborn II, and has no other broadcast interests. Buyer is headed by Thomas E. Beal (60%), and has no other broadcast interests. Action July 12.

■ **WPNF(AM)** Brevard, WHKP(AM) Hendersonville and WTYN(AM) Tryon, all North Carolina (WPNF: BTC910528EB; 1240 khz; 1 kw-U; WHKP: BTC910528EB; 1450 khz; 1 kw-U; WTYN: BTC910528EC; 1160 khz; 10 kw-D, 500 w-N)—Granted transfer of control within Radio Hendersonville Inc. for \$300,000. Seller is Kermit Edney, and has no other broadcast interests. Buyer is Arthur V. Cooley, former GM of station, and has no other broadcast interests. Action July 11.

■ **WKDX(AM)** Hamlet, NC (BTC910529EA; 1250 khz; 1 kw-D)—Granted transfer of control from Richmond County Broadcasting Co. Inc. to Peace Valley Baptist Church for \$190,000. Seller is headed by Riden A. Lyon, who is 51% GP of Red Pen Broadcasting, licensee of WRPL(FM) Wadesboro, NC. Buyer is headed by George F. West II, and has no other broadcast interests. Action July 12.

■ **WSFL-AM-FM** New Bern, NC (AM: BAL910514HZ; 1380 khz; 5 kw-D; FM: BAL910514GE; 106.5 mhz; 100 kw; ant. 915 ft.)—Granted assignment of license from Caravelle Broadcast Group of Coastal Carolina Inc. to W & B Media Inc. for \$500,000. Seller is subsidiary of Caravelle Broadcast Group Consolidated Inc., 100% owner of licensee of WIOU(AM)-WZVZ(FM) Kokomo, IN. Buyer is headed by Howard Wilcox (51%) and George G. Beasley (49%), and is selling WVVY(FM) Grifton, NC (see "For the Record," June 3). Beasley heads Beasley Broadcasting, and has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Ft. Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAV(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSF(FM) Bastrop, TX; WXXM(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC; WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. Action July 10.

■ **WBXT(AM)** Canton, OH (BAL910530EA; 900 khz; 500 w-D, 78 w-N)—Granted assignment of license from Jack Nelson, receiver for Midwest General Telecomm Inc. to Melodynamic Broadcasting Corp. for \$85,000. Nelson has no other broadcast interests. Buyer is headed by Leodis Harris, and has no other broadcast interests. Action July 11.

■ **WFOB(AM)-WBVI(FM)** Fostoria, OH (AM: BTC910521EF; 1430 khz; 1 kw-U; FM: BTC910521EG; 96.7 mhz; 3 kw; ant. 330 ft.)—Granted transfer of control from Tri-County Broadcasting Inc. to Roppe Corp. for \$100,110. Seller is headed by Gregory J. Peiffer, and has no other broadcast interests. Buyers are headed by Donald P. Miller, and has no other broadcast interests. Action July 9.

■ **KAGI(AM)** Grants Pass, OR (BAL910226EC; 930 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from California Oregon Broadcasting Inc. to State of Oregon, acting by and through State Board of Higher Education for no cash consideration; assignment is donation (valued at \$300,000). Donor is headed by William B. Smullin, and has 100% interest in KOBIL(TV) Medford and KOTI(TV) Klamath Falls, both Oregon, and KRCR-TV Redding, KAEF(TV) Arcata, KFWU(TV) Fort Bragg and KFLI(AM) Eureka, all California. Smullin has 50% interest in Southwest Oregon Television, licensee of KPIC(TV) Roseburg, OR. Donee is headed by Mark S. Dodson, et al. Through Oregon State Board of Higher Education, Southern Oregon State College currently operates KSOR(FM) and KSMF(FM), both Ashland, KSBA(FM) Coos Bay, KSKF(FM) Klamath Falls and KSKJ(AM) Talent, all

Oregon, and is permittee of KSRS(FM) Roseburg, OR. Southern Oregon State College also operates network of FM translators in this region. Action July 11.

■ **KYJC(AM)-KFMJ(FM)** Medford-Grants Pass, OR (AM: BTC910521EA; 610 khz; 5 kw-U; FM: BTC910521EB; 96.9 mhz; 25 kw; ant. 2,058 ft.)—Granted transfer of control from Encore Broadcasting Corp. to Frederick A. Danz for \$63,634. Seller is headed by Arnold Sias, and has no other broadcast interests. Buyer, Danz, has no other broadcast interests. Action July 9.

■ **WKSJ(FM)** Marion, SC (BAPH910528HX; 100.5 mhz; 3.6 kw; ant. 122 ft.)—Granted assignment of CP from Class Act Inc. to Holder Media Inc. for \$625,000. Seller is headed by George B. Wilkes III and John W. Pittman. Wilkes is president and 70% stockholder of Wilkes-Posey Broadcasting Inc., licensee of WORG(AM) Orangeburg, SC. Pittman is 50% stockholder of Pro Media Inc., licensee of WFOU(AM)-WSTS(FM) Fairmont, NC. Buyer is headed by Hugh Holder, former broadcaster at CBS radio and radio station owner; he presently has no other broadcast interests. Action July 12.

■ **WCOG(AM)** Ridgeland, SC (BAL910405ED; 1430 khz; 1 kw-D)—Granted assignment of license from Mattox-Guest of South Carolina Inc. to Walter M. Czura for \$22,500. Seller is headed by G. Troy Mattox and Andrew J. Guest, and is licensee of WSHG(FM) Ridgeland, SC, and WKUB(FM) Blackburn, GA. They also own Guest-Mattox Broadcasting, licensee of WDEC-AM-FM Americus, GA. Buyer has no other broadcast interests. Action July 9.

■ **WQJZ(AM)-WKQB(FM)** St. George-North Charleston, SC (AM: BAL910410GP; 810 khz; 5 kw-D; FM: BAL910410GQ; 107.5 mhz; 100 kw; ant. 984 ft.)—Granted assignment of license from Trident Communications Corp. to Lowcountry Media Inc. for \$1.5 million. Seller is headed by Thomas J. Greiner. Buyer is headed by Ron Hoover, and has no other broadcast interests. Action June 14.

■ **WIRJ(AM)** Humboldt, TN (BAL910531EC; 740 khz; 250 w-D, 50 w-N)—Granted assignment of license from R.S. Little Corporation to David P. Colvett for \$75,000. Seller is headed by Robert S. Little Jr., and has no other broadcast interests. Buyer, Colvett, has no other broadcast interests. Action July 12.

■ **WBVD(FM)** Huntingdon, TN (BAPH910204HQ; 93.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from WJPJ Inc. to Big Tenn Communications Co. Inc. for \$15,000. Seller is headed by David Jordan, and has interests in Virginia Kentucky Broadcasting Co., licensee of WDTM(AM) Selmer, TN. Buyer is headed by Bill Haney (35%), Charles H. Graves (51%) and Tony D. Reeves (14%), and has no other broadcast interests. Action July 3.

■ **WSKI(AM)** Montpelier, VT (BAL910522EA; 1240 khz; 1 kw-U)—Granted assignment of license from Ski Communications Inc. to Galloway Communications Inc. for \$400,000 ("Changing Hands," June 10). Seller is headed by Michael D. Kaplan, and has no other broadcast interests. Buyer is headed by Edward F. Flanagan (100%), Steven A. Silberburg and Jane N. Cole. Silberburg and Cole are directors and shareholders of Northeastern Broadcasting Co. Inc., licensee of WHAV(AM)-WLYT(FM) Haverhill, Mass. Northeastern Broadcasting owns 100% stock of Montpelier Broadcasting Inc., licensee of WNCB(FM) Montpelier, VT, of which Silberburg and Cole are directors and shareholders and Flanagan is officer and GM. Action July 15.

Shirley C. Mahaffey for 106.5 mhz; 6 kw; ant. 100 m. Address: 910 W. Ogeechee St., Sylvania, GA 30467. Principal is sole stockholder of Sam Mac Broadcasting System Inc., licensee of WSYL(AM) Sylvania, GA. Action July 9.

■ **New York (BPH910501MF)**—Dismissed app. of Greater NY 92.3 FM Broadcasters for 92.3 mhz; 6 kw; ant. 415 m. Address: 2310 Penderosa Dr. Suite 29, Camarillo, CA 93010. Principal is headed by Stuart W. Epperson and Edward G. Atsinger III. Epperson and wife Nancy A. Epperson have interests in one AM and two FM's, and Atsinger has interests in three FM's and one AM. Stuart Epperson and Atsinger each own 50% of Salem Communications Corp., licensee of nine AM's and five FM's. Action July 9.

■ **South Webster, OH (BPH890929MJ)**—Granted app. of South Webster Broadcasting Inc. for 94.9 mhz; 3 kw; ant. 100 m. Address: 827 Second St., Portsmouth, OH 45662. Principal is headed by Donald D. Mauk, who owns and manages WIOI(AM) New Boston, OH. Action July 10.

■ **Carthage, TX (BPH901113MB)**—Granted app. of Hanszen Broadcasting for 104.3 mhz; 6 kw; ant. 100 m. Address: 226 S. Shelby, Carthage, TX 75633. Principal is headed by Wanda J. Hanszen and Jerry T. Hanszen. Jerry Hanszen owns KGAS(AM) Carthage, TX. Action July 9.

## FACILITIES CHANGES

### Applications

#### FM's

■ **Chiefland, FL** (no call letters) 97.3 mhz—July 8 application for mod. of CP (BPH880816NY) to change ERP: 6 kw H&V; applicant proposes to extend height of existing WLQH(AM) tower to accommodate proposed new FM.

■ **Naples, FL** WBPT(FM) 89.5 mhz—July 11 application for mod. of CP (BPED840919IZ as mod.) to change TL: 1/2 mi E of County Board, Crews Rd., Naples, FL.

■ **Titusville, FL** WPIO(FM) 89.3 mhz—July 9 application for CP to change ERP: 6.75 kw H&V.

■ **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.

■ **Rockford, IL** (no call letters) 102.3 mhz—June 7 application for mod. of CP (BPED850909MA) to change ERP: 5.4 kw H&V; change ant.: 99 m.; class: A (per docket #87-158).

■ **Fairfield, IA** K11K-FM 95.9 mhz—June 11 application for CP to change ERP: 4.1 kw H&V.

■ **California, MD** WBEY(FM) 102.9 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).

■ **St. James, MN** KXAC(FM) 100.5 mhz—July 5 application for mod. of CP (BPH890420MF) to change ant.: 132 m.; change TL: 4.3 km from South Branch, at bearing of 76.2 degrees.

■ **Vandalia, MO** KLRK(FM) 100.1 mhz—June 28 application for mod. of license to change freq: 104.3 mhz.

■ **Superior, NE** KRFS-FM 103.9 mhz—July 3 application for CP to change ant.: 67 m.; TL: located in rural Nuckolls County NE, 3.2 km W and 1.8 km N of intersection of Hwy. U.S. 136 N-14.

■ **Eatonville, NJ** WHTG-FM 106.3 mhz—July 3 application (BPH910703KC) for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Bishopville, SC** WXMA(FM) 93.7 mhz—July 8 application for mod. of CP (BPH880519ND) to change ERP: 6 kw H&V; change ant.: 100 m.; TL: 1.4 mi NE of Elliot, SC.

## NEW STATIONS

### Actions

■ **Panama City Beach, FL** (BPH870824MV)—Granted app. of Ladies III Broadcasting Inc. for 105.1 mhz; 50 kw H&V; ant. 113 m. Address: 225500 Hwy. 98 West #132, Panama City Beach, FL 32407. Principal is headed by John B. Caylor and Bebe J. Caylor, and has no other broadcast interests. Action July 11.

■ **Sylvania, GA** (BPH901207MM)—Granted app. of

■ **Malakoff, TX** KCKL(FM) 95.9 mhz—July 3 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Shepherdstown, WV** WSHC(FM) 93.7 mhz—July 11 application for CP to change ERP: .95 kw H&V; ant.: .3 m.; change channel to 209A.

■ **De Pere, WI** WJLW(FM) 95.9 mhz—July 3 application for CP to change ERP: 17.8 kw H&V; ant.: 119 m.; change TL: NW corner of SE quarter of section 11, in Rockland, WI; change to class C3 (per docket #91-586).

■ **Whiting, WI** (no call letters) 96.7—July 5 application for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: Yellow Stone Rd., .7 km E of Hwy S, Milladore, WI; channel: 244C2, per docket 89-282.

## Actions

### AM's

■ **Port Orange, FL** WART(AM) 1020 khz—July 9 application (BMP910429AF) granted for mod. of CP (BP860904AJ) to change TL: corner of Beach St. and Wilder Blvd., Daytona Beach, FL; reduce power to 400 watts; change from DA to non-DA and make changes in antenna system: 29 11 19N 81 00 28W.

■ **Decorah, IA** KDEC(AM) 1240 khz—July 11 application (BP910513AC) granted for CP to reduce power to 580 watts; make changes in antenna system and correct coordinates to 43 19 28N 91 47 05W.

■ **Gladstone, MO** KGGN(AM) 890 khz—July 8 application (BMP880714AG) granted for mod. of CP (BP851202AG) to reduce power to 1.10 kw -DA-D and change to: 250 S of Termination of Ridgeview CT, Liberty, MO. 39 13 19N 99 22 59W.

### FM's

■ **Yuma, AZ** KTTI(FM) 95.1 mhz—July 15 application (BPH910301IC) dismissed for CP to change ERP: 100 kw H&V; change ant.: 389 m.; TL: at BLM electronics site, Telegraph Pass, 1.8 km due N of interstate Rte. 8 and 28 km E of Yuma, AZ; class: C (per docket #90-19).

■ **Los Angeles** KZLA(FM) 93.9 mhz—July 3 application (BPH910416IA) granted for CP to change ERP: 18.7 kw H, and 16.2 kw V; ant.: 956 m.; TL: Mt. Wilson Antenna farm 25 km NE of Los Angeles.

■ **Middletown, CT** WIHS(FM) 104.9 mhz—July 9 application (BPH901009IB) granted for CP to change ant.: 95.92 m.; change ERP: 3.3 kw H&V. Amended 910416 to 3.1 kw and 91 m. Amended 9106/ 27 change ant. back to 96 m.

■ **Rockledge, FL** WHKR(FM) 102.3 mhz—July 12 application (BPH910305ID) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.; TL: Fox Lake Rd. and Interstate 95, Titusville, FL; change class to C2.

■ **Waynesboro, GA** WAGW(FM) 107.1 mhz—July 15 application (BMPH910315IA) granted for mod. of CP (BPH890427MI) to change ERP: 6 kw H&V; ant.: 90 m.; TL: 1.8 km W of GA. Hwy. 56 and 9.9 km N of Waynesboro in Burke County, GA.

■ **Forest City, IA** K1OW(FM) 102.3 mhz—July 9 application (BPH900621IC) granted for CP to change ant.: 150 m.; change TL: 1/4 mi N County Rd., B40 on County Rd., R69, Hancock County, RR #4; ERP: 50 kw H&V, freq: 107.3 and to change class C2 (per docket #89-25).

■ **Ann Arbor, MI** WAMX(FM) 107.1 mhz—July 10 application (BMPH910124IE) granted for mod. of CP (BPH891221IJ) to change ERP: 3 kw H&V; ant.: 88 m.

■ **Ballston Spa, NY** WQQY(FM) 102.3 mhz—July 9 application (BPH890803IC) granted for CP to change ant.: 100 m.; as Amended 52391; change ant.: 118 m.; ERP: 4.1 kw H&V; city of license.

■ **Corvallis, OR** KEJO(FM) 101.5 mhz—July 9 application (BPH900730IC) granted for mod. of CP (BMPH890925JY as mod.) to change ant.: 342.3 m.

■ **Chase City, VA** WFXQ(FM) 99.9 mhz—July 9 application (BMPH910304IE) granted for mod. of CP (BPH880107NH) to change ERP: 25 kw H&V; change channel to 260C3 (per docket #89-601).

## ACTIONS

■ **Chester and Shingletown, both California** Effective August 22 reallocated channel 287C2 from Chester to Shingletown as area's first local aural transmission service, and conditionally modified permit of KRKQ(FM) for operations in Shingletown. (MM docket 89-436 by R&O [DA 91-780] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Chico, CA** Effective August 26 allotment of channel 224A as community's third local FM broadcast service; filing window: August 27-September 26. (MM docket 90-185 by R&O [DA 91-852] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Kings Beach, CA and Fallon, NV** Effective August 30, substitution of channel 299C3 for channel 299A in Kings Beach and modification of Kidd Communications, Inc.'s construction permit accordingly; allotment of channel 267A to Fallon as community's first local aural service; filing window for Fallon: September 3-September 30. (MM docket 89-449 by R&O [DA 91-844] adopted June 24 Chief, Allocations Branch, Policy and Rules Division.)

cy and Rules Division.)

■ **Alamosa, CO** Effective August 26 allotment of UHF channel 47 as community's first local television service. (MM docket 90-611 by R&O [DA 91-851] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Lanai City, HI** Effective August 26 substituted channel 284C for channel 284A and conditionally modified construction permit for Lanai City. (MM docket 91-45 by R&O [DA 91-791] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Mount Sterling, IL** Effective August 26 allotment of channel 294B1 as community's first local FM service; filing window: August 27-September 26. (MM docket 91-46 by R&O [DA 91-792] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Britt, IA** Effective August 23 allotment of channel 258A to Britt as community's first local FM service; filing window: August 26-September 25. (MM docket 90-613 by R&O [DA 91-788] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Herington, KS** Effective August 23 substituted channel 289C3 for channel 289A and conditionally

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	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. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.



modified construction permit of KDMM accordingly. (MM docket 91-54 by R&O [DA 91-789] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Bronson, MI** Effective August 23 allotment of channel 234A to Bronson as community's first noncommercial educational FM channel. (MM docket 91-53 by R&O [DA 91-790] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Pentwater, MI** Effective August 30, substitution of channel 231C3 for channel 231A at Pentwater and conditional modification of construction permit for Station WSAB accordingly. (MM docket 91-77 by R&O [DA 91-848] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Vanderbilt, MI** Effective August 23 allotment of UHF ch. 45 to Vanderbilt as community's first local commercial television service. (MM docket 91-30 by R&O [DA 91-786] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Holly Springs and Byhalia, both Mississippi** Effective August 26 reallocated channel 235A from Holly Springs to Byhalia and conditionally modified construction permit for WHLE(FM) accordingly. (MM docket 91-102 by R&O [DA 91-850] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division.)

sion.)

■ **Missoula, MO** Effective August 23 substituted channel 261C1 for channel 261C3 and conditionally modified construction permit for KZOQ-FM accordingly. (MM docket 91-55 by R&O [DA 91-787] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Portageville and New Madrid, both Missouri** Effective September 3, substitution of channel 293C2 for channel 292A from Portageville to New Madrid and modification of license for KMIS-FM accordingly. (MM docket 91-43 by R&O [DA 91-874] adopted July 5 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Warrenton, MO** Effective August 22 substituted channel 260C3 for channel 260A and conditionally modified construction permit for KFAV(FM) to specify operations in Warrenton. (MM docket 91-44 by R&O [DA 91-784] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Kalispell, MT** Effective August 26 allotment of channel 292A to Kalispell; filing window: August 27-September 26. (MM docket 90-484 by Mdo [DA 91-854] adopted June 28 by Chief, Policy and Rules Division.)

■ **Socorro, NM** Effective September 3 allotment of

channel 225A as community's second local FM service; filing window: September 4-October 4. (MM docket 91-7 by R&O [DA 91-876] adopted July 5 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Clinton, Southern Pines and Saint Pauls, all North Carolina, and Chesterfield, SC** Effective August 30, allotment of channel 297A to Chesterfield as community's first local FM service; substitution of channel 295C2 for channel 296A at Southern Pines, NC and conditional modification of license of WIOZ(FM) accordingly; substitution of channel 297A for channel 295A at Saint Pauls, NC; filing window for Chesterfield: September 3-September 30. (MM docket 89-18 by R&O [DA 91-845] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Fairmont, NC, and Andrews, Elloree and Charleston, all South Carolina** Effective August 26 substituted channel 264A for channel 265A at Andrews and conditionally modified license of WGTN-FM; allotted channel 265C2 to Fairmont and conditionally modified license of WSTS-FM; allotted channel 262C3 to Elloree, SC and conditionally modified license of WMNY-FM; allotted channel 263C3 to Charleston, SC and conditionally modified construction permit for WSUY. (MM docket 90-32 by R&O [DA 91-797] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

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**General manager** for combo in the S.W. Florida area. Must have strong sales background, be able to inspire, carry a list and be bottom line oriented. Write Box M-57. EOE

**Radio sales manager** for one of the best-sounding AM stereo stations in the US...KCRG-16 Country. Great sales, audience promotion support from co-owned powerhouse, VHF-TV. Sales experience in small, competitive market required. Detail your sales successes to: Bob Allen, VP and General Manager, KCRG-AM-TV, PO Box 816, Cedar Rapids, IA 52401. EOE.

**KBLA, the Business News** station in Los Angeles, is looking for an experienced general manager. Background in news or news/talk preferred. Resumes to: Gary Price, Box 49650, Los Angeles, CA 90049. EOE.

**Group owner seeks** general manager for start-up major market Black Gospel station. Must be hands on, sales oriented (programs and spots), detail oriented, killer. Order takers need not apply. Reply to Box M-58. EOE.

**General sales manager:** Strong midwestern combo (FS/CHR) is looking for a killer GSM to manage and motivate a large sales staff. Organizational skills, people skills and street skills are a must. This is a rare opportunity to join one of the country's leading (and most financially solid) groups. Respond with resume, sales management philosophy, educational background, salary history and references to Box M-59. All replies held in the strictest confidence. EOE/MF.

**WKIO/Oldies 92** radio in Champaign, Illinois is looking for a top notch sales person to take over established list and make it grow. Must have minimum of two years previous radio sales experience. Send resume, billing history and one of your best presentations to: General Sales Manager, WKIO Radio, 505 South Locust Street, Champaign, IL 61820. EOE.

**Are you a person who** gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answer to these questions is yes, we may have a job for you. We're NewCity Communications, and we're looking for a talented GSM for WZZK in Birmingham. Our candidate will be successful at setting priorities and developing strategies to help our talented sales staff continue to lead the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent, we want to hear from you. You need to have a minimum of three years of success in agency and direct sales, and a minimum of two years as a successful sales manager. Marketing knowledge, research knowledge, and training skills are also necessary. Send your resume and letter to: Jim Hopes, WZZK, 530 Beacon Pkwy West, Birmingham, AL 35209. EOE.

**GM/sales manager.** 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.

**Local sales manager** needed for WGAN-AM radio, Portland, Maine. Prior sales management experience preferred. WGAN-AM is Portland's Heritage news, information and talk radio station, owned by Saga Communications. Send resume to Jon VanHoogenstyn, Vice Pres./General Manager, 200 High Street, Portland, ME 04101. WGAN is an EOE employer.

**Sales manager:** Leading AM/FM combo on California's central coast seeks experienced "on the street" goal-oriented sales manager. Outstanding opportunity in high growth market. EOE. Box M-60.

**WGNA-AM/FM, Albany, NY:** Immediate opening for experienced, dynamic sales manager. Strong leadership skills, two or more years experience needed. Group-owned, market leading combo. Send letter, resume and income history in confidence to: Mr. Al Vicente, VP/GM, WGNA-AM/FM, Box 1077, Albany, NY 12201. EOE.

**S.M. — Savannah's #1** rated adult AM/FM — WCHY. Rate bullish, pro tracking systems, detail oriented, idea aggressive with consistent and verifiable radio history. Excellent opportunity with growth potential. Letter, resume and references to: Dennis Jones, PO Box 1247, Savannah, GA 31402. EOE.

**WDNO-Laurel, DE.** New station. Adult format. Full and PT openings for experienced traffic/receptionist. August start. Tapes and resumes to Ed Hunt, 377 Tourmaline Dr., Hebron, MD 21830. EOE.

### HELP WANTED SALES

**WDNO-Laurel, DE.** New station. Adult format. Full and PT openings for experienced sales execs. August start. Resumes to Ed Hunt, 377 Tourmaline Dr., Hebron, MD 21830. EOE.

**Need someone who can sell** advertising and call high school sports. Resume, tape, photo, Darrell Sehorn, KGRO KOMX, Box 1779, Pampa, TX 79065. EOE.

**WMXN, MIX 105.3,** Norfolk, Virginia's adult hit radio station, is looking for an experienced account executive to handle an active regional territory. The ideal candidate has had experience working with major agencies and has knowledge of the Richmond, VA advertising community. That person should also possess good communication skills and be a strong closer. Please forward your resume, salary history, and a brief letter of introduction to Ralph Salerno, GSM, WMXN, 1318 Spratley St., Portsmouth, VA, 23704. Minorities & females are encouraged to apply as WMXN is an EOE.

**Sales: radio:** Major market leader seeks highly motivated self-starter to join their sales team as account executive. Entry level position with enormous growth potential, ideal candidate should possess excellent written and oral communication skills, be results oriented, and willing to work hard for high income potential. 1-2 years sales experience preferred. Salary plus commission. Excellent fringe benefits. Equal opportunity employer. Send resume to Box M-63.

**Ready to move up,** have 1-2 years of successful broadcast sales want to manage, we may be what you are looking for. New group starting, need person to sell and learn full operation. No floaters. Work and learn with us. Reply to Box M-62. EOE.

**Sales/marketing rep:** Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of southwest/south central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-61. EOE.

**Here's a position** in sales you thought you would have only learned of through a friend at the station. A good list at a good station with good ratings. If you're doing well in sales and your goal is to do better, send resume to MIX 100, PO Box 5559, Vienna, WV 26105. (EOE).

### HELP WANTED ANNOUNCERS

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**Jersey shore A/C** leader seeks morning drive talent, possible P.D. Personal appearances, community involvement essential. Familiarity with format, market, and computer music systems preferred. All considered. Send resume to Box M-64. EOE.

**Birmingham's #1 radio station** has a rare mid-day air shift opening. Tapes and resumes to: Jim Tice, WZZK FM/AM, 530 Beacon Parkway West, Birmingham, AL 35209. EOE.

**Crystal award whiz** (AM-FM) has rare full time opening. Board operation/on air shift. Minorities and qualified beginners encouraged to apply. Tape/resume to Pete Petoniak, 629 Downard Rd., Zanesville, OH 43701. EOE.

**Talent/situation:** Live on the California coast and work at an AC facility that seeks a morning drive communicator with voice and a desire to settle and become a star. Reply to Box M-65. EOE.

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**Engineer:** Major market AM station seeks chief engineer experienced in installation and maintenance of broadcast equipment. FCC General Class Radio-telephone license required. Must have Hi-Power directional experience. Send resume and salary requirements to Engineering Dept., 525 North Sam Houston Parkway East, Suite 525, Houston, TX 77060, or call 800-438-6311. EOE.

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#### HELP WANTED NEWS

**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.

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**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.

**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.

**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.

**25 years experience:** Last 11 general manager. Sales driven, programming, engineering, ratings competitive. Get big numbers. Good at upgrades, start up, turnarounds. South/Midwest. John Parker, 502-247-0090.

**I love the challenge** of a troubled small-market station. I'm a former owner-operator and am tired of working on the "edge" of the industry. Box M-66.

**Strategic planner GM** delivers results. Group operator/4 stations. Solid history in reversing trends. As GSM doubled sales revenues in 4 years. Seeks challenging position with broadcast group where people make the difference. 22 years radio. 616-399-1702.

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**Sales position small-medium market.** Mature broadcasting graduate with additional experience in announcing, production, news and copywriting. Dependable, hardworking. RTOR. John Treadway, Route 4, Box 430, Taylorsville, NC 28681. 704-632-5792.

#### 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.

**Make your AM drive slot hot.** Experienced morning man/PD looking for challenging opportunity. Country or AC. All markets considered. Will relocate. John Kirschner, PO Box 303, Jaffrey, NH 03452. 603-532-7334.

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**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

**Sports pro.** Sophisticated, exciting PBP, solid anchoring skills. 5 yrs. exp. All markets considered. All major sports. Impeccable knowledge. Bob, 201-546-5546.

#### 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.

#### 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

**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.

**Traffic/program director** needed by small-market ABC affiliate using Columbine software. Live & work in Chesapeake Bay/Atlantic Ocean resort community. Must have 3-5 years experience. Resumes to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE/M-F.

**Local sales manager,** major cable television organization seeks an experienced television advertising sales professional to lead large local sales team. Excellent transition opportunity for current broadcasting executive. Management experience preferred. Desirable Midwest location. Please send resume, compensation requirements and references to Box M-67, no later than August 16, 1991. EOE.

#### HELP WANTED SALES

**Sales/marketing rep:** Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of southwest/south central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-81. EOE.

**WVNY-TV, ABC affiliate** in Burlington, Vermont, needs an experienced account executive skilled in promotion and new business development. Send resume to Charles Cusimano; WVNY-TV; 100 Market Square; Burlington, VT 05401. WVNY-TV is an equal opportunity employer.

#### 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.

**LPTV service manager:** Southern California based network seeking qualified technician to coordinate field service of national network of LPTV transmitters. Previous hands-on experience in LPTV/translator service required. Some travel. Send resumes to Ben Miller, VP Engineering, Trinity Broadcasting Network, PO Box C-11949, Santa Ana, CA 92711. EOE.

**Transmitter supervisor.** Responsible for all transmitter site operations. Prefer 3 to 5 years of transmitter and Harris Sentinel remote control, graduate of an accredited electronics program, hold an FCC General Radiotelephone license and/or SBE certification and be familiar with all applicable FCC rules. Must have good communication skills and be able to become an effective part of the engineering management team. Excellent compensation and benefits are offered. Send resume and salary requirements to Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

**Chief engineer:** Flagstaff, AZ. VHF start up. Experience needed in: RF installation and maintenance, 3/4 inch tape, studio maint. and microwave installation. Send resume, references and salary requirements to: Frank J. Coe, 111 Lakeshore Cove, Pineville, LA 71360. EOE.



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## HELP WANTED NEWS

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**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.

**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.

**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, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**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.

**News reporter:** Strong experience in beat or "street" reporting with a thorough working knowledge of television broadcast writing style and delivery. Must have college degree and 3-4 years experience. Knowledge of and experience with the use of video tape equipment, production techniques and audience oriented presentation style are also required qualities and abilities. Send resume to Box M-70. Equal opportunity employer.

**Executive producer** with Oregon Public Broadcasting for weekly television news show. OPB is a statewide radio and TV public broadcasting network. Supervise small staff. Requires minimum three years news management experience, strong script editing skills, creative visual sense, solid news judgement, leadership skills, and ability to manage budgets. OPB is located in the beautiful Pacific Northwest, with easy access to rivers, mountains, Columbia Gorge and Pacific Ocean. Salary \$29,500-\$34,000 plus benefits. Send letter of application and resume by 8-7-91 to Personnel, OPB, 7140 SW Macadam Ave., Portland, OR 97219. AA/EOE.

**Assignment editor:** Strong experience in working newsroom reporter management. Able to build team relationships and possessed of sound news judgement. Thorough exposure to and knowledge of newsroom technology, including microwave, SNG, satellite delivery and videography. Strong interest in Richmond/Petersburg ADI. Must have college degree and 3-4 years experience. Send resume and/or portfolio reflecting news ideas and story generation to Box M-71. Equal opportunity employer.

**Weekend producer/special projects,** Top 50. Reply to Box M-68. EOE.

**Director/editor:** Position includes directing and computer editing for commercial, documentary and promotional material. Prior experience preferred. Must be willing to work nights and weekends. Leadership, quality standards and professionalism a must! Send resume, tape and salary requirements to: Don LaCombe, Program Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

**Senior producer/reporter** with Oregon Public Broadcasting for weekly television news show. OPB is a statewide radio and TV public broadcasting network. Requires three years professional broadcasting experience, strong writing skills, good on-air presence, story-telling ability, meet deadlines, able to work with production coworkers. Oregon Public Broadcasting is located in the beautiful Pacific Northwest, with easy access to rivers, mountains, Columbia Gorge and Pacific Ocean. Salary \$26,850-\$31,000 plus benefits. Send letter of application and resume by 8-7-91 to Personnel, OPB, 7140 SW Macadam Ave., Portland, OR 97219. AA/EOE.

**Executive producer.** We're the ABC O&O in the heart of Carolina, and we need a cracker jack show producer who can step back far enough to see the big picture. Integrity, people skills and a burning desire to win are some of the attributes our new EP will have. Five years of experience as a producer or news manager are required. No phone calls. Send resumes, videotapes and other support materials to Lee Meredith, News Director, WTVD, PO Box 2009, Durham, NC 27702. EEO.

**News director:** ABC affiliate in California's capital seeks a competitive experienced news director to continue our growth track. If you are a leader, enjoy your work, and have a solid track record in television news, send your resume to: Michael Fiorile Vice President and General Manager, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. An Anchor Media station EOE. No phone calls please.

**WFSB-TV, a Post Newsweek station,** is seeking an experienced and creative news producer. Candidates should be experienced journalists and have a thorough knowledge of state-of-the-art television production and have the ability to apply it to our top-rated newscasts. Please send resume to: Deborah Johnson, Assistant News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

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## HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**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.

**Art director:** Here's your chance to live in Austin, Texas! We are looking for a designer who's ready to jump into broadcast graphics, and eager to learn. Print experience a must. Electronic graphics experience desired. Send resume and tape to: Box M-73 by August 7, 1991 (M/F, EOE).

**Commercial producer:** Responsible for writing, producing and organizing production of television spots and sales presentations. Must have college degree and 3-4 years broadcast or related experience, high degree of knowledge in video production techniques with broadcast video cameras and editing systems and strong writing skills. Experience in managing variety of large and small projects at the same time helpful. Send resume to Box M-72. Equal opportunity employer.

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## SITUATIONS WANTED TECHNICAL

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**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.

**Former group CE** with national reputation; built three start-up indies from scratch, plus network and corporate facilities. Ready now to make yours the best looking, most efficient station in your market. Call 201-890-3254 anytime.

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## SITUATIONS WANTED NEWS

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

**Former CNN anchor** with highest consistent ratings performance. Referred to by one CNN manager as only anchor with personality. Call Patrick Emory, 404-953-6452, represented by Lindner and Associates.

**Weathercaster** with 5 years at last station in So. California. Can also report, talk show and station talent. College trained in meteorology. Great references. Jim 702-434-5618.

**Insult me!** Unemployed major-market cameraman will work anywhere! Magazine show, promotions, or news. Available immediately. Ray (818) 891-1168.

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## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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**A major production resource:** Lighting, HMI's inc. Pars, dollies, grip gear, generator...L.D. 25 years experience to go in house. Marty 305-434-2606.

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## MISCELLANEOUS

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**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.

**Bill Slatter and Associates** gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

**Job listings nationwide!** From major-market to entry-level. Hundreds of documented leads in all fields—plus our popular "Scouting Report" with timely advice on future opportunities. Television, radio, corporate communications. Attention employers—describe openings on company letterhead. We conduct the search, pay for any advertising, and send qualified candidates from our database directly to you absolutely FREE. Single vacancies or major overhauls. Media Marketing/ THE HOT SHEET, PO Box 1476-JBE, Palm Harbor, FL 34682-1476. 813-786-3603.

**TV news directors & station data for computers.** Accurate, updated listings of TV ND's. GM's for vendors, resumes, labels, phone lists. Most PC and software formats. Sorted by station, name, city, state, zip, area code, market, network. \$79 & up. 1-619-549-4544.

**Jobs-internships-TV-film-music.** Media contacts list for job-internships 170 contacts \$14.95 larussi-Box 190232, Brooklyn, NY 11219. 718-853-3025.

**Primo people** is seeking weathercasters with solid credentials and experience! Send resume and 3/4" tape to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0016, 203-637-3653.

## CABLE

### HELP WANTED TECHNICAL

**Chief engineer:** Cable industry's leader in satellite delivered cross-channel marketing seeks a hands on chief engineer to run an automated uplink facility. Candidate must be familiar with Varian transmitter, Sony Betacam, 1-inch and 3/4-inch machines. System maintenance background necessary. Experience in post-production and cable system operations desired. Must have General Class FCC license. Resumes and salary history should be sent to: Director of Operations, NuStar, 1332 Enterprise Drive, West Chester, PA 19380. No phone calls please. Equal opportunity employer.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**School of Journalism** seeks candidates for tenure-track position in broadcast news. Experience in professional broadcast news and production and college-level broadcast teaching required. Ph.D. or ABD preferred; M.A. acceptable if professional and teaching experience strong. Teaching assignments may include Intro to Broadcasting, TV and Radio News and Production. Should also be competent to teach Mass Com and Society, media research methods and graduate-level courses. Position requires advising, teaching, service and research. Applications, to Dr. R. Ivan Pinnell, Chair, Search Committee, P.I. Reed School of Journalism, West Virginia University, PO Box 6010, Morgantown, WV 26506-6010, should be postmarked by September 30, 1991, but search will continue until position is filled. Appointment may begin January 1, 1992 or August 15, 1992. The School of Journalism at WVU, more than 50 years old, is one of 92 programs accredited by ACEJMC and is the site of the first campus chapter of RTNDA, established in 1986. The school has approximately 800 students — freshman through graduate level. West Virginia University is an equal opportunity/affirmative action employer.

**Senior sports producer/director.** West Virginia University invites applicants to provide comprehensive, senior-level television production services for the Department of Athletics and its Mountaineer Sports Network; work includes program concept development, research, planning, scripting, videotaping and editing. Responsibilities include producing and directing television features, and serving as a key production member of remote game broadcasts. Outstanding skills in writing and editing required. A Bachelor's degree in Television Production or a related field and a minimum of 3 years experience, or any equivalent combination of education and experience, is required. Experience with state-of-the-art television production facilities (preferably CMX editor). Salary range mid-twenties. Submit application, resume, references and tape to: Mike Parsons, West Virginia University, Box 877, Morgantown, WV 26507. WVU is an equal opportunity/affirmative action employer.

### HELP WANTED SALES

**Can you live on \$2000 a month** in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOS 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.

### SITUATION WANTED INSTRUCTION

**Experienced college broadcast instructor,** MA RTVF, seeking full-time Fall 91 teaching position. Specialize in advanced video production and news areas. Contact Paul Philips, 14319 Briarleaf, San Antonio, TX 78247. 512-496-2611.

### 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.

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

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

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

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

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

### 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.

**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.

**1kw AM transmitters:** Cont. 314R1 (1986), Harris BC1H1 (1974), Harris MW1A (1979), RCA BTA 1S (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

**FM transmitters:** Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10E1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), 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 tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300

**Broadcast equipment (used):** AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

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

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

**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 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.

**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.

**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.

**Harris low band,** complete 55kw, excellent! Fourteen others. 615-238-4200. Pauza Company.

**RF components,** 15 transmitters, beam supplies, heat exchangers, regulators, klystrons, etc. We have it! 615-238-4200. Pauza Company.

**Klystrons:** Leasing, rebuilt with warranty, guaranteed used tubes. 615-238-4200. Pauza Company.

**RCA UHF transmitter,** 110kw mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom, 813-848-7629.

**For sale KU-truck.** Exc. cond. Low mileage. Ready to go. For more information call 1-804-582-2716. Ask for Ralph.

**For lease C-BAND uplink** with license. 9.2 meter dish, dual transmitter, and back up generator. For information call 1-804-582-2716. Ask for Ralph.

## TELEVISION

### Help Wanted Technical

#### CHIEF ENGINEER

In addition to the normal qualifications regarding familiarity with transmitters and equipment, we are seeking a manager.

The individual we are recruiting is S.B.E. certified and has people skills coupled with the ability to manage the engineering department of one of our television stations. We are network affiliated, heavily involved in local news and the production business. The ability to know your limitations and call for help is paramount in this unique individual. We demand on-the-air quality control and have the group expertise to help achieve this goal. If you are interested, reply in strict confidence to:

**Bob Hoffman**  
Vice President & General Manager  
WSEE-TV 35  
1220 Peach Street  
Erie, PA 16501  
EOE

### Help Wanted Technical Continued

#### NEEDED: ONE "TOP GUN" EDITOR

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.



### Help Wanted Management

#### LOCAL SALES MANAGER

MAJOR CABLE TELEVISION ORGANIZATION seeks an experienced Television Advertising sales professional to lead large local sales team. Excellent transition opportunity for current broadcasting executive. Management experience preferred. Desirable Midwest location. Please send resume, compensation requirements and references to:

**Box M-74**  
**No later than August 16, 1991.**

#### VICE PRESIDENT OF REGIONAL MARKETING AND DEVELOPMENT - PTV NETWORK

Maryland Public Television (MPT), a six-station regional network, is seeking an individual to head our Regional Marketing and Development Division.

Qualifications include college degree and five years experience in marketing and development. A proven track record in on-air fundraising, direct mail, telemarketing, local underwriting and major donor programs is essential. Public television experience preferred.

MPT offers a competitive salary and excellent benefit package.

Send resume, including salary requirements, by August 23 to:

**Michael B. Styer**  
Sr. V.P. of Broadcasting  
c/o Human Resources Department  
Maryland Public Television  
11767 Owings Mills Blvd.  
Owings Mills, MD 21117  
MPT IS AN AA/EEO EMPLOYER

### Help Wanted Programing Promotion & Others

#### EXECUTIVE PRODUCER SENIOR PRODUCER SEGMENT PRODUCER

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.

Possible opportunity to participate in new direct broadcast satellite program production down the road.

Send letter and resume (NO TAPES YET, PLEASE):

**Hubbard Broadcasting, Inc.**  
KSTP-TV  
Attention: Steve Edelman,  
Exec. Producer  
3415 University Avenue  
Minneapolis, MN 55414  
Equal Opportunity Employer M/F

## SR. WRITER/PRODUCER ON-AIR PROMOTION

LIFETIME Television is seeking a Senior Writer/Producer with a distinctive style. Must have 5 years experience (network or major market preferred); strong conceptual, writing and production skills with an understanding of graphic design; ability to produce great creative on tight deadlines. Send a resume and 3/4" reel to:

**LIFETIME TELEVISION**  
On-Air Promotion  
34-12 36th St., Astoria, NY 11106  
Equal Opportunity Employer



### Situations Wanted News

#### NEWS DIRECTOR

Veteran newswoman wants to make your news #1.

Management experience.  
Aggressively competitive.

Available NOW!  
BOX M-79

### Programing Services

**THE SECRET TV WEAPON:**  
**FOR AFFILIATES AND INDEPENDENTS**  
A NEWS ORIENTED, CUSTOMIZED, LOCALIZED & HIGHLY SELLABLE REAL TIME VIA SATELLITE NEWS PRODUCT IS AVAILABLE DAILY AND EXCLUSIVELY IN YOUR MARKET AS OF OCTOBER 1991. THIS IS WHAT YOU'VE BEEN WAITING FOR... TO LOCALIZE. FILL A VOID AND MAKE MONEY...  
CALL 1-800-530-7970

## RADIO

### Situations Wanted Management

#### MAJOR MARKET GENERAL MANAGER

Solid track record of turning losers into winners, great references and well rounded background. Available in mid-August. All inquiries held in the strictest confidence.

212-709-9599

### Situations Wanted News

Proven ratings winner seeks relocation due to format change. Experienced sports/news announcer, anchor, reporter, talk show host, play-by-play, sales & producer credits. Resume, tapes, references available. Loyal, team-oriented, coachable seeking progressive, professional and aggressive organization.

Reply to Box M-77

## ALLIED FIELDS

### Help Wanted Technical



## VIDEOGRAPHICS TECHNICIAN

Royal Caribbean ... there's a difference here. More exotic destinations for our passengers. More exciting opportunities for our employees. It's the Royal Caribbean difference and it's everywhere you look.

To work with our 50 screen videowall, you must be a creative, self-motivated individual with a solid background in production graphics on the Amiga System. Three years prior experience and strong computer expertise are required.

To discover the Royal Caribbean difference and all the fantastic advantages that go along with it, send your resume with salary requirements to Personnel Department CM/BM, Royal Caribbean Cruises Ltd., 1050 Caribbean Way, Miami, FL 33132.

**ROYAL CARIBBEAN**  
THE GRAND RESORTS of the SEVEN SEAS.  
Ships of Norwegian, Liberman and Bahamas Registry



## Business Opportunity

The Catholic Communication Campaign (CCC) is issuing requests for proposals (RFPs) for seven media projects, including radio and television series. Respondents must be able to handle production, promotion and distribution of these projects, working with the CCC as Executive Producer. The response deadlines are 9/10/91 and 10/3/91. To request an RFP package or to be placed on the mailing list for future RFP's, please call 202-541-3237. This will be the last announcement inviting participation on our mailing list.

## Employment Services

### California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

Want to be a TV sports anchor/reporter?  
Attend Pete Liebengood's Sports Talent Workshop! Full facilities.

#### Sports Talent

400 Tamal Plaza, Suite 422  
Corte Madera, CA 94925  
415-927-9525

**1-900-726-JOBS**  
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**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as

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# FATES & FORTUNES

## MEDIA



Lochner

**Philip R. Lochner Jr.**, commissioner, Securities and Exchange Commission, joins Time Warner Inc., New York, as senior VP.

**Robert J. Lewis**, VP, corporate development, Telecommunications Inc., Denver,

named senior VP, corporate development.

**Edward J. Ferreri**, VP, finance, Pinnacle Broadcasting Company Inc., Las Colinas, Tex., named president and chief financial officer.

**Bob VanDerheyden**, VP and general manager, WCDL(AM)-WSGD-FM Carbon-dale, Pa. (Wilkes-Barre/Scranton), adds duties as VP and chief operating officer, parent company S & P Broadcasting Co.

**Allan Horlick**, VP and general manager, WRC-TV Washington, named president and general manager.

**Benita S. Baird**, deputy general counsel, news and operations, Turner Broadcasting System Inc., Atlanta, named deputy general counsel, legal operations and policy development. **David C. Kohler**, First Amendment counsel, TBS Inc., Atlanta, succeeds Baird.

**Carl Gardner**, VP and general manager, KKRZ(FM) Portland, Ore., joins WKTU(FM) Milwaukee, in same capacity.

**Chris Butterick**, general sales manager, WGKX(FM) Memphis, adds duties as VP, KIX Broadcasting Inc.

**John Clay**, operations manager, WRBQ-FM Tampa, Fla., joins KHM-FM Houston in same capacity.

**Tom Will**, director of sales, Summit Communications Inc., Chicago, joins KATC(TV) Lafayette, La., as general manager.

**David Martinek**, government relations manager, Kansas City Cable Partners/American Cablevision, joins Warner Cable Communications, Dublin, Ohio, as director of government relations, national division.

## TOWLE ELEVATED AT KING WORLD

**K**ing World Productions has named Scott Towle president of domestic television sales, filling a title left vacant since the departure of Sid Cohen from the New York-based distribution house over a year ago. Towle joined King World as senior vice president of sales in March 1990, and helped further the successful sales launch of first-run strip *Candid Camera*, which debuts this fall.

As before, Towle will report to Chairman Roger King, who said that Towle received the promotion in recognition of his "demonstrated...skill and talent in overseeing our sales department." Prior to joining King World, Towle was president of domestic television sales at Orion Television Entertainment as seven-year sales veteran with studio, where he handled sales of three first-run strips, *Hollywood Squares*, *High Rollers* and *Crimewatch Tonight*.

In related news, King World also promoted Margie Tortoriello to director, planning and administration, after serving as New York office manager and special events planning manager. Tortoriello joined King World in 1985.

## SALES AND MARKETING

**Laura Hagan**, New York sales manager, Katz Hispanic Radio, joins CBS Hispanic Radio Network there as Eastern general sales manager.

**Gary Rozynek**, general sales manager, WAVA(FM) Arlington, Va. (Washington), joins WBMX-FM Boston in same capacity.

**Stephen Cook**, general sales manager, WUSA(TV) Washington, named VP, marketing, succeeded by **Chuck Cowdrey**, local sales manager.

**John Rossi**, New York sales manager, Katz Communications, joins WTAE-TV Pittsburgh as national sales manager.

**Pete Monfre**, local sales manager, WISN-TV Milwaukee, named general sales manager. **Laura Hargis**, national sales manager, WISN-TV, adds duties as sales manager.

**Patrick J. Esser**, director of advertising sales, Cox Cable Communications, Atlanta, named VP, advertising sales.

**Lori Shefa**, interim director, advertising and promotion, KSTP-TV St. Paul, named director of advertising and promotion.

Appointments at WMSN-TV Madison, Wis.: **Brian L. Davis**, account executive, named local sales manager; **Keith Triller**, local sales manager, named special project manager and senior account executive; **Kathleen Csuy**, account executive, WAOW-TV Wausau, Wis., and **Tom Lockwood**, program director, WZEE(FM) Madison, Wis., named account executives, and account executives **Pamela Pennington** and **Christa Lane** named senior account executives.

## PROGRAMING

**Mark Young**, VP, animation development, Hanna-Barbera Productions Inc., Hollywood, named senior VP, animation development. **Jayne Barbera**, VP, television animation, Hanna-Barbera Productions, named senior VP, television animation.

**Joan Sittenfield**, VP, casting, Universal Studio Television, Universal City, Calif., named senior VP, casting.



Campbell

**Billy Campbell**, director, current dramatic series, ABC Entertainment, joins Lorimar Television, Burbank, Calif., as VP, drama development.

**Mark Robbins**, VP, Eastern sales manager, first-run, Warner Bros.

Domestic Television Distribution, Chicago, named VP, general sales manager, first-run. Appointments at Warner Bros. Television's *Growing Pains*, Burbank, Calif.: **Dan Wilcox**, former executive story editor, *M\*A\*S\*H*, named executive producer; **Bob Burris** and **Michael Ware**, producers, named supervising producers, and **Leilani Downer**, staff writer, named executive story editor.

**Joe Stretesky** and **Dawnlee Weber**, national managers, tele-services, Showtime Networks Inc., New York, named directors, tele-services.



## NEWS AND PUBLIC AFFAIRS

**Katherine Dillon**, associate director, broadcast graphics, ABC News, New York, named director of broadcast graphics, succeeding **Ben Blank**, who retired.

**Bill Wheatley**, director of political coverage, NBC News, New York, adds duties as executive producer, election programs.

**Dennis R. Hart**, former executive news producer, KPIX(TV) San Francisco, joins KNBC-TV Los Angeles as senior producer.

**Susan Sullivan**, 5 p.m. producer, WCBS-TV New York, named executive producer.



**Prather**

**James Prather**, assistant news director, WMAR-TV Baltimore, joins WTMJ-TV Milwaukee as news director.

Appointments at WJBK-TV Detroit: **Jennifer Howe**, noon anchor and general assignment reporter,

KSL-TV Salt Lake City, and **Jon Hewett**, reporter and anchor, WOTV(TV) Grand Rapids, Mich., named general assignment reporters, and **Ron Boyd**, weekend weathercaster, WWMT(TV) Kalamazoo, Mich., named to same capacity.

**Alan Frio**, co-anchor, *Hard Copy* joins KXTV(TV) Sacramento, Calif., as anchor and reporter.

**Keith Esparros**, senior producer, WWL-TV New Orleans, joins KNSD(TV) San Diego, Calif., as managing editor.

**Roberto Soto**, former news director, KVEA(TV) Corona, Calif. (Los Angeles), joins co-owned WNJU(TV) Linden, N.J. (New York), in same capacity.

Appointments at WHAM(AM)-WVOR-FM Rochester, N.Y.: **Jenifer Whitten**, anchor and reporter, WTNV-AM-FM Watertown, N.Y., named reporter; **Rosemary Osterling**, former media buying consultant, named account executive, and **John C. Palvino**, account executive, named director of client services.

## TECHNOLOGY

**C. Scott Birdwell**, associate director, satellite systems engineering, CBS Inc., Engineering and Development, New York, joins Public Broadcasting Service, Alexandria, Va., as satellite facility liaison engineer.

**Rudy Wann**, VP, finance, and chief financial officer, Tiger Media Inc., joins IDB Communications Group Inc., Los

Angeles, as senior director of finance.

**Craig Bowman**, former chief engineer, WHCC(AM)-WQWS(FM) Waynesville, N.C., joins Liggett Broadcast Inc., Williamston, Mich., as director of engineering and chief engineer.

**Tom Carrigan**, Southwest regional sales manager, Quantel, joins Digital F/X Inc., Los Angeles, as Western regional sales manager.

## PROMOTION AND PR

**Mary Guthrie**, public relations coordinator, WFAA-TV Dallas, named public relations director.

**Leah Turner**, traffic manager and production assistant, Regian Advertising and Public Relations, Fort Worth, joins Knap & Knap, Dallas, as production manager.

**George Riddell**, promotion manager, KMPH(TV) Visalia, Calif. (Fresno), named director of creative services.

**Steve Rosen**, VP, group supervisor, The Weightman Group, Philadelphia, named senior VP, group supervisor. **Felicia Walker**, VP, group supervisor, Weightman Public Relations, named senior VP, group supervisor.

## ALLIED FIELDS



**Gomez**

**Max Gomez**, health and science editor, WNBC-TV New York, elected to board of directors of New York Lung Association.

**Peggie Laramie**, press officer, legislation and public policy, American Association of Retired Persons,

Washington, joins National Cable Television Association there as director of public information.

**Leonard Biegel**, from Burson-Marsteller, joins Rowan & Blewitt Inc. management and crisis communications firm, Washington, as senior VP.

**Steven I. Hofman**, VP, Hager Sharp Inc., Washington, named Assistant Secretary of Labor for Public Affairs by President Bush.

**Jeffrey D. Montgomery**, formerly with IBC Advertising, San Francisco, joins VS&A Communications Partners, New York, as managing director.

**Bernard Shaw**, correspondent, CNN, and CNN were honored with Eduard-Rhein-Award for exemplary and guiding coverage of international events by

Eduard-Rhein-Foundation of Hamburg, Germany.

**Ernest F. Andrews**, emeritus associate professor of broadcast journalism, Syracuse (N.Y.) University, named Distinguished Broadcast Journalism Educator for 1991. Award is presented annually by radio-television journalism division of Association for Education in Journalism and Mass Communication.

## DEATHS



**Pattison**

**Arthur E. Pattison**, 60, producer and director, KOMO-TV Seattle, died July 6 of cancer there. During his 35-year tenure at KOMO-TV, Pattison worked in different capacities as film editor, producer/director and was involved in production management. He produced and directed shows including Seattle Rainier baseball games and Washington Huskey football games. He is survived by two daughters, Kimberly and Laurie; two sons, Mark and Scott, and two grandchildren.

**Jim DeVan**, 43, president and general manager, WZAL-AM-FM McDonough, Ga., died by electrocution July 10 while working on station's transmitter. He held his present position since 1980.

**Mark Drummond**, 36, radio field sales representative, Harris Allied Broadcast Equipment, Atlanta, died July 22 of lung disease there. Beginning career as radio station engineer, Drummond joined Broadcast Communications Associates in 1980. He established Atlanta office for Harris Allied in 1982 and was named field sales representative in 1990. He is survived by his wife, Barbara.

**Carol Rubinstein Schickel**, 51, television producer, died July 20 of cancer in Los Angeles. She co-produced, with husband Richard Schickel, television specials including *Minnelli on Minnelli: Liza Remembers Vincente* for Public Broadcasting Service and Turner Network Television's *Gary Cooper: American Life, American Legend*. In addition to her husband, Schickel is survived by daughter Alexandra; two stepdaughters, Erika and Jessica, and her mother, Charlotte Foy.

**Dwight Weist**, 81, actor and announcer, died of heart attack July 16 in Block Island, R.I. Known as "the man of 1,000 voices" for radio program *March of Time*, he additionally had stints on programs including *Mr. District Attorney*, *Cavalcade of America* and *Buck Rogers in the 25th Century*.

# FIFTH ESTATE

## DON BROWNE: NBC'S MAN IN THE NEWS

**T**hese are not easy days for network news divisions. Executives at each of the networks are being forced to redefine their news operations in the face of increased operating costs, shrinking ad revenues and declining ratings. Among those helping to create a new definition is NBC News Executive Vice President Don Browne.

Key to NBC's transitional strategy has been building on its partnership with network-owned and -affiliated stations, which in the last year has led to a new 24-hour affiliate newscast, the NBC News Channel and greater reliance on the stations for network newsgathering. Browne, a long-time advocate of strong network-station relations, introduced the idea of the news channel to NBC News President Michael Gartner as a way of bringing both sides together.

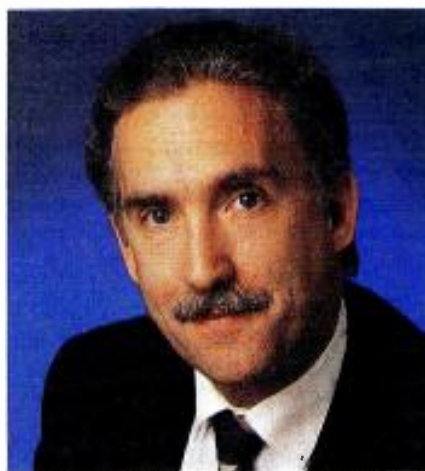
That same newscast will later this year offer affiliates an overnight anchored newscast, one of a number of areas of growth despite a series of cut-backs and layoffs in the division. Growth in the past year has also come in the rare renewal of two NBC News prime time series, *Real Life with Jane Pauley* and *Exposé*. The division is also expanding into daytime with such programs as *A Closer Look*, *Cover to Cover* and *One on One with John Tesh*.

"We are clearly in a state of evolution," says Browne. "Some people see cuts, other people see growth, other people see an organization that is evolving with the competitive and economic times of the 90's. This is an extraordinarily challenging time."

Browne's interest in the network news business dates at least as far back as his days as a student at the University of South Carolina, where he would talk about TV news to just about anybody who would listen. One receptive ear was the foreman of a construction site where Browne was working part-time. That same foreman happened to have a son at CBS News in New York, who happened to offer Browne a job right before entering his senior year at college.

"I thought, hell, I can always get a degree, but getting an opportunity to get a foot in the door at CBS News in 1967 kind of overwhelmed any other consideration," says Browne.

Browne spent his first three years at



CBS News as a "traffic expeditor," coordinating news footage from around the world and making sure it made its way back to headquarters in New York. It was, in his words, a "blue collar job in a white collar world," but it was a start, and by 1970 he was named a producer for European and syndicated CBS newscasts.

He was promoted a year later to reporter/assignment editor as part of a network experiment to place some of its desk people on general reporting assignments. Browne, who describes his reporting skills as "primitive," shed few tears when the experiment ended in 1973 and he was named chief assignment editor for the network.

Two years later, Browne became deputy bureau chief of CBS News's Atlanta bureau, where he directed coverage of the southeastern U.S. and Latin America. Those who knew Browne at the time could see his developing interest in network-affiliate relations.

"He was the most fired-up guy I ever met from a network," says NBC News Channel President Bob Horner, recalling his first meeting with Browne while a

news director at CBS affiliate WKRG-TV Mobile, Ala. Horner at the time had sent a reporter to Washington on a story but had no way to get the footage back quickly to Mobile. He placed a call to Browne in Atlanta, who rearranged the network transmission schedule, sent the footage to Mobile and enabled WKRG-TV to scoop the local competition. "He was on to the notion of affiliate partnership a dozen years before it was thought up," he says.

After four years in the Atlanta position, Browne tried unsuccessfully to convince CBS to move the southeastern base to Florida, where the network could keep a closer eye on Latin American developments. While CBS balked, NBC News was receptive to the idea. Although at first he found the move to NBC difficult after 12 years with CBS, he quickly embraced what he found to be a difference in corporate cultures. "NBC was a lot less uptight...with a lot of give and take and less structure. If you had an idea or an initiative, it was

much easier to get it across and get it accepted."

Hired by NBC News in 1979, Browne immediately set to work building the Florida bureau as a base for coverage of news in the state and Latin America. By 1988, still under Browne's watch, the bureau took on the added responsibility of overseeing network coverage of the Southeast. Ironically, Browne earlier this month was in the position of having to close the same Miami bureau he spent 10 years building.

"It's been tough and challenging and sometimes painful, but I think people realize if

you don't change and don't adjust and keep pace with the competitive and economic environment, you're not going to make it," he says. "This business didn't change for years, and NBC didn't change very much for 12 or 13 years."

### Donald Victor Browne

*Executive vice president, NBC News; b. May 16, 1943; attended University of South Carolina, 1963-67; B.S., marketing, Fairleigh Dickinson University, 1971; Coast Guard reserve, 1967-73; traffic expeditor, CBS News, 1967; news producer, European and syndicated newscasts, 1970; reporter/assignment editor, 1971; chief assignment editor, 1973; Atlanta deputy bureau chief and producer, directing news coverage of the Southeast and Latin America, 1975; Miami bureau chief, directing coverage of Florida and Latin America, NBC News, 1979; additional supervision of Southeastern U.S. coverage, 1988; executive news director, 1989; current position since May 1990; m. Maria Junquera, May 9, 1981, children: Christopher, 8; Ryan, 6.*



# IN BRIEF

**FCC upheld last September's denial of license renewal of Wsus(TV) Chicago** (ch. 44) and awarded frequency to Monroe Communications. Stanley B. Cohen, attorney for licensee, Video 44, said it will appeal to U.S. Circuit Court. Commissioner James H. Quello, who voted to deny renewal last September, but has since changed his mind, cast lone dissenting vote. He said: "Where a licensee has adopted a totally different format after experimenting with what was eventually reclassified as a nonbroadcast service; where the licensee has since had an exemplary record and has substantially furthered the goal of programing diversity; and where the commission's renewal expectancy 'prediction' is based on decade-old evidence, I do not think we do violence to the comparative hearing process by taking a peek at the licensee's post-term record. In other words, if this ain't a purple cow, no such animal exists."

**INTV will begin convention one day earlier** (Jan. 8-10, 1992) in San Francisco, and

**create special Jan. 7 pre-convention conference on state of broadcasting.** Decisions came out of latest meeting of convention planning committee, board members and distributors. Jim Hedlund, INTV's president, said all-day seminar is intended to draw broader base of senior broadcast executives; those from station, syndication and cable arenas. "The focus of the convention will be on programing, marketing, promotion and regulatory issues, but we're looking at this free standing conference as a forum for all business issues affecting the media," Hedlund said. Pre-convention conference and choice of San Francisco, rather than INTV's long-standing Los Angeles convention site, said Hedlund, has enticed 30 syndicators to reserve hospitality suites early, compared to 10-12 syndicators signed at this time last year.

**NBC Television Stations Division has met with two rep firms to discuss possibility of NBC getting out of spot sales business** (BROADCASTING, July 22). Monte New-

man, VP, sales, NBC Television Stations Division, said one reason NBC is considering getting out of rep business is costs involved. Decision, he said, will be made within two months. Firms said to have already met with NBC are Blair and Katz. If NBC does decide to go with outside rep, it would be biggest piece of business (about \$230 million annually) to come into market in years and could trigger domino effect for all rep firms, as some may drop current clients for NBC stations. Blair would not comment on whether it had met with NBC, and Katz executives were unavailable for comment.

**Sandusky Radio of Southern California Inc. sold KXUX-FM San Diego to San Diego Broadcasting Co. for \$10.1 million.** Station was purchased in 1985 for approximately \$9.67 million. Seller, headed by Norman Rau, through subsidiaries owns KEGF(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and KLSY-FM Bellevue, Wash. (Seattle-Tacoma), and is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. Buyer, headed by Tim Sullivan, is subsidiary of Anaheim Broadcasting Corp., which owns KHQT(FM) Los Altos and KCAL-FM Redlands, both California. Ray Stanfield and Associates brokered sale.

**King Broadcasting Co. has agreement in principle to sell KGW(AM)-KINK(FM) Portland, Ore.,** according to stations' broker, Frank Kalil of Kalil & Co. "We have been offered a price we like, and we're not entertaining any other offers," said Kalil. Buyer and price were not disclosed, but when stations went up for sale last March, King CEO Steve Clifford expected combo to sell for \$15 million. Kalil said attention will now be focused on selling remaining King stations, KSFO(AM)-KYA(FM) San Francisco.

**Group representing 41,000 pediatricians last week issued policy statement calling for ban on TV food commercials aimed at children.** Group said such programing exploits youths and contributes to obesity. Among commercials targeted by Illinois-based American Academy of Pediatrics are those for sugar-coated breakfast cereals. NAB accused academy of asking "the federal government to assume the role of a 'national nanny.'" NAB said

## CONTROVERSY IN HOUSE OVER FCC'S '92 FUNDING

**T**he House Telecommunications Subcommittee last week authorized 1992 FCC funding of \$133.5 million, with \$65 million of that figure to be collected through the controversial user fee plan in the Bush Administration's budget proposal. Several subcommittee members expressed concern about the bill, claiming it amounts to a tax on spectrum and commission licenses rather than a fee linked directly to services performed by the FCC. Those members said they would work to develop a compromise plan before the bill is marked up by the parent Energy and Commerce Committee tomorrow (July 30).

The proposal constitutes "a spectrum tax" and "a double whammy, since broadcasters already pay their fair share of a substantial direct cost-of-regulation fee schedule," said James C. May, executive vice president, government relations, National Association of Broadcasters. May said NAB will continue to argue its case to the parent committee and the Senate.

The user fee amendment, introduced by Subcommittee member Norman Lent (R-N.Y.), is supported by Subcommittee Chairman Ed Markey (D-Mass.) and Energy and Commerce Committee Chairman John Dingell (D-Mass.). However, the Senate appears to be against the proposal, which it excluded from its FCC appropriations proposal.

The subcommittee also passed authorization bills for the Corporation for Public Broadcasting and the National Telecommunications and Information Administration. CPB was authorized \$310 million for 1994, \$375 million for 1995 and \$425 million for 1996. The authorization bill includes an amendment requiring stations receiving CPB funding to adhere to FCC EEO standards. The NTIA authorization of \$18.7 million for 1992 and \$21 million for 1993 was passed with an amendment codifying the agency's existence. If passed, the bill would prohibit the administration from abolishing NTIA without congressional approval.

proposed ban would be unjustified infringement of advertisers' speech.

**Viewer's Choice and NBC-Cablevision pay-per-view Olympics have reached carriage agreement.** Viewer's Choice, PPV service owned by eight top MSO's, Disney and Warner Bros., will carry one channel of three-channel event on Viewer's Choice II, which reaches three million addressable homes. Viewer's Choice I, which reaches 9 million homes, will continue to carry movies during 15-day event, but operators will have option to preempt that service as well. PPV Olympics already has carriage deals with Request 2 and Cable Video Store. Jones Intercable last week became first of top-10 MSO's to sign with PPV Olympics.

**King World Productions has licensed The Oprah Winfrey Show to TNT Latin America** under multiyear agreement that will begin airing monthly on TNT in September. Each episode will be dubbed into Spanish and Portuguese for broadcast to Latin American audiences. With addition of 18 territories in Latin America and Caribbean serviced by TNT, *Oprah* is now seen in more than 30 countries.

**One on One with John Tesh**, new daily half-hour celebrity interview program produced by NBC News, will debut on network on Sept. 9 at 11 a.m. ET. Combined with *A Closer Look* and *Cover to Cover*, network will feature 90-minute daily information block produced by division.

**FCC has asked for comments on KCRA-TV Sacramento's request for temporary waiver of prime time access rule;** they are due Aug. 5. Reply comments are due Aug. 12. KCRA wants to air NBC's prime time schedule between 7 and 10 p.m., and *Tonight Show* at 10:35 (see page 56).

**Opening arguments were heard last Tuesday in trial of Wendy Bergen**, former reporter at KCNC-TV Denver, Colo., charged with staging pit bull fights for news report in spring 1990 and then lying about it before grand jury. Bergen faces three counts of dog fighting, two counts of conspiracy to commit dog fighting, one count of conspiracy to commit perjury, one count of accessory to felony and two counts of perjury. If convicted on all counts, she could be sentenced to 32 years in prison and fined \$1.4 million. Bergen has not worked at station since she resigned under pressure from NBC-owned station last September. Trial is expected to run two weeks to accommodate long list of prosecution witnesses.

## CTAM CORRELATES MARKETING DOLLARS, PAY GROWTH

**R**esults of a database study released last week in Nashville at the Cable Television Administration and Marketing Society convention reveal that the more money cable systems spend on pay marketing, the better their results.

In the fourth quarter of 1990, systems in the first quartile (25%) of the study increased pay penetration 3.7%, while those in the second, third and fourth quartiles lost 0.2%, 0.3% and 5%, respectively. Systems in the first quartile spent, on average, \$369,000 on pay marketing throughout 1990, compared to \$127,000, on average, for those systems in the fourth quartile.

CTAM collected the data from 89 of the 211 systems in its database for 1989 and 1990. George Douglas, director of marketing and program operations for CTAM, said the study did not address profitability—whether the extra money spent on marketing brought in as much or more revenue—leaving that conclusion to individual MSO's. But he did point out that "the guys that are losing pays are losing money no matter what."

The study found those systems spending the most money on co-op dollars achieved the best results. Systems in the first quartile spent 27% of their pay budgets on co-op marketing in 1990, compared to 18% for the second and third quartiles and 17% for the fourth quartile. Systems in the first quartile were also more likely to spend more money on advertising, cross channel promotion and door-to-door sales.

Another clear winner was addressable systems. In the first quartile, 53% of systems were addressable, followed by 26% in the second, 15% in the third and 23% in the fourth. Additionally, first quartile systems had the smallest percentage of partially addressable subscribers at 16%, followed by 32%, 35% and 45%, respectively, for the next three quartiles. The more complicated a system's configuration, e.g., some pay channels being trapped while others are on an addressable box, the lower the growth in pay units.

On upgrade and install fees, the study found that in low-growth systems, install fees were "very multipay oriented." Conversely, in high growth systems, remote and upgrade fees were lower, while downgrade fees were higher, suggesting high downgrade fees curb churn.

As for commissions, the study found that commission structure in low-growth systems "is very multipay oriented," while CSR's and telemarketers receive higher commissions in high-growth systems. —MS

## CABLE ASKS FCC FOR STIFFER BROADCASTING RULES

**S**tarting from the broadcast industry's continuing support of legislation reregulating cable, NCTA last week urged the FCC to require broadcasters to "provide significant amounts of local and public service programming." The request came in comments (two months before they are due) on an FCC rulemaking to restore must-carry rules requiring cable systems to carry local broadcast signals. "If the broadcasting industry is to continue seeking preferential legal status over their competitors from rules put in place by the FCC, then the commission should insure that broadcasters are indeed playing some special role in providing public service programming and programming for local communities," said NCTA President Jim Mooney in a prepared statement.

Although cable has been willing for years to accede to must-carry rules, it has been increasingly upset in recent months by broadcast support for cable legislation that would not only regulate cable rates, but would also entitle broadcasters to charge cable systems for retransmitting their signals. "We think consumers would be better served if cable operators spent their time and money worrying about their own relations with local communities rather than broadcasters," said the NAB.

Andy Schwartzman, of the public interest Media Access Project, said he was "amused" by the interindustry backbiting. "They are both right," he said. "What we need is much stronger regulation of broadcasting and cable." Broadcasting has been "getting away with highway robbery," he said. "But if anyone needs to provide better service it's cable," he said. "Cable's idea of service is to send out a truck the next week—unless it rains," he said. NCTA has embarked on a "slippery slope" by abandoning its traditional role of opposing regulation for all media, he said. "I don't think it's a wise strategic move," he said.



# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## HOLD THE PHONE

**F**or broadcasters and cablecasters, it was not yet the shot heard 'round the world. Rather, it was the shot heard next door, where the newspaper business hangs out. That's where the first blood will be drawn by Judge Harold Greene's decision to change the rules keeping telephone companies out of the information-video businesses.

Essentially, the judge has removed those restrictions in the modified final judgment (MFJ) that prevented telephone companies from introducing electronic classified sections, electronic yellow pages and even electronic newspapers. Hence the concern from the Fourth Estate, which has long had a corner on those markets. Hence also a rush to Congress by the American Newspaper Publishers Association and its allies to see if new curtailments can be concocted legislatively.

But the ruling has the potential to make a big difference to everyone in the Fifth Estate. It permits the seven Bell operating companies to participate in cable television outside their service areas—a development that, if it survives appeal, could have an important impact on the value of cable systems everywhere. (Within their service areas, telcos remain precluded from offering standard television or cable fare, which accounts for the relative equanimity with which those industries greeted the news last week.) Nevertheless, many will read it as pointing in the direction of allowing telco entry everywhere, eventually.

But the Judge Greene ruling really isn't that battleground. The Cable Act, with its absolute proscriptions against the telcos, remains the first line of defense on that front.

It's all part of the process that is inevitably changing the face of television from a relatively select medium (in terms of channels available to the public) to a megavision industry counting its channels by the hundreds. Whether by cable or by telco, most of the transmission will be by wire. The challenge for broadcasters will be to find their own unique place in that maze, and grow it.

## CANDY FROM A BABY

**A**t the outset, we must concede our prejudice for some pre-sweetened cereals, particularly Fruit Loops, multi-colored hoops fairly crackling with sugar, and Lucky Charms, a cereal that flaunts its sugar in a multitude of tiny marshmallows.

That said, a group representing 41,000 pediatricians has issued a policy statement calling for the elimination of television food advertisements aimed at children. As with a number of in loco parenting positions taken by well-meaning groups, the ends are laudatory. Children should eat a balanced diet. But these same pediatricians appear to believe parents have no choice but to abdicate their parenting choices in this busy world, and that the solution is instead censoring commercial speech. We disagree.

"Parents have too much to do and too little time to serve as

policemen and policewomen over the TV set," say the doctors. That may be true, but the TV sets aren't buying the food and—confining ourselves for the moment to breakfast cereal—neither, in large part, are the children.

Few children, in our experience, run out and buy cereal with their discretionary incomes. They see persuasive ads for the product and then convince their parents to buy it. That would suggest that the fault, dear parents, is not in our ads for marshmallow stars, moons or clovers, but in ourselves. "Parents, rather than children, should determine what children should eat," counsel the doctors. We couldn't agree more.

## WRONG TARGET

**W**e join with the program distributors, librarians, book store owners and others who got together last week to oppose a Senate bill that would allow the victims of sex crimes to sue producers and distributors of "obscene materials" if the crime could somehow be linked to those materials. The bill as introduced appears less onerous than its original incarnation, but that may prove a canard. Initially, the bill made "sexually explicit" the operative description, and as such was overbroad enough to make it an easy mark for its critics. By recasting it so that the liability covers only material meeting the *Miller* definition of obscenity, its backers may have given it a veneer of acceptability. Diane L. Zimmerman, a New York University law professor and hearing witness, said many of her problems with the bill had been resolved by the new language. But not all.

The language change only trades one vague definition for another. Applying the Supreme Court standard, which relies on varying community standards, to the uniform civil code could force programing distributors to work within the most conservative community standards, if they know them, and to guess at those standards if they don't. "I don't know how else they can protect themselves," said Zimmerman. The best way is to make sure this law never makes it to the books.



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