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TELEVISION / 24

Daytime drama: Networks bolster daypart; hardball ratings soft for CBS

RADIO / 29

Study asserts strength of urban format; DAB tops Radio 91 issues

BUSINESS / 45

Small business backers face big changes; cable gets serious about spot

CABLE / 33

Schools give good grades to cable; BMI, NCTA claim copyright victory



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Vol. 121 No. 9 \$2.50
**Broadcasters bristle over
cable campaign**
Radio 91: Color it red
Covering a coup



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AUG 29 1991

FALL '93!

THIS WEEK

15 / AD FIGHT OVER RETRANSMISSION CONSENT

Broadcasters have weighed in with their own publicity campaign to counter cable's fight against retransmission consent. The effort consists mostly of ad slicks sent to stations by the NAB for use in local media. "Cable's claims in their ads"—for example, that having to pay broadcasters for their signals represents a 20% tax on consumers—"are as exaggerated as the prices they charge for their services," said one broadcasting executive. At the behest of the NCTA, cable systems launched a TV-newspaper-billstuffer campaign eight weeks ago, coupled with a national print campaign.

17 / HALF OF RADIO IN THE RED

A just-released survey of daytime AM, full-time AM, AM-FM combinations and standalone FM found that half of the radio stations in the country operated a pre-tax loss in 1990. The results are worse than last year, when only AM stations were in the red. The decline in profit came from the revenue side: expenses actually dropped for all groups between 1989 and 1990. Smaller stations—those with revenues under \$5 million—fared worst.

18 / A COUP OF THEIR OWN

A willingness to commit their resources, combined with freedom of movement given the



Extensive freedom of movement enjoyed by the international media in Moscow last week, and extensive commitment of resources by the networks, made for gripping video of the short-lived coup and praise for media coverage (page 18).

international press by coup leaders, helped the network news divisions pull off a coup of their own: high marks from media watchers and a hiatus from the gloom-and-doom talk of decline. The brevity of the event meant that the networks could make good on their commitment to stick with the story and still avoid big losses in ad revenues. CNN saw its ratings climb during coup coverage, jumping more than three times over their typical summer average. Network morning shows climbed a collective 18%. Also picking up audiences was drive time radio, which benefited from major events occurring when people were away from their TV's, on the way to work.

21 / PLEA TO KEEP CROSSOWNERSHIP BAN

An organization of network affiliates last week asked the FCC not to

tamper with its ban on common ownership of a broadcast network and cable systems. The chairman and at least two commissioners—constituting a majority—may be ready to move against the prohibition, on which the agency received comments in 1988. Affiliates' worries include the possibility that an MSO owning both a network and a local system would block access to the system by competing network affiliates.

22 / CONSUMER REPORTS SCORES CABLE

A *Consumer Reports* survey on cable reports that satisfaction with the service is "the lowest the magazine has found in 16 years" of rating service industries. It cited overall dissatisfaction by one in four subscribers, and said: "Cable operators have been able to get away with poor

service because they have a captive audience." Discovery Chairman John Hendricks took exception to the report: in a memo distributed to Capitol Hill, he pointed out the flip side—that 75% of subscribers are satisfied with service—and said, "Someone at CR should apologize."

24 / DECLINING DAYTIME

The three networks are shaking up programs and schedules in an attempt to arrest their decline in daytime fortunes. Once counted on for big profits that funded activities in other areas, network daytime revenues have dropped to the point where, as ABC describes it, "our [daytime] revenues in 1990 were less than our profits in 1984." Among the remedies being tried: reducing the daytime slate to five hours and programming more reality-based shows.

29 / BIG GROWTH FOR URBAN FORMAT

"We still hear about agency and client 'no black' dictates, either above board or couched in other terminology," says Interep's David Wakefield of market and format buying habits in radio. But an Interep study coming out next month shows that such discriminating buyers are missing out on the strongest growth market in radio: the Urban Contemporary format and its core black audience. For example, more than half of Urban's listeners fall into the 25-54 demographic; they are big purchasers of items like CD's and clothing, and their incomes are growing.

31 / HOST OF HOSTS

Several long-time radio talk show hosts have formed their own programming cooperative, the Independent Broadcasters Network, with production facilities in Clearwater, Fla. The group includes hosts Doug Stephan (who also serves as chairman), Sonny Bloch, Steve Weigner and others, and syndicated columnist Jack Anderson, who will pay for co-op services on an hourly, at-cost basis and share staff.

32 / GI READY FOR HDTV TEST

On the eve of receiving final certification to submit the first digital HDTV system to FCC testing, General Instrument last week made new claims for its DigiCipher and recommended more stringent testing requirements. Among GI's touted improvements: better interference rejection, powerful error correction coding, and significant movement toward the ability to place co-channel transmitters within the FCC-designated 100-mile maximum. At the same time, GI asked that the required nine days of taboo-channel-related tests be dropped to allow testing of not just one but two transmission modes—32 and 16 QAM.

33 / TEACHERS GIVE CABLE HIGH MARKS

Spokesmen for the educational community say that teachers and administrators consider cable in the classroom "a magnificent resource" and "a godsend." Many operators are active in wiring schools, and networks offer both classroom-specific shows and regular programming that teachers can incorporate in their curricula. In the works is a Learning Channel/National Education



The oft-targeted-for-criticism cable industry is receiving high marks from one quarter—the educational community. Teachers and administrators say the "Cable in the Classroom" consortium and programmers' offerings are a "godsend" (page 33).

Association co-production called *Teacher Television*, a magazine-style program of news and teaching tips.

34 / PAYING THE PIPER

A judge awarded \$2 million to BMI in its suit against the Disney Channel and BET, holding that the cable programmers had carried recorded material without authorization. Cable got a break, however, in the judge's ruling that a license held by a network covers rights through to the viewer, meaning that an operator does not have to acquire a separate license for music used by a programmer.

45 / FEAR FOR FUNDING

Increased write-offs by SBA-overseen Small Business Investment Companies have broadcasters worried about the future of this important equity source. To waylay a federal bailout, regulators

may toughen the SBIC's lending standards; options include requiring a higher equity-to-debt ratio and setting a top limit of \$20 million in assets to qualify for funds.

47 / OPERATORS WANT BIGGER SPOT

Cable operators are looking to improve their share—currently a mere 1%—of the \$8 billion advertising spot market. Hurdles to bigger business include the number of systems a client needs to hit in order to execute a buy, and problems in the delivery and verification of spots. The Cable Television Advertising Bureau is looking into the issue and checking out new delivery technology like the "Ad-X" system, which employs satellite laser technology to transmit spots.

50 / NEW CHANNELS, OLD BROADCASTERS

The possibility that the FCC may restrict applications for newly created AM and HDTV (and possibly DAB) channels to incumbent

broadcasters is raising legal and policy questions among media-watchers. The agency says such limits would effect a necessary thinning out of the AM band and allow currently operating TV stations to test HDTV while they maintain their conventional broadcasts. Critics say that, while the FCC has allowed incumbents to receive preferential treatment in the past, restricting applications solely to incumbents crosses a troublesome new line.

51 / EASE IN LENDING RULES URGED

Broadcasters and cable operators, often considered to be highly leveraged businesses and therefore risky prospects when it comes to borrowing, have asked banking regulators to ease the rules for defining their status. Many who filed comments favor dropping the debt-to-asset ratio test in favor of formulas that take into account cash flow and other indicators of solvency.

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CLOSED CIRCUIT

DENVER

TCI ponders pre-emptions

Now that national turnkey option for cable carriage of 1992 PPV summer Olympics has failed to materialize—for now—word is circulating at high levels of cable industry that Tele-Communications Inc., key NBC backer with eight million subscriber homes, is looking at C-SPAN, and possibly other national networks, for pre-emption. Because TCI is taking PPV plunge with Olympics and has no PPV networks to appropriate, multiple-systemwide pre-emption approach is easiest route.

When C-SPAN option first surfaced earlier this year, with NBC carrying torch, then C-SPAN Chairman Amos Hostetter quashed idea. C-SPAN is not only of symbolic importance to industry, but network will be in middle of heavy coverage of 1992 presidential campaign next summer. Republican and Democratic national conventions occur just before and after July 20-Aug. 5 games; national governors convention, which C-SPAN traditionally covers extensively, is in middle of games, and House and Senate are expected to be in session. Last public comment from TCI, in wake of national turnkey failure, was that company was exploring its options.

WASHINGTON

Join the club

National Association of Broadcasters and National Cable Television Association were among six organizations that, by late last week, had joined American Newspaper Publishers Association in filing appeals of U.S. District Court Judge Harold Greene's decision to lift information service restrictions on regional Bell operating companies (see page 50). Deadline for appeals was end of business Friday (Aug. 23). At press time, NAB, NCTA and USTA had been joined by MCI Communications Corp., Consumer Federation of America and current two information services providers, Dunn & Bradstreet Corp. and CompuServ Inc. Parties are now waiting to learn date for hearing before U.S. Court of Appeals for District of Columbia.

FCC TAKES MIDDLE GROUND ON FIN-SYN VENUE DEBATE

FCC is staking out more or less neutral position in battle over where appeals of its new financial interest and syndication rules should be heard. Because appeals were filed by competing parties in three federal appeals courts (Washington, San Francisco and Chicago), lottery was held, Chicago was winner.

Concerned Chicago may not be "congenial" to its arguments that new rules are too liberal, Media Access Project asked Chicago court two weeks ago to invalidate lottery and order new one to choose between Washington and San Francisco, MAP's preferred venue. MAP argued two parties seeking elimination of fin-syn rules—group broadcaster Schurz Communications and CBS affiliates group—"acted in concert" to skew lottery by filing in two different courts. Court last week ordered all parties—including FCC—to file responses to MAP motion today (Aug. 26).

FCC said it would agree with MAP that lottery was flawed if it is established that Schurz merely fronted for CBS affiliates group. However, it said, it would disagree if it is found Schurz and the affiliates group merely collaborated in filing appeals. Schurz, CBS affiliates and other parties who would like to see end of fin-syn rules, Fox Broadcasting and Capcities/ABC, are expected to oppose MAP's motion.

Court last week also received joint motion from 24 groups and individuals weighing in on side of RBOC's. They included Action for Children's Television, National Association for Better Broadcasting, National Association for the Advancement of Colored People. Former NTIA chief Henry Geller and former Congressman Lionel Van Deerlin were among those listed in motion "representing millions of consumers concerned with affordable access to information services through the public switched network."

Impact study

Look for National Association of Public Television Stations to release report, "Manager's Guide to Fiber Optics and New Technologies," soon after Labor Day addressing how noncommercial TV stations are likely to be affected by broadband fiber optic networks, high-definition television, video compression and other future technologies. It will also focus on possible impact video distribution by regional Bell operating companies could have on public TV. Study is said to lay out various scenarios and not reach specific conclusions.

DMBB pays call on USTA

United States Telephone Association, Washington, is in discussions with ad-

vertising firm D'Arcy, Masius, Benton & Bowles (DMBB), New York, about possible launch of national, multimedia campaign to boost image of telephone industry. DMBB has pitched series to promote consumer benefits of telephone industry's advancements in technology. "It could correspond to some legislative things going on," USTA spokeswoman said, but campaign is not being designed to aid regional Bell operating companies in their efforts to lift information-service restrictions. Discussions about campaign were termed "informal."

NEW YORK

Radio ranks

Word has it that search for successor to Warren Potash as Radio Advertising Bureau head has been narrowed to single candidate and that it is likely "high level" executive from radio group ranks. Look for announcement sometime this week.

New life for LMT

Possibility of Lifetime Medical Television (LMT) finding home on CNBC has resurfaced. (Rumors of talks were first reported here when CNBC was negotiating to buy FNN earlier this year.) Now seen on Lifetime on Sundays, LMT is having discussions

with CNBC executives about leasing network's Sunday air time, leaving female-oriented Lifetime free to counter-program sports. Al Barber, president of CNBC, acknowledged such discussions are going on, but played down conversations. "There's nothing firm about it. I would not characterize the talks as negotiations...I am willing to talk with anyone who has ideas about co-venturing." Barber said CNBC is talking to various potential co-venture and co-production partners, including King World, which had been one of the early bidders for FNN.

Wild about West

Apparently, CBS's craving for Westerns does not end with network's planned sequel to "Lonesome Dove," set to air in November 1992. Word is that CBS has Western series in works called "Ned Blessing," penned by original "Dove" scriptwriter Bill Wittliff. Two-hour pilot is being produced for fall season by Hearst Entertainment Productions, and if movie is successful, "Ned Blessing" will get shot at weekly series.

SAN DIEGO

CAL-SPAN pow-wow

Mix of top California cable operators (Viacom, Continental, Scripps Howard, Comcast and Cox), MSO heavy hitters with operations in state (TCI and United Artists) and their lawyers met last week in San Diego to discuss future of CAL-SPAN, state version of C-SPAN. Of concern to operators is whether CAL-SPAN programming plans, and its budget, are too ambitious. CAL-SPAN is incorporated, to various degrees, in California news channel proposals of Hearst and Cox. But neither of those news channels was discussed directly, said source.

LONDON

Making move

BrightStar Communications has made \$1 million downpayment to exercise five-year lease option to migrate from three Intelsat 332.5 transponders to Intelsat K satellite, due to become operational next June. BrightStar will pay 115% more than current rates to expand its Atlantic Ocean Intelsat capacity by one-third, but believes timing and unusual flexibility of K bird will pay off. It will split one 54 Mhz U.S.-Europe transponder into two channels. Another 54 Mhz will provide two more

channels with 19 different configurations among Europe and North and South America.

On related front, in Washington last week, John Milman, general manager, and William Page, vice president, North America, for BrightStar, began to discuss with attorneys possibility of asking FCC to reconsider licensing rules that limit common carriers to 25% foreign ownership—contrast to 50% limit in much of Europe. NBC owns 37% of BrightStar and its parent Visnews. Under current law, BrightStar must subcontract earth stations in U.S.

LOS ANGELES

Supreme coverage

Cable channel Court TV will cover confirmation hearings of U.S. Supreme Court nominee Clarence Thomas beginning Sept. 10, in conjunction with *Legal Times*, Washington-based legal trade magazine. Event will mark return of Court TV anchor Fred Graham to Supreme Court coverage for first time since his days on beat as CBS correspondent. Former nominee Robert Bork and Lloyd Cutler will serve as primary commentators.

Program proliferation

With networks considering possibility of extended seasons and desirability of scheduling summer months with original programming, episode orders have been slowly creeping beyond 23 or 26 episodes. While few are able to churn out 30 thus far, John Pike, president, Paramount Network Television, says that with only slight changes, many shows could be producing up to 39 episodes yearly, total of episodes produced in days when original-to-repeat ratio was 39:13. Using Paramount's *Wings* as example, Pike said: "Maybe we'd have to add a few more people to the production staff or a few more writers, but there's no reason we couldn't do 39." Increased orders for series benefit network, which can schedule more originals during year, and studio, which would earlier reach magic number of 100-episode benchmark for syndication.

Genesis wants Whoopi

Field of bidders for rights to Whoopi Goldberg talk show project has apparently narrowed, with Genesis Entertainment emerging as sole distributor, said to have carried bidding to \$4 million for rights to show, according to Hollywood talent agency sources.

"Personally, I think they [Genesis] may have set the pace too high," said one agent of the bidding. Genesis officials declined comment on bidding process, but hinted deal could be done within next two weeks.

Although sources said Paramount, Warner Bros., King World, Buena Vista and Twentieth Television were also among interested suitors, sources indicated that interest from those parties may have waned as price escalated. Contrary to previous reports, Harpo Productions, which is owned by Oprah Winfrey, is not production company behind projected late night Goldberg vehicle. Word is that Creative Artists Agency co-founders Michael Ovitz, Ron Haber and Ron Meyer are handling negotiations.

NEW ENGLAND

Sorry, wrong commercial

Nynex Mobile Communications has pulled plug on New England radio ads that took shot at cable industry. Ads began running in July that included voiceover describing how caller to cable company was on hold for 48 minutes. "I have been waiting for the cable guy since last Thursday but all I get when I call is this: 'Your call will be answered when our operators finish talking with their boyfriends.'" New England Cable Television Association took exception to ads and demanded their withdrawal. Nynex pulled ads after several weeks, with advertising manager writing association that "this advertisement does not reflect our corporate communications strategy and misrepresents the values and integrity of NYNEX Mobile Communications."

MIAMI

Do-it-yourself coverage

Miami Dolphins will kick off 1991 football season with new state-of-art broadcasting facility at Joe Robbie Stadium, where team is taking unusual step of producing and distributing in-house radio shows for regional distribution. Team's newly formed broadcast services division is handling satellite distribution of two-hour weekly talk show, *Tuesday Night Football*, as well as two short-form programs, *The Dolphin Report* and *Dolphin Playbook*. Radio rights to Dolphins games belong to Miami stations WIOD(AM) and WQBA(AM).

MONDAY MEMO

An Arbitron ratings commentary from Doug McFarland, VP, TV station sales, Arbitron Co., New York

In the July 29 "Monday Memo," one of our customers, Michael Smythe of WKEF(TV) Dayton, Ohio, raised some serious issues about the way Arbitron uses diaries to produce reliable and trendable information about television viewing in Dayton. Many of our customers may not know that Arbitron has a company mission statement. Our mission reminds every employee that Arbitron must measure its success through our customers' eyes. In the case of WKEF, it's obvious from Mr. Smythe's "Monday Memo" that we have not been successful. We feel strongly about taking this opportunity to reply, but more important, we hope to continue a dialogue between Arbitron and our customers about the reliability of our data and our responsiveness to their needs.

Mr. Smythe states that 40 of the 400 Dayton February 1991 diaries reviewed by WKEF contained what he maintains were crediting errors—errors that occurred because Arbitron did not edit by program title. A reader might infer from these figures that 10% of the diaries that WKEF reviewed were improperly credited. Mr. Smythe failed to make clear that these 400 diaries contained more than 17,000 individual entries. Based on the call reports WKEF provided to us, we were asked to reconsider only three-tenths of 1% of those 17,000.

Mr. Smythe also states that "when questioned about the discrepancies, Arbitron apparently did not feel the errors were of the magnitude to warrant further study of the Dayton ADI."

Every one of the questioned entries was double-checked by Arbitron to see if our editors properly applied our edit rules. Our review found that in only two diaries were Arbitron's edit rules incorrectly applied to a total of three entries. This means that 99.9% of Dayton February 1991 diary entries were credited correctly, based on WKEF's review.

Success in editing isn't just measured by error rates. We went one step further and looked at the impact on program ratings. We recalculated the ratings for the programs that would have been affected by each one of the questioned entries. Using Mr. Smythe's specifications—crediting solely on program title—only two-tenths of 1% of all diary entries would be credited differently. No program ratings would change.



While Mr. Smythe may not agree with our conclusions, we trust he did not mean to imply that we simply shrugged off his concerns without a thorough effort to examine our performance and the impact of our procedures.

The proper crediting of viewing entries is not a new issue for Arbitron. Arbitron cares very much about the accuracy of our editing process and the rules we use to credit entries.

Arbitron employs numerous checks, balances and procedures to assure the accuracy of our editors' work. We have our own staff of internal auditors who check 100% of every new editor's work. A random sample of every editor's work is audited each day, regardless of tenure and past performance.

We're proud that more than 85 television clients visit our Laurel, Md., offices each year to review diaries and see for themselves how we process the audience information contained in their local market reports. It's not unusual that many of our customers have suggested different ways to do what we do.

In the past few years, Arbitron instituted recall procedures that have eliminated age-sex ascription as a diary concern. We listened to our customers and instituted a home station diary editing rule. In March 1991, Arbitron completed its second study of editing by title at the request of our Television Station Advisory Council. All diaries from a medium-sized ADI were re-edited on title alone and a new report was run.

■ Of 24,000 entries, more than 99% were credited the same.

■ Less than 1% of diary entries were changed from one station to another.

■ Only 2% of program ratings changed, all by 1 rating point.

One reason that editing by title results in such small changes is that title information is routinely used to credit many entries. The "two out of three rule" that Mr. Smythe cites means that in the small percentage of cases where channel numbers and call letters do not match, Arbitron will use the program title to properly credit viewing.

Entries that contain only a program title, entries in which the channel number and call letters do not match and all entries assigned on the basis of program protection rules are credited by title. One of every two in-tab diaries has at least one entry credited on title.

The diary is a proven, valid and reliable means of collecting viewing data. While we know the diary is not perfect, it's the most cost-effective measurement

tool in medium and small markets. The diary works and works well.

Arbitron has done one thing wrong. If Mr. Smythe believes that Arbitron does not want to

provide the station and the industry with the best research available, we've failed to convince Mr. Smythe of the reliability of our reports, and of the care and effort Arbitron takes to produce them. As we said, our company mission states that Arbitron measures its success through our customers' eyes. We're distressed that we have not lived up to our goal of being the best full-service media and marketing information firm for WKEF. Mr. Smythe is always welcome to review his market's diaries and to ask for clarifications of any procedure Arbitron follows in compiling the Dayton local market report. We'll do everything we can to explain the how and the why of anything we do to produce the local market report for Dayton or any of the other 208 markets we survey. Our hope is that an open and honest exchange of information will keep us on the road to serving WKEF and all our customers. ■

"The diary is a proven, valid and reliable means of collecting viewing data."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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.

Aug. 31—Deadline for entries in *The Center for Population Options* 1991 radio broadcasters award for outstanding portrayal of family planning, sexuality and reproductive health in radio programming. Information: (818) 766-4200.

SEPTEMBER

Sept. 1—Deadline for entries in the 1991 Eugene C. Pulliam Fellowship editorial writing award sponsored by *Sigma Delta Chi Foundation*. Information: Renee Vaske, (317) 653-3333.

Sept. 5—"Business meetings/Business presentations," sponsored by *Women In Cable, Chicago chapter*. Information: Julie Johnson, (708) 524-9455.

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—"How to Cover the Capitol," and "Assembly TV: The Access Debate," seminar sponsored by *Associated Press TV-Radio Association of California-Nevada*. Sacramento, Calif. Information: Rachel Ambrose, (213) 626-1200.

Sept. 7—Eighth annual BROADCASTING-Tai-shoff seminar for mid-career radio and televi-

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) 673-9166.

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Future conventions: 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: (202) 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. 12-14, 1992—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

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

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

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

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

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

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

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

April 22-24, 1992—*Broadcast Cable Financial Management Association* 32nd annual conventions. New York Hilton, New York. Future conventions: 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.

sion 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.

■ **Sept. 10-13**—"Public Relations Imperatives for the 90's," a public relations and communications seminar designed for the telecommunications industry sponsored by *United States Telephone Association*. ANA Westin Hotel, Washington. Information: (202) 835-3100.

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. 11-12—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Chicago. Information: (303) 761-8554.

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**—"Celebrate the Winners," reception saluting New York area 1991 CTAM Awards winners sponsored by *Cable Television Administration and Marketing Society, New York chapter*. HBO Media Center, New York. Information: Dennis Patton, (516) 364-2222 or Ellis Simon, (516) 763-1388.

■ **Sept. 12**—*Hollywood Radio and Television Society* newsmaker luncheon featuring four network entertainment presidents: Warren Littlefield, NBC; Bob Iger, ABC; Jeff Sagansky, CBS, and Peter Chernin, Fox Broadcasting Company. Beverly Wilshire Hotel, Beverly Hill, Calif. Information: (818) 769-4313.

Sept. 12—Deadline for entries in the sixth annual Diamond Awards sponsored by the *Southern California Cable Association*. Theme: "Community Programing... Looking Through America's Window." Hollywood. Information: Marlene Godinez, (213) 699-3558.

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 for Public Broadcasting*. Anchorage, Alaska. Information: Karen Cox, (907) 277-2776.

Sept. 13—"How Michigan Works: The Economics of Institutions," conference for Michigan journalists sponsored by *Foundation for American Communications* and the *W.K. Kellogg Foundation*. Hotel St. Regis, Detroit. Information: (213) 851-7372.

Sept. 13—"The New Television Geography," seminar sponsored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include John Eger, president, Worldwide Media; Pat Ferns, president, Primedia Productions, Toronto; Yuji Minami, vice president, Dentsu Inc., and Mi-

ERRATA

Aug. 19 "Closed Circuit" incorrectly reported that debut week ratings for MCA TV's late night talk show entry, 'The Ron Reagan Show,' dropped 59% of its lead-in ratings with 1.4 rating/6 share (NSI, Aug. 12-15) among 22 non-weighted metered markets. Item should have said that 59% of those overnight markets reported rating loss. Updated seven-day metered averages (Aug. 12-20) indicate slight growth at 1.5/6 average, with 35% of those metered markets up, 30% holding ratings and 35% down.

Aug. 19 story on local news expansions should have reported that WSVN-TV's Miami's 'Today in Florida' ranked second during 7-9 a.m. news block to WPLG-TV's 5.2/24, not third as reported. WSVN-TV's 7-9 a.m. news averaged 4.5/20, topping all other independent stations nationally that air news in that two-hour time period.

chelle Kearney, senior vice president, Carolco Films International. Center for Communication, New York. Fee: \$25. Information: (212) 836-3050.

Sept. 13—"How to go to Market Globally (Or Will It Play in Perugia?)," seminar on the expanding international television landscape and the burgeoning global marketplace. Sponsored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include: Burt Stanier, chairman and CEO, Westinghouse Broadcasting, Inc.; Mary Hearne, managing director, Public Television International; Fred Cohen, president, King World International; Maria Komodakis, vice president, ABC Video Enterprises International, and William Miller, president, Hearst Entertainment. General Electric Auditorium, New York. Fee: \$25. Information: (212) 836-3050.

Sept. 13—*Montana Broadcasters Association* radio and TV sales clinics. Colonial Inn, Helena, Mont.

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 & Sciences* presidents meeting. Sheraton Seattle. Contact: Trudy Wilson, (212) 586-8424.

Sept. 14-15—"The Best of Banff," international television festival screenings. Two days of free

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screenings of Banff International Rockie award winners of the past decade. Sponsored by *Center for Communication*. Macklowe Conference Center, New York. Information: (212) 836-3050.

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—Deadline for applications for fellowships to a seminar on aging sponsored by *National Press Foundation*. Information: (202) 662-7350.

Sept. 15-17—*National Public Radio* and *National Federation of Community Broadcasters* workshop on audience building strategies for public radio. Albuquerque, N.M. Information: Cathy Raines, (202) 822-2735.

■ **Sept. 16**—Call for entries for the 32nd International Broadcasting Awards honoring the world's best broadcast advertising for 1991. Expanded categories for both radio and television. Sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

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

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

Sept. 17—"Gender Dynamics," sponsored by *Women In Cable, Mid-South chapter*, Nashville. Information: Sandra Staggs, (615) 377-8954.

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 Flinders, (716) 664-7310.

■ **Sept. 19**—"The New Spectrum Mudwrestle: WARC 1992," symposium discussing the economics and politics of fixed and mobile satellite allocation, HDTV, PCN, Digital Audio Broadcasting, High Frequency and the World Plan placing bets on the outcome of WARC 92. Luncheon speaker: Dr. Pekka Tarjanne, director general of the International Telecommunications Union. Sponsored by *Center for Strategic and International Studies*. Washington. Information: (202) 775-3263.

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

■ **Sept. 19**—*International Radio and Television Society* under-30's seminar. Theme: "Promotional Campaigns: From the Conception of the Idea to the Evaluation of the Campaign." NBC, Mezzanine Level, 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—*North Dakota Broadcasters Association* annual convention. Holiday Inn. Grand Forks, N.D.

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

Sept. 20-22—"Health Care Alternatives: Will They Work? Are They Fair?" conference for journalists sponsored by *Foundation for American Communications* and the *W.R. Kenan Fund*. The Kenan Center, University of North Carolina, Chapel Hill, N.C. Information: (213) 851-7372.

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

Sept. 21—*Michigan Associated Press Broadcasters Association* regional meeting for northern Michigan and seminar on environmental reporting. Holiday Inn, Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

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-televised 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*,

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DAB DISSENT

EDITOR: I feel it is the duty of any responsible journalist to question statements made to them when those assertions are uttered with an obvious self-serving purpose. I am referring to the number of recent articles (including one in the Aug. 12 issue) concerning the in-band DAB lobby.

The in-band DAB lobby is nothing more than a poorly disguised attempt by

major FM players to preserve their profit margins, and those who think otherwise are poorly informed.

Every AM broadcaster should bristle with incredulity at the repeated statement of "let's get in-band FM DAB flying...then we'll tackle AM!" This statement is analogous to telling half the population, "we're going to give you free lifetime tickets for air travel anywhere," while saying to the other half, "we're gonna develop for you a suit that'll fly!"

Very few AM broadcasters are in the positions of Group W or CBS with regard to their AM stations. I take no comfort in their assurances of a commitment to AM radio.

The rest of the world is heading toward the Eureka 147 system. Why should the American broadcaster continue to attempt to patch a leaky roof when the rest of the world is getting an entire new house?—Mark A. Crouch, general manager, WCHF(AM) West Chester, Pa.

DEAN BURCH: AN APPRECIATION

Following the death of former FCC Chairman Dean Burch Aug. 4 (BROADCASTING, Aug. 12), Ambassador Diana Lady Dougan, senior adviser to the Center for Strategic and International Studies, wrote the following tribute to Burch, who at the time of his death was director general of Intelsat. Dougan worked with Burch when she served in the statutory position as the first U.S. coordinator for International Communications and Information Policy (1982-88).

Dean Burch would have chuckled if he heard someone refer to him as a Renaissance Man. Those who knew him well can easily conjure up the irreverent, salty response that was typical of Dean. Raised in the West where his father was a federal prison guard, he had little patience for fancy labels. But despite his rangy cowboy appearance and down-home ability to put people and ideas in deceptively simple perspective, Dean was a uniquely American Renaissance Man. With his death this month, old Planet Earth, as well as the communications industry, lost somebody special.

Dean will be remembered by many as a top political strategist. As presidential campaign manager for Barry Goldwater and head of the Republican National Committee while still in his early thirties, Dean quickly gained a reputation as a hard-riding, straight shooter who never took his own ego into Washington's smoke-filled rooms of politics and policy.

What set Dean apart from other political strategists was that he became personal counselor and trusted friend to those he advised. He was proud of his friends in high places—many of whom he helped put there. Not least of these is President Bush, whose annual Bush-Burch family vacations are testament to their close relationship.

As chairman of the Federal Communications Commission during the early 1970's, Dean made practical sense out of the tenets of free speech and refined his specialty of harnessing the ideologies of both the far right and far left into workable regulations and policies. Although Dean was quick to credit his subordinates' contributions, Burch was himself an eloquent and lucid writer whose regulatory opinions captured the nuance as well as the nut of communications policy considerations "in the public interest."

Dean capped his Renaissance Man career when he was almost 60. Just at the time he and his lovely Pat started talking more about grandchildren and extended tennis vacations, he took on his least publicized, but most personally challenging, career as Director General of Intelsat. As the treaty-based satellite consortium that provides satellite communications services to virtually every nation on earth, Intelsat is both prestigious and complex. But at the time I and my colleagues at the State Department asked Dean to run for Director General in 1987, the organization was in chaos and the U.S. was being blamed.

For openers, the U.S. government was actively promoting a policy of competition to this long-established international monopoly. Since I had previously recruited Dean to help promote our then unpopular competitive policies among the 120-country Intelsat membership, he was already perceived as the "enemy" of those whose votes he would need. Worse yet, it was a special election being called because the incumbent (an American) was facing indictment (and subsequently was convicted of embezzlement and fraud). Thus, it seemed all the more hopeless that any American, much less one so closely tied with our competitive policies, could get elected.

It was not an easy decision for an old pro to make, especially someone who could spot a big-time losing proposition a mile away. But for the second time in his life, Dean Burch agreed to be the candidate and not the campaign manager. As always, his sense of patriotism and political guts were his soft spots.

While almost a footnote in his obituary, Dean Burch's election and subsequent service as Director General will be one of his most enduring legacies. He not only effectively repaired the political damage to Intelsat, he positioned it as a constructive competitor rather than a self-righteous monopoly. Even during this final year when he painfully battled cancer, Dean continued to provide the practical and irreverent leadership that hallmarked his life and touched the lives of others.

America has all too few Renaissance Men, much less ones who could ride into the sunrise with gusto and the sunset with grace. Dean Burch will be missed.

Broadcasting

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Washington D.C. chapter. The Radisson at Mark
Center, Alexandria, Va. Information: Barbara
York, (202) 775-3669.

Sept. 24—"Environment and Media: It's Not
Easy Being Green," seminar sponsored by
Center for Communication. Participants include
Philip Shabecoff, executive publisher, Green-
wire; Kathleen Friery, environment segments
producer, Good Morning America; Jim Simon,
senior attorney, National Resources Defense
Council, and Dan Mathews, director, special
projects, People for the Ethical Treatment of
Animals (PETA). Center for Communication,
New York. Information: (212) 836-3050.

Sept. 24—The National Academy of Television
Arts and Sciences Engineering Emmy Awards for
Technical and Scientific achievements. Marri-
ott Marquis Hotel, New York. Information: Tru-
dy 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 con-
ference sponsored by American Advertising
Federation. Speaker: Barry Cutler, director of
the Federal Trade Commission Bureau of Con-
sumer Protection. Parker-Meridian Hotel, New
York. Information: Clark Rector, (202) 898-
0089.

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

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

Sept. 25—"Road to Results," affiliate ad sales
workshop sponsored by MTV Network. Orlan-
do, 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 speak-
ers: 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," spon-
sored by Southern California Broadcasters Asso-
ciation. Ocean Park Pier, Santa Monica. Infor-
mation: (213) 466-4481.

Sept. 26-27—"Spectrum '91," conference
sponsored by The National Association of Minor-
ities in Cable and The National Cable Television
Association. Waldorf-Astoria Hotel, New York.
Information: Peggy Newbold, (202) 775-3669.

Sept. 27—Deadline for entries in the SUNNY
Creative Radio Awards sponsored by Southern
California Broadcasters Association. Information:
Gordon Mason or Carol Senor, (213) 466-
4481.

Sept. 27—Michigan Capitol Press Corps alum-
ni reunion. East Lansing, Mich. Information: Al
Sander, (517) 373-7958.

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

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Sept. 27-Oct. 1—*Broadcast Executive Directors Association* meeting. Disneyworld. Orlando, Fla.

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

■ **Sept. 30**—Deadline for entries in the 41st annual real estate journalism competition sponsored by *National Association of Real Estate Editors*. Works must have been published or broadcast between Aug 1, 1990, and July 31, 1991. Information: Robin Hepler, (614) 475-6766 or Bill Mullen, (602) 265-1699.

Sept. 30—Deadline for entries in Forum Award journalism competition honoring journalists whose work contributes to the public's understanding of the peaceful uses of nuclear energy. Sponsored by *U.S. Council for Energy Awareness*. Information: (202) 293-0770.

Sept. 30—*Cable Television Administration and Marketing Society* northeast regional management conference. Theme: "Managing to the Times." Featured speaker: Ted Turner, chairman, Turner Broadcasting System. Information: Dan Sheehy, (703) 549-4200.

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 programing has been added this year. Information: Phyllis Madry, (614) 292-0185.

Sept. 30-Oct. 1—*The Washington Journalism Center* conference. Theme: "Campaign '92: Will the Voters Get What They Want?" The Watergate Hotel, Washington. Information: (202) 337-3603.

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 ETN Network, University of Nebraska-Lincoln, Videodisc Design/Production Group*. University of Nebraska, Lincoln. Information: (402) 472-3611.

OCTOBER

■ **Oct. 1**—"First Amendment: When Edits Lead to Libel," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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**—Fall managers meeting sponsored by *New Jersey Broadcasters Association*. Forsgate Country Club, Jamesburg, N.J. Information: (908) 521-9292.

Oct. 2—*The Washington Journalism Center* conference. Theme: "Polling America: What the Voters Want in the 1992 Campaign." The Watergate Hotel, Washington. Information: (202) 337-3603.

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**—"PR-omoting a Franchise: How Public Relations Plays Baseball," seminar sponsored by *Center for Communication*. New York. Information: (212) 836-3050.

■ **Oct. 3**—*Women In Cable* annual meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

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**—*Women In Cable* board of directors meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

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

Oct. 3-5—*Texas Association of Broadcasters* annual convention. George Brown Convention Center, Houston. Information: (512) 322-9944.

■ **Oct. 3-6**—*Vital Communications* presents "Sportel 1991," International Sports Television Market and the Golden Podium awards. Loews Hotel, Monte Carlo. Information: (201) 869-4022.

Oct. 3-6—*Society of Broadcast Engineers* sixth national convention, in conjunction with *Texas Association of Broadcasters*. George R. Brown Convention Center, Houston. Information:

(800) 225-8183.

Oct. 4-5—*Radio Advertising Bureau* radio sales university. Holiday Inn (Pacific Highway South), Seattle. Information: (212) 254-4800.

Oct. 4-6—*Oregon Association of Broadcasters* annual fall conference. Inn of the Seventh Mountain, Ore.

■ **Oct. 6-8**—"100 Plus," exchange meeting for small-market TV executives sponsored by *National Association of Broadcasters*. Hyatt Regency Capitol Hill, Washington. Information: Carolyn Wilkins, (202) 429-5366.

Oct. 6-8—*Nevada Broadcasters Association* annual convention. Reno, Nev.

Oct. 6-11—"Ethical decisionmaking/broadcast," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

Oct. 7-8—*The Washington Journalism Center* and *The Freedom Forum* conference. Theme: "Rights in Conflict: Privacy, Free Speech and a Free Press." Arlington, Va. Information: (202) 337-3603.

Oct. 8—Chapter Idea Exchange luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and Lansing, Mich. Information: Victoria Miller, (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) 841-9241.

Oct. 9—*International Radio and Television Society* foundation dinner. Panel moderated by former CBS News president, Fred Friendly. Panelists include: Peter Arnett, CNN; Frank Biondi, Jr., Viacom International; Richard Harris, Group W Radio; Gerald Levin, Time Warner Inc.; Johnathan Rodgers, CBS Television Stations; Thomas Rogers, NBC Cable; Stephen Weiswasser, Capital Cities/ABC, Inc. The Plaza Hotel, New York. Information: (212) 867-6650.

Oct. 10-11—*Arizona Broadcasters Association* annual convention. The Pointe at Tapatio Cliffs. Phoenix.

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**—Advanced sales seminar sponsored by *New Jersey Broadcasters Association*. Ramada Inn, Route One, South Princeton, N.J. Information: (609) 799-4169.

■ **Oct. 17**—*International Radio and Television Society* under-30's seminar. Theme: "Freelancing in the Communications Industry." NBC, Mezzanine Level, New York. Information: (212) 867-6650.

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TOP OF THE WEEK



Media capture a coup. The sight of a protestor lying in front of an oncoming tank (left, shown on CBS) was one of the many compelling images captured by the media last week as the dog days of August offered up the biggest news story since the Gulf war. See page 18.

Picking up the pieces. In the wake of the coup, the fate of various cooperative media ventures between the U.S. and Soviet Union remains problematic. But the failure of the hard-liners to seize power brought more than a few sighs of relief. See page 19.

BROADCASTERS COUNTER CABLE AD CAMPAIGN

In wake of ad push by NCTA and operators claiming broadcasters' support of retransmission consent bill will raise subscriber bills by 20%, stations, affiliates begin producing spots, newspaper ads telling their side of story

It remains to be seen (probably next month) whether the cable industry's grassroots campaign attacking a provision of the Senate's cable legislation granting broadcasters retransmission consent rights will have its desired effect of killing the legislation or at least the provision.

But the eight-week-old campaign has heightened broadcasters' antagonism toward cable operators and produced a powerful backlash.

Confronted with cable's anti-retransmission consent ads when they open their local newspapers, tune to a cable network or open their cable bills, broadcasters are striking back with tough talk and aggressive countercampaigns of their own.

"Cable's claims in their ads are as exaggerated as the prices they charge for their services," said James R. Sefert, president of Cosmos Broadcasting Corp.

The cable campaign "is very deceitful," said Ben Tucker, president of Ret-law Broadcasting and chairman of the government relations committee of the

CBS affiliates group. "It's filled with lies and fraught with misleading statements."

Retransmission consent would give broadcasters the right to deny cable operators permission to carry their signals. In so doing, it would give network affiliates and other popular stations leverage to demand payment or other compensation for their signals.

The Senate cable legislation (S. 12), in addition to imposing substantial new

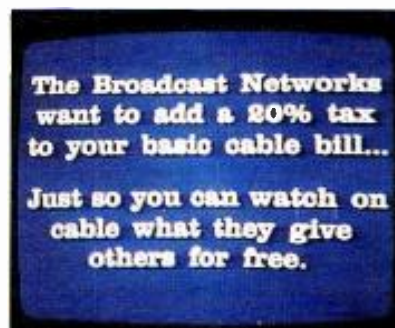
regulations on cable, would allow stations to choose between a retransmission consent right or requiring the local cable systems to carry its signal. The latter must-carry option is meant to take care of weaker stations.

The National Cable Television Association launched its campaign against retransmission consent early last month with ads in the *New York Times*, *Washington Post* and other major papers blasting retransmission consent as a broadcast network-backed "20% tax" on cable subscribers.

Should the bill become law, the ads say, subscribers would be socked with \$3 billion in surcharges—the result of cable operators having to pay the networks to carry their affiliates.

The NCTA sent TV spots, newspaper advertising slicks and copy for bill stuffers and mailings with similar language to cable systems, which have dutifully and extensively used them.

Fueling the broadcasters' reaction to the cable initiative, the National Association of Broadcasters has begun sending



NCTA-produced TV spot being run by many cable systems has incited broadcasters

The Cable
Monopoly is
threatening
to raise your
rates.
Again!

The
TV Networks
will continue to transmit
television for free.

But they want
to tax you 20%
when you watch it
on cable.

NAB has produced newspaper ad (left) to counter NCTA's

out newspaper advertising slicks attacking cable and rallying support for the cable legislation. Said one: "The Cable Monopoly's \$10 million ad campaign is raising eyebrows. Not to mention your monthly bill."

(The same ad regurgitates some of cable's own hyperbole: "They're even threatening to add a surcharge to your bill if Congress passes this legislation and ends cable's free ride," it says, apparently referring to the pass-through of any retransmission rights payments cable might have to make.)

The Consumer Federation of America, a strong proponent of the cable legislation, has put its name on the NAB ads.

As soon as he saw the cable ads, John Williams, vice president-general manager of WPSD-TV Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill., produced a series of spots countering cable's claims and inviting viewers to "tell your senator you support local programming, controlled cable rates and Senate bill 12."

Cable's claim that cable bills will go up 20% is "just ridiculous," Williams said. "With the profits they are making, there is no reason they have to pass the cost of broadcasting signal on to their subscribers."

The response from viewers to his counter ads has been positive, with 70% of the calls and letters supporting the station's position, Williams said. "People are shocked to learn that broadcasters are not getting paid," he said.

Bob Kalthoff, general manager of KBJR-TV Duluth, Minn., who plans to air spots based on WPSD-TV's, called the cable ads "erroneous." The bill "does not call for a 20% increase in any cable subscriber's bill, he said. "It calls for negotiation, which does not necessarily involve money."

Broadcasters' rights to distribution over cable were lost in the mid-1970's

when network affiliates enjoyed "superdominance," Kalthoff said. "That's not the case anymore," he said. "Why should [cable] be permitted to carry our signal for nothing?" "Why should they have multiple revenue streams and we be forbidden from having multiple revenue streams?"

Kalthoff, who is also chairman of the government relations committee of the NBC affiliates board, is taking his case to those who matter. He said he had met with the editorial board of the *Duluth News-Tribune* and was planning to meet with staff of Minnesota Democratic Senator Paul Wellstone.

Contrary to what the cable campaign would like people to believe, said Retlaw's Tucker, the bill does not impose a 20% surcharge or tax on subscribers. "It simply gives stations the ability to negotiate with the cable company."

Those negotiations could be about money, Tucker said, but they might also be about channel positioning, promotional opportunities or an extra channel for a station-produced local news service.

Tucker said he will be among a group of CBS affiliates who will be going to Washington next month to make the pitch for retransmission consent to their congressmen and senators.

Lawrence A. Busse, president of Busse Broadcasting, licensee of three TV's, said the ads constitute an "outrageous misstatement of facts [and] the worst case of misinformation I've ever seen. There ought to be some ethics in this thing."

Busse said the ad campaigns have reached his communities through mass mailings, and his three stations have answered several calls from viewers wanting to know if the ad was accurate. In response, he said, "we will probably go on the air with something, and we are considering some newspaper ads of our

own."

Roger L. Ogden, president and general manager of KCNC-TV Denver, said: "Obviously, it's a misinformation campaign." Ogden said there has been little viewer response so far to the campaign, but that broadcasters in Denver are responding with ads of their own. He said retransmission "is too important" for broadcasters to let NCTA's ads go unanswered.

John D. Sawhill, president and general manager of WJLA-TV Washington, described the ads as "a classic story of one industry trying to protect its behind at the expense of another."

The irony of NCTA's claim, according to Sawhill, is that "cable operators are quite willing and able to pay for nearly all of the services cable carries that collectively add up to a very small percentage of the total viewing time via cable, but they refuse to pay for those signals that account for anywhere between 50%-70%, based on the market. It's indefensible."

But Sawhill said that network affiliates should be leery of retransmission claims from all sides. "The idea of a cable operator being compelled to negotiate for a retransmission fee does [not guarantee] a satisfactory discussion," he said. "The cable operators have the ability to pick up the network signal from another source. Where does that leave us from a negotiating standpoint?"

Fred Barber, vice president, television, Capitol Broadcasting Co., has contacted local cable operators, urging them not to use the ads. Some have complied by not airing the spots, but still used the bill stuffers, he said, while others have bent to the will of parent companies and run the spots.

"The attitude displayed by some systems operators is really frustrating because they're trying to make it look like broadcasters are responsible for a hike in rates, when in fact I think that's their whole problem," Barber said. "They are trying to make us look somehow like we're bad guys," he said. "Why didn't they run an ad like that when they did their last Turner deal for four of his channels?"

Philip Jones, president, Meredith Broadcasting Group, a seven-TV-station group, said he finds distasteful the whole idea of turning retransmission consent into a grassroots issue. "I think for broadcasters or for cable operators to use the public and the consumer as a pawn in their political games is unconscionable," he said. "I think they're both irresponsible in dealing with it that way."

-HAI, PJS, RNS

MAJORITY OF RADIO STATIONS OPERATING AT LOSS

Revenue declines, not expenses, are driving the downward trend; all categories of stations dropped over last year; smaller companies fared worst

More than half of the radio stations in the country operated at a pre-tax loss in 1990, according to the just-released annual survey by the National Association of Broadcasters and the Broadcast/Cable Financial Management Association. The results are worse than a year ago, when mostly AM stations were in the red. Revenue weakness, as opposed to increasing costs, appears to be a major cause of the decline.

The survey obtained responses from 1,984 stations, or roughly 25% of all radio stations. For each major category—daytime AM, fulltime AM, AM-FM combinations and standalone FM—a loss was reported as the median, meaning the middle of those stations' results.

Positive numbers appear for cash flow—defined as pre-tax profit with depreciation and amortization, and interest added back—but the cash flow margins, as a percentage of revenue, were relatively narrow: 10% for AM-FM, 6.3% for FM, 6.8% for fulltime AM and 5.9% for daytime AM.

Results were generally poorer for smaller stations, with those having revenue below roughly \$5 million—the vast majority—most likely to show a pre-tax loss. Most stations with revenue above \$10 million, however, had cash flow margins better than 50%.

The survey also compared 1990 financial results with prior years, showing that expenses at radio stations actually decreased for all groups of stations between 1989 and 1990. But revenue declined further, with local revenue declines hurting FM stations in particular.

Overall results for the four categories were as follows:

■ For daytime AM stations, the median average net revenue was \$137,795, and the pre-tax loss was \$8,461. Major expenses: general and administrative, \$63,000; program and production, \$28,000, and sales, \$27,103. Cash flow was \$8,027.

■ For full-time AM stations, median average net revenue was \$255,417, and the pre-tax loss was \$11,000. Major expenses: general and administrative, \$127,008; program and production, \$62,000, and sales, \$47,255. Cash flow was \$17,526.

■ For FM stations, the median average net revenue was \$568,584, and the pre-tax loss was \$15,715. Major ex-

penses were \$261,000 for general and administrative; program and production, \$132,282, and sales, \$121,011. Cash flow was \$37,103.

■ For AM-FM combinations, the median average net revenue was \$554,704, and the pre-tax loss was \$10,164. Major expenses included general and administrative, \$267,000; program and production, \$123,622, and sales, \$113,327. Cash flow was \$54,938.

BROADCASTING asked some government and industry officials for their opinion on the NAB/BCFM finding that approximately 50% of U.S. radio stations are losing money and what they felt can and should be done.

Janice Obuchowski, head of National Telecommunications and Information Administration—Certainly the statistic is troubling. There is a general constriction of the budgets of advertisers, and that is a reflection of the current economic conditions. I don't think the radio broadcasters need to shoulder the responsibility of turning the economy around on their own.

What the government needs to do, in terms of broadcast issues specifically, and one area that we at NTIA are very

supportive of, is the relaxation of the multiple-ownership rules, particularly with regard to radio.

FCC Commissioner James Quello—Radio is still a good business, particularly for FM. But they need help and encouragement from the government, not a lot more radio grants in the name of competition. I'm for competition, but with practical guidelines.

If you are going to license a station to serve the public interest, you at least have to have a structure that gives the station a chance to be economically viable so it can do a good job. Stations that are going dark, are marginal or going into bankruptcy are not going to be the ultimate in news and public affairs. What we need to do is have a slight check on our pro-competitive policies.

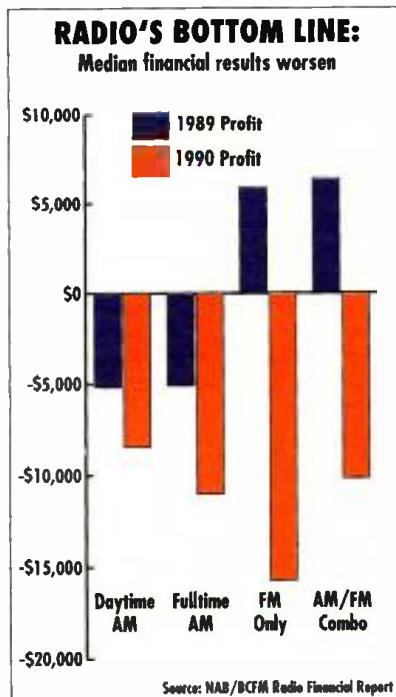
Congressman Matthew Rinaldo (R-N.J.)—It appears to provide additional credence to the well-recognized serious plight of AM radio. The financial difficulties are a result of an increase in the number of stations and competition from other media.

We have to do everything we can to shore up AM. As part of its attic-to-basement review, the FCC is addressing some of the financial concerns in its current rulemaking on radio ownership and duopoly rules; comments have been filed, reply comments are due in September. There appears to be strong industry support for relaxing the rules. The FCC will expand the AM band and will attempt to reduce clutter. The FCC action should provide some relief to AM.

Ray H. Rosenblum, media broker—That statistic says that half the stations are making money. And believe it or not, some are stand alones in medium and small markets where they are aggressively attuned to the community and have a strong and inspired sales staff.

Regulators are too nitpicky and lawyers are too slow. Regulators should spend more time visiting small-and medium-market radio stations and see how they really work. An immediate benefit would occur if regulators relax ownership rules so struggling stations in medium and smaller markets could achieve some economies of administration—like a joint operating agreement for newspapers. If it's OK for newspapers, why not for radio stations?

—GF,LC



NETWORKS BRING VIEWERS A RUSSIAN REVOLUTION

News organizations encounter few difficulties providing live coverage from Moscow of the dramatic birth and death of a coup

In their first major test since the Persian Gulf war, the network news divisions scored high marks among many media observers for their coverage of last week's coup in the Soviet Union. For at least three days last week, the usual gloom-and-doom talk about the decline of the network news divisions took a back seat.

"They made an extremely solid effort," said Richard Noyes, project director at The Center for Media and Public Affairs, a Washington-based media watchdog group. "They reminded us once again of what they used to do in the past and what they can do when they're willing to commit the resources. With the exception of this story and the Persian Gulf story, they've been backpeddling as much as they could."

The question on the minds of most media-watchers was just how many dollars the networks would be willing to commit to the story. With tight budgets and a depressed advertising market, the network news divisions have not been in any rush to spend money. Each of them was still smarting from the estimated \$150 million in lost advertising revenue and production costs incurred during the Persian Gulf war.

Network news executives early in the week were insistent that they would stick with the story, regardless of cost. Fortunately for the networks, last week's coup was settled within three days.

Despite its brevity, network coverage of the coup was not without costly preemptions of regularly scheduled programming. ABC and CBS managed to avoid any prolonged prime time preemptions, while NBC provided specials on Monday (9:30-10 p.m.) and Wednesday (9-10 p.m.). Each of the networks ran brief special reports throughout the day, including prime time, and CBS devoted its regularly scheduled *48 Hours* to the topic on Wednesday at 10 p.m.

Journalistically, network news executives last week were marveling at their access to developments in Moscow. When news of the coup broke on Sunday night, vacationing news staffers were called in, and additional help was quickly sent to the respective Moscow bureaus.

"The Gulf war was frustrating in that there was nothing to cover," said Robert Murphy, vice president, ABC News.



CNN takes a long view of a short coup

"In this situation, we were covering a breaking news story with the access to cover it."

Murphy said ABC immediately dispatched a "flyaway" portable satellite unit and crew from London and experienced no problems getting the extra equipment and staffers into Moscow. Each of the networks also benefited by having strong bureaus in Moscow, despite months of cutbacks at other bureaus worldwide.

ABC News, for example, has a permanent staff of up to 25 in its Moscow bureau, according to Murphy, including up to three correspondents, three producers, crews and management. The network has eight permanent visas for Americans and the remainder of its staff are Soviets or Eastern Europeans. Reporting from Moscow last week for the network were Ted Koppel, Rick Inderfurth, Jim Laurie, Sheila Kast and Diane Sawyer, who landed exclusive interviews with Soviet Foreign Minister Eduard Shevardnadze and Russian President Boris Yeltsin.

"One of the biggest surprises was that the coup leaders didn't close down the international press facilities," said Murphy. "There was no restriction at all placed upon us."

CBS News found similar success in transporting equipment and additional staff from London, according to Lane Venardos, director of special events. Reporting for CBS last week from Moscow were Jonathan Sanders, Tom Fenton, Anthony Mason, Bert Quint and Dan Raviv.

At a time when industry talk often focuses on the future role of network news divisions at the cost-conscious networks, Venardos said the coup coverage demonstrated the important role that the news divisions continue to play.

"This is a story which our affiliates are not equipped to take care of independently," said Venardos. "It sort of cements in the role of network news in the great scheme of things."

Some network news executives said there was little use of footage by international newsgathering agencies in covering the coup, partly because the network correspondents had easy access to the story.

"Everything was moving so fast that by the time you could get outside footage, a lot of it was out of date," added Venardos.

Each of the networks had exclusives in covering the coup. NBC News captured the first dramatic footage of a re-

treating government convoy on Wednesday morning at 8:30 a.m., photographed by a crew that was en route to shoot the arrival of U.S. ambassador Robert Strauss at the Moscow airport. Reporting for NBC from Moscow were Bob Abernethy, Jim Maceda and Ike Seamans.

CNN staked its claim as the first to report the story at 11:27 p.m., Sunday, Aug. 18. CNN Moscow bureau chief Steve Hurst provided a live report by telephone less than half an hour later, and the network continued to cover events with additional correspondents Claire Shipman, Eileen O'Connor and Mark Walton. The network has 15 people in its Moscow bureau, including three permanent correspondents.

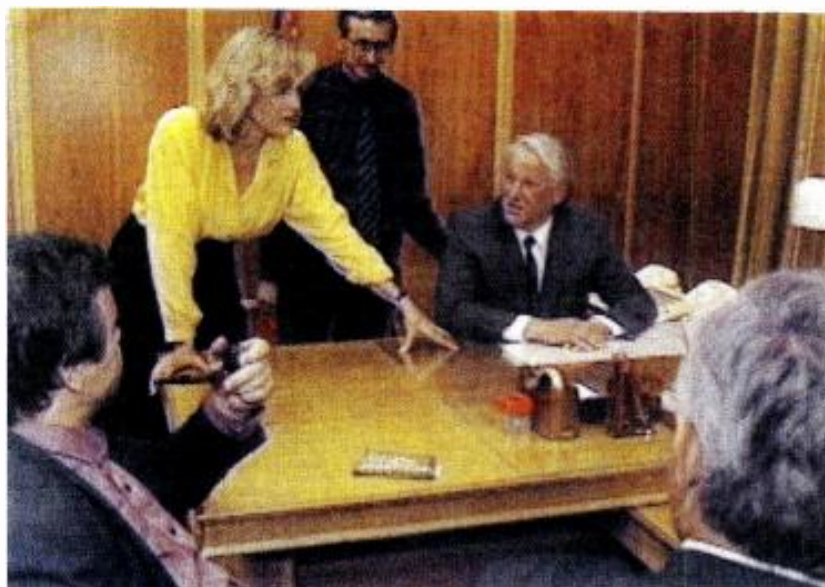
As happened during the Gulf war, CNN's ratings climbed during the coup. On a 24-hour basis, CNN averaged a 1.7 rating on Monday and a 1.9 on Tuesday, representing more than three times its typical summer average. The ratings represented more than one million households on each day of the coup, according to CNN.

The network morning shows through Wednesday saw their ratings collectively jump by 18% over the previous week, with ABC's *Good Morning America* leading the pack with a 5.7 rating/23 share. NBC's *Today* had a 3.7/15, while CBS's *This Morning* scored a 2.9/12. Special reports immediately following the morning shows extended the shows as late as noon on Wednesday.

CBS and NBC both chose not to expand their half-hour evening newscasts, but ABC's top-rated *World News Tonight* offered a full hour on Monday night. All three of the evening news anchors remained in the U.S. throughout the coup. *World News Tonight* opened the week with a 10.6/21, rose to an 11.1/21 on Tuesday and slipped to a 10.7/21 by Wednesday in available overnight ratings. NBC held in second place with 9.3/17 on Monday, followed by 8.2/15 on Tuesday and 8.0/16 on Wednesday. *CBS Evening News with Dan Rather* stayed in third with 9.0/17 on Monday, 7.4/14 on Tuesday and 7.1/14 on Wednesday.

In late-night, ABC's *Nightline* was the leader Monday through Wednesday from 11:30 p.m. to midnight, peaking on Wednesday with 7.6/21 in the available overnight ratings (the show was expanded each night to an hour). Among the other networks, NBC ran a late-night news special on Tuesday night, bumping back *The Tonight Show*, and CBS ran specials on Monday and Tuesday in the slot.

In other coup coverage, C-SPAN provided special live viewer call-in pro-



ABC's Diane Sawyer interviews Boris Yeltsin at Federation building

grams and simulcast feeds from Radio Moscow and the BBC World Service.

Failed coup was tailor-made for radio's morning drive

While television and cable news organizations last week were trying to sort out the "who's on first" puzzle in reporting the failed Soviet coup, radio saw the story as a drive time event.

Unistar News Vice President Rich Rieman told BROADCASTING that the timing of the story was critical for radio because events broke during drive time across the country at a time when television audiences were minimal. "You can't bring your TV along in your car during your commute," Rieman said. "That's radio's prime time, and we were on the air with the latest information that people could carry with them and keep up to date with breaking news." The unexpected nature of the coup also caught television without cameras, Rieman said, noting President Bush's first remarks on the crisis came from Kennebunkport, where Rieman said, no cameras were present.

"Television is built around evening newscasts and prime time special reports and 11:30 *Nightline* and other special reports," added Bart Tessler, news vice president at Westwood One's NBC and Mutual Radio in Washington. "Because of the time difference nothing much happened during these times. This was a morning drive story, and it really lent itself to radio. People woke up and turned on the radio to see what they missed overnight."

"The first genuine understanding of what had happened in Moscow devel-

oped during morning drive on Monday," observed Bob Benson, vice president, news and sports, ABC Radio. "The most dangerous hours of the story occurred during morning drive on Tuesday, the coup amazingly came apart over a couple of hours of drive time Wednesday morning, and Gorbachev returned to Moscow and he and Yeltsin gave speeches during morning drive on Thursday." Because the story broke so late on Sunday night, "it doesn't really matter who got the story first," he said.

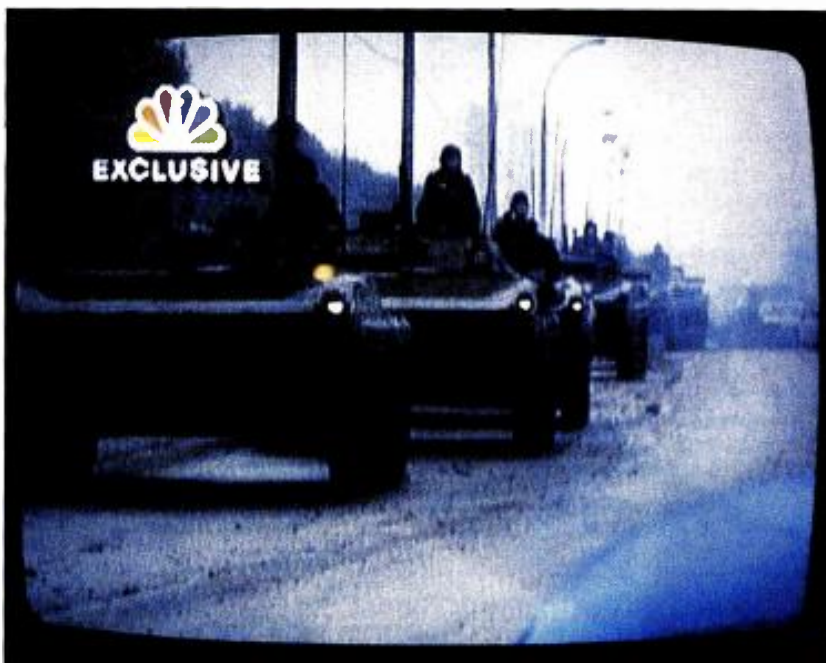
Associated Press Broadcast Services on its Hotline channel carried live and unanchored broadcasts of the official hour-long Soviet evening newscast, *Vremya*, Monday through Wednesday. AP Network News also provided extensive reports through correspondent Karen Sloan.

—RS, REB

COUP WORRIES, THEN REASSURES U.S. COMPANIES

Last week's short-lived coup in the Soviet Union had U.S. media companies re-evaluating plans for ventures in the Soviet Union and Eastern Europe. By week's end, however, the sentiment seemed to be that the failure of the coup would strengthen the resolve of companies with ventures underway and possibly spur more activity at a quicker pace.

But media executives also cautioned



On a gray day, NBC captures a column of tanks

that it will be a long time before much value is derived from program sales or program services in the Soviet Union, given the poor state of that nation's economy.

The few programs in place, and deals in the works, appeared last week to be on track and unaffected by the coup attempt. Perhaps the biggest shake-up within the country was the firing of the chairman of Gosteleradio, Viktor Kravchenko, reported by CNN last Thursday. The network reported his firing was the result of the state-run network's initial endorsement of the propaganda being put out by the leaders behind the coup attempt.

There were reports that at least one new private Russian TV network being planned, with some Western European financial backing, was put on hold, although the exact reasons were unclear.

ABC and Hearst Entertainment, which have a European sports network venture, were also said to be re-evaluating plans to launch an edition of the service in the Soviet Union. Executives at both companies could not be reached late last week.

Last month, Worldvision conducted a pioneering week-long test of American entertainment programming on one of Gosteleradio's national television networks, seen by more than 100 million viewers in the country. The shows included a number of dramas, such as *Dallas* and *Beverly Hills, 90210*, as well as some animated programs.

As a result, Worldvision signed barter advertising deals with the state-run television agency to air episodes of *Dallas* and a package of Hanna-Barbera cartoons over a three-year period. Bert Cohen, executive vice president, Worldvision, said last week the deals remained intact, although he did stress that both were contingent upon Worldvision's ability to line up sufficient advertisers.

Last week's events, said Cohen, reinforce his theory that the Soviet Union will emerge as a "major TV market in this decade. When [the coup] first happened, I thought it was a major setback, that democracy had taken a backward fall. The fact that it failed indicated to me that there could be an even stronger acceleration of democratic order and free enterprise."

According to Multimedia Entertainment President Robert Turner, a planned weekly talk show to be co-hosted by Phil Donahue and Soviet journalist Vladimir Posner is still set to debut in October. So far, a couple of dozen stations have signed on, he said, including WWOR-TV New York, WMAQ-TV Chicago and KNBC-TV Los Angeles.

But Turner is not as optimistic as some about the prospects of the Soviet Union becoming a major television market, at least for some time. "There is no capital base, and consequently it is going to be a very long time before any real value can be expected in that market," he said. "And that's true for almost anything, but TV will be on the

bottom of the list of upcoming industries because for television to generate a lot of capital you need good advertising, and none of that exists."

Donald Wear, former president of CBS International, now with the Washington law firm of Wiley, Rein & Fielding, agreed. "Media companies expecting to go in for a short-term favorable cash return are going to be disappointed. The economy has too far to go."

But Wear also said that last week's failed coup may be a "positive long-term development. At first, everybody's worst fears were confirmed, that democratic reforms and free-market concepts were not yet deeply rooted enough to protect against a sudden reversal."

But when the coup failed so quickly, said Wear, "the impression was given that the genie is out of the bottle and that a reversal [by hard-liners] would be extremely difficult, if not impossible, to achieve." That, in turn, could prove a catalyst for consumer-goods advertisers at least looking to establish an identity with Soviet consumers as some form of free market develops.

MTV has cracked the Soviet market on several fronts, and MTV Networks Chairman Tom Freston said last week's developments were a positive sign. "In the last analysis the coup is going to accelerate reform and help them move to a market economy, and I think television will be a beneficiary," he said. "The Russian media will open up and expand."

There is a desire there for information and programs relating to Western pop culture, said Freston, which MTV is positioned to exploit. The company has placed its MTV Europe service on several cable systems in the country, including Leningrad's 140,000-home system. It also has a two-hour weekly show on Gostelradio, and the company is talking with officials about putting MTV programming on other channels as well.

Turner Broadcasting System has a number of Soviet ventures, including CNN, seen in several markets, and the Goodwill Games, scheduled for Leningrad in 1994. CNN officials said last week there was no disruption or censorship of CNN service in the country.

Jack Kelly, who is in charge of the Goodwill Games, said last week's events had "minimal impact" on the company's plans. "It forces you to re-think your strategy," said Kelly. "But it really gave renewed validity to the notion that true reform is taking place there. It gave us a chance to show corporate advertisers there is stability there and that a free market is what people want to move toward."

-SM

TARTIKOFF CLOSE TO NAMING PRESIDENT

At Paramount head's first news conference, he says more layoffs are ahead

In the wake of Mel Harris's resignation as president of Paramount TV Group on Aug. 16, Paramount Pictures Chairman Brandon Tartikoff said that a search for a new candidate to fill the vacancy should be complete by Labor Day, but it could be a position with reduced television powers. Just over a month since he left NBC as its entertainment chairman, Tartikoff called his first "informal" roundtable press conference last Wednesday in Hollywood to lay out his plans for the TV and motion picture divisions at a time when the studio is suffering from management defections and bottom-line economic realities.

Fielding a wide range of questions, Tartikoff tackled a number of unanswered questions. Topping the news, he confirmed that Paramount will further cut overhead with several more "waves" of layoffs at the studio this year, but will be looking to keep those cuts "minimal" and as "humane" as possible.

Tartikoff confirmed that former Universal Television President Kerry McCluggage is a "prime" candidate for Harris's position, but was one of five people being courted for the position. Others rumored to be under consideration are Tom Tannenbaum, formerly of



Brandon Tartikoff at his first Paramount press conference

Viacom Productions, and Lynn Loring, formerly of MGM/UA Television.

The presidency will likely entail reduced responsibilities—Tartikoff intimated at a "redefinition" of the post—with home video operations coming under management from the film side of the studio. Oversight of Paramount's TVX station group could also fall into different hands, those of James Boaz, currently vice president and general manager of TVX's KTXH(TV) Houston.

Tartikoff said he is "a few days away from ironing out" a new contract in which Steve Goldman, current syndication executive vice president, would as-

sume the presidency of the syndication division, a long-anticipated move. Furthermore, Tartikoff added that he is "prepared to do what it takes" to keep Paramount Domestic's General Sales Manager Greg Meidel and its programming executive vice president, Frank Kelly, in the company fold.

As for John Pike, who has been at the helm of Paramount Television's network production unit for nearly 10 years, Tartikoff said that "there is never a scenario I could imagine that doesn't have John Pike in it." Tartikoff added: "Whether John Pike will be happy where we come out is really up to John Pike."

Speaking on future prospects for the TV division, Tartikoff said he is considering one or more new series based on the *Cheers* franchise and its characters, should the expensively licensed show not be on NBC's schedule in 1992-93.

Playing visionary, Tartikoff said opportunities exist to create networks, not in the sense of 15- or 22-hour weekly prime time broadcast networks, but "syndication networks," where companion programs are teamed with existing first-run shows *Entertainment Tonight*, *Star Trek: The Next Generation* and *The Arsenio Hall Show*. —M

KEEP CROSSOWNERSHIP BAN, AFFILIATES SAY

Alarmed that the FCC may soon repeal its prohibition against common ownership of a broadcast network and cable systems, an organization of network affiliates last week asked the agency not to tamper with the ban.

Repeal of the network-cable cross-ownership rule "would likely lead to mergers between the larger cable MSO's and the major television broadcast networks," the Network Affiliated Stations Initiative said in a one-page statement released to the press.

Proponents of the crossownership restriction have cause to be alarmed. According to FCC sources, FCC Chairman Alfred Sikes is eager to move against the ban, and at least two other commissioners—Sherrie Marshall and Ervin Duggan—may be ready to supply the votes he needs for a majority.

At the July 11 meeting at which the FCC launched a general inquiry into

the continued appropriateness of all its broadcast TV ownership restrictions, Marshall complained the inquiry was not sufficiently pointed, saying the ban was "particularly ripe for review."

Indeed it is. The FCC proposed elimination of the rule in 1988, and, although it accepted comments in the proceeding, it never acted. The record in that proceeding could provide the basis for immediate action.

Also fueling the FCC interest in lifting the ban is a study by the FCC's Office of Plans and Policy, which found broadcast TV in a downward spiral and recommended elimination of the crossownership rules as one means of helping the medium out.

The network affiliates made clear their opposition to elimination of the ban in the 1988 proceeding and may have contributed to the proceeding's being shelved for three years. In last week's statement, the affiliates reiterated the comments they made in 1988.

"We think affiliates would be put at a very serious competitive disadvantage if all of a sudden a major cable company owned our network," said Bob Kalthoff, president of Granite Broadcasting, midwest TV division; general manager of KBJR-TV Duluth, Minn., and chairman of the government relations committee of the NBC affiliates board. "It's a station issue, not a network issue."

Allowing Tele-Communications Inc. or another large operator to buy a network would "destroy the broadcast distribution system," said Ben Tucker, president of Retlaw Broadcasting and chairman of the government relations committee of the CBS affiliates group.

Because it would have the ability to bypass broadcast affiliates, a cable-owned network would have undue leverage in its dealings with its broadcast affiliates, "be they over compensation, clearances or anything else," Tucker said. —NAJ

CABLE BLASTED BY MAGAZINE SURVEY

Industry takes exception to spin put on results of 'Consumer Reports' poll

A *Consumer Reports* survey on cable, its first since 1987, has found cable satisfaction was "the lowest the magazine has found in 16 years" of rating service industries.

The primary statistic cited was that one in four readers was dissatisfied with cable service. The survey also found that 60% of readers have suffered service outages, with 10% of those reporting blackouts that went on for two days or longer. One in eight said picture quality was fair, poor or very poor, and 15% said installations or repairs were botched. One in eight readers had a billing problem, and about half of those said they had problems getting through to their systems. About one-third of readers complained of a lack of variety on programming, and one-third also complained they wanted specific channels their systems didn't offer.

"Cable operators have been able to get away with poor service because they have a captive audience," *CR* said. "When a competitor moves in, rates often drop."

But Discovery Chairman John Hendricks took umbrage at the magazine's survey interpretation, turning the numbers around to point out that 75% of subscribers were satisfied with service and seven of eight were happy with picture quality. "It is regrettable that the *Consumer Reports* press release was apparently designed for regulatory purposes," said Hendricks, who sent copies of his reaction to the survey to Capitol Hill. "This survey release was the most bittersweet document I've read," he said. "Someone at *CR* should apologize."

There were positive notes for cable. The story said 75% of readers cited basic channels as the reason they subscribe, and about half agreed that "cable shows are so good that I'd never consider dropping cable."

Discovery fared well in the survey: Discovery, CNN, Headline News, PBS and Disney were the top-rated networks, with two-thirds of readers rating their programming excellent or very good. Those networks had overall scores be-

tween 74 and 77.

At the bottom of the heap were all four broadcast networks—ABC, CBS, NBC and Fox—as well as Nashville, Nostalgia and Travel Channel. Less than one-third of the viewers judged those networks excellent or very good, as they scored 53-57. The other four pay networks—HBO, Cinemax, Showtime and The Movie Channel—scored 60-61. Last were BET and MTV, which scored 39 and 40, respectively.

CR also surveyed service at five systems across the country, with TCI's Chicago system dragging down the overall average. "More than 40% of readers who subscribe to TCI said they were dissatisfied with the service," compared to 14% at Continental's system in Boston and 17% for Viacom's Seattle system.

The survey was based on responses from more than 200,000 *Consumer Reports* subscribers, 75% of which are cable subscribers. A total of 75% said their bill went up in the prior year, with the majority reporting increases of 10% or more. —MS

HBO BUYS CITADEL ENTERTAINMENT

By acquiring the assets of Citadel Entertainment Inc., a Los Angeles-based production and development company, Time Warner's Home Box Office is making its first foray into producing television movies and mini-series for broadcast and other cable networks.

The pay cable network already has HBO Independent Productions, which was set up in late 1990 to produce series for television. Its first series, a situation comedy called *Roc*, will debut on Fox this fall. The company also produced two additional pilots (*The Chameleon*, a comedy for ABC, and *TV*, a variety sketch show for Fox) that were not picked up for the networks' schedules.

The acquisition of Citadel, expected to be completed in late September, is part of HBO's effort to diversify and seek new sources of revenue, and "it is easier to acquire than to start one [a production company] up ourselves from scratch," said Robert Cooper, senior vice president, HBO Pictures, the in-house division responsible for HBO's own original movies. Cooper will now also be president of the newly created HBO Worldwide Pictures, which will

create films for entities other than HBO.

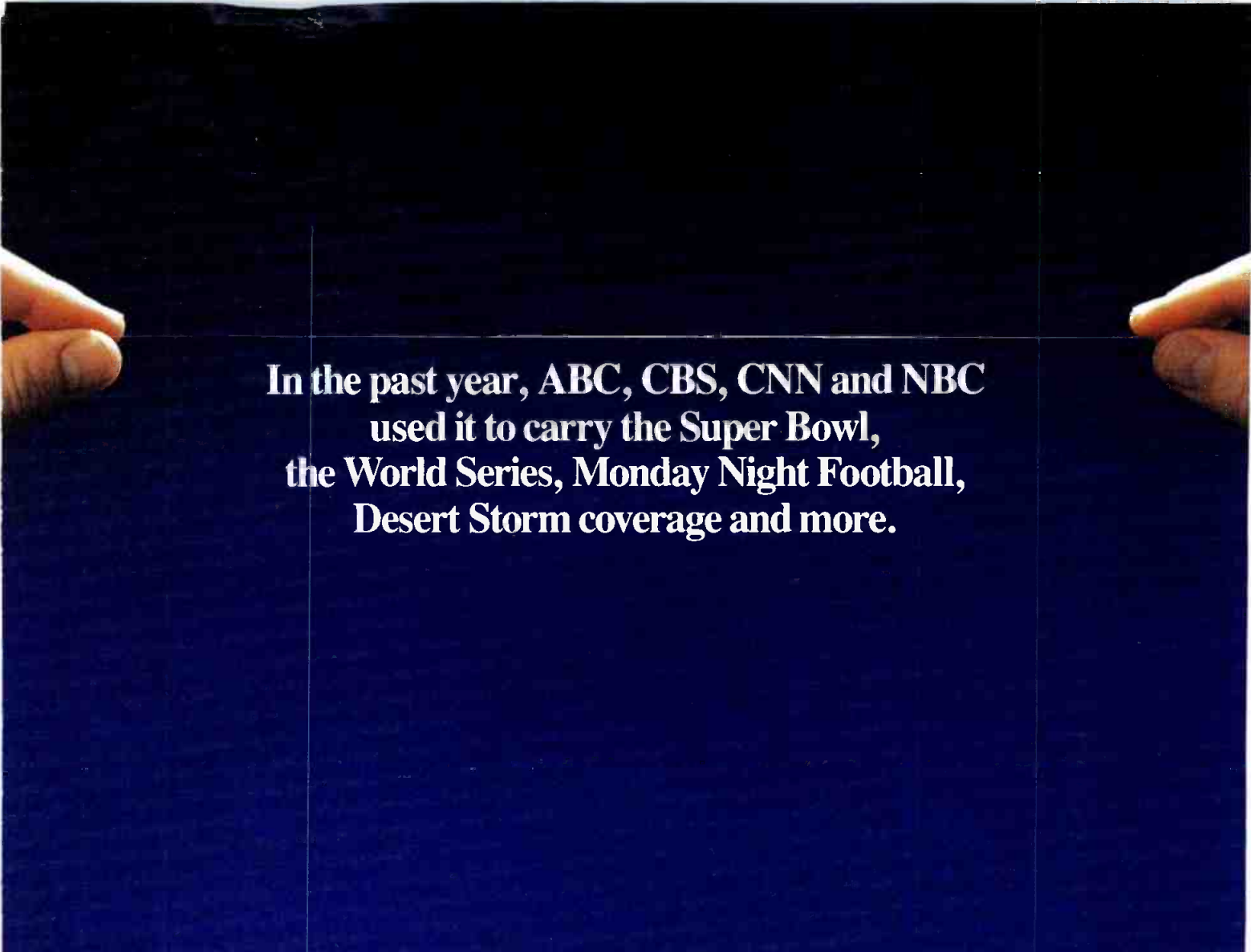
The renamed Citadel Pictures Inc. will operate as a wholly owned subsidiary, and its current president and executive producer, David Ginsburg, will remain, reporting to Cooper.

HBO wants to use Citadel primarily to help it expand its presence in the international arena. Citadel "has consistently used international outlets," said Cooper, finding both the financing to produce its pictures and the broadcasters to air them. Citadel, for example, co-produced the Emmy award-winning *Murderers Among Us: The Simon Wiesenthal Story* for HBO, with English and Hungarian companies.

The primary focus of the asset buy is Citadel's development list, as well as its library, said Cooper. The company currently is developing or producing movies for CBS, ABC, TNT, USA, Lifetime and HBO, as well as some foreign broadcasters. Although Citadel has in the past produced films for HBO, and will continue to, the acquisition is not focused to create programming for HBO, but to create an entirely new business for HBO in producing movies for other television entities, said Cooper.

At least one feature film is in development at Citadel, but Cooper stressed that theatrical releases "are not Citadel's main goal." Although the goal at present is to expand its production of television movies, Cooper did not rule out expansion to theatricals at some point. Citadel currently produces four to five television movies a year, a number Cooper said he "soon" wants to have up to seven annually.

Citadel will likely not mark the end of HBO's increasing appetite to diversify its business and dive further into the production business. "We will examine other investments and acquisitions, both domestically and internationally," said Cooper. He contends, though, that Citadel and other production opportunities will not take over as a primary part of HBO's revenue stream, at least for now. Responding to industry skepticism at the continued health and success of pay cable networks and the possibility of the end of that business, Cooper said HBO has no plans to turn entirely into a production company. HBO gets a lot of revenue as a cable network, he said. "This is a smaller but a nice little business." —SDM



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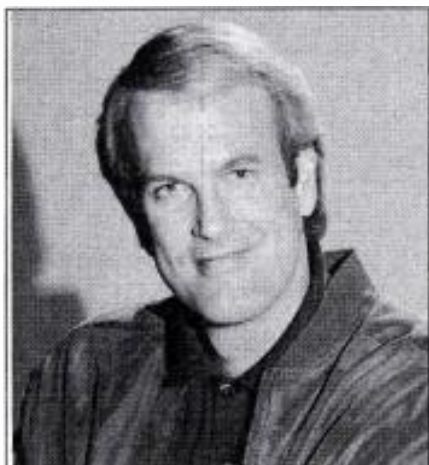
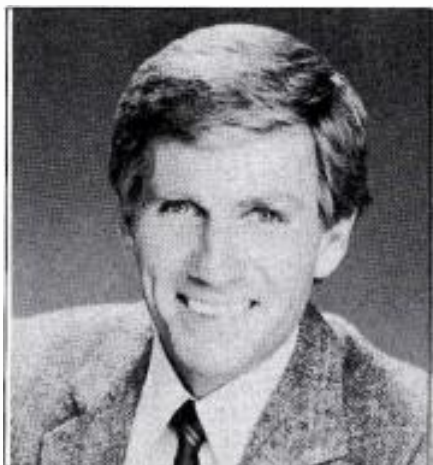
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PROGRAMING

AS THE PROFIT DROPS: THE CONTINUING DRAMA OF NETWORK DAYTIME

Shrinking viewer levels have networks looking to shore up what has historically been major moneymaker



Among the smiling faces the networks hope will help bolster their daytime fortunes are (l-r) ABC's 'Home Show' host Gary Collins; 'ET' 's John Tesh, host of new NBC show, and Bob Barker, host of CBS's perennial powerhouse 'The Price Is Right'

Plagued by increasing competition from basic cable, low station clearances in some time periods and lower viewing levels, network daytime is no longer the cash cow it once was. The networks have responded with a series of shakeups at the program and corporate levels, and more reality shows, as they struggle to bolster the daypart.

In addition, both ABC and NBC have reduced their daytime slates to five hours, with the latter scheduled to drop its 10-11 a.m. hour next month. While there are no plans to cut back further, John Miller, executive vice president, advertising and promotion and daytime and children's programs, NBC Entertainment, said further reductions may come as a result of "marketplace conditions." CBS continues to program six hours in daytime, and although there are no plans to turn back any time to affiliates, CBS executives will be looking closely at the performance of the 10-11 a.m. hour for possible schedule changes.

Up until the mid-1980's, the networks counted on huge profits from daytime to fund activities in other areas. That's clearly no longer the case. Dennis Swanson,

ABC Sports president, who has taken over responsibility for daytime and children's programs as well, recently gave an indication of just how far daytime profits have fallen. "Our [daytime] revenues in 1990 were less than our profits in 1984," Swanson told reporters several weeks ago in New York. Estimates are that ABC's 1990 daytime revenues were between \$325 million and \$350 million last year.

"It's still a profitable daypart, but not nearly as profitable as it used to be," said Swanson.

Last spring and summer, three-network daytime viewing levels continued to fall, about two share points, to a 52 share. At the same time, basic cable channels collectively gained two share points, but overall daytime viewing levels are down 2%, with slight declines for independents, pay cable and PBS. "There's been constant erosion for more than a decade," said Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather.

But, said Friedlander, daytime has held up better than most dayparts during the recession. "The dollars have remained stable," she said. "It held up

best in the scatter market [generally considered poor this year], because it's dominated by more recession-proof categories," including many packaged-good advertisers.

According to other agency sources, this year's daytime upfront market was up slightly overall, and fairly good for ABC and CBS, but not so good for NBC. ABC wrote about \$370 million worth of business, up about \$30 million from a year ago. CBS was said to have written about \$25 million more this year, for a total of about \$345 million.

NBC was said to have taken about a \$45 million hit, writing only \$200 million. Part of that drop, but certainly not all, was due to the dropping of the hour of daytime as of September. The network continues to be mired in third place.

Affiliates expressed their displeasure with NBC's performance at last May's affiliate meeting, and a management shakeup followed. Miller recently assumed responsibility for daytime (replacing Jacqueline Smith) and will shortly name a new executive to supervise daytime serials. According to sources, NBC will name Susan Lee,

former NBC daytime executive, to the position in the next week to 10 days. Miller said talks with Lee are ongoing but that nothing has been finalized.

But while daytime revenues have stabilized in recent years, costs continue to escalate, making for a less profitable daypart, said Mary Alice Dwyer-Dobbin, senior vice president, ABC Daytime Programs.

Although ratings continue to decline, Dwyer-Dobbin insists the networks haven't lost touch with daytime viewers. "Today's audience has more lifestyle and televiewing choices," she said. "Also, viewers know they can watch [a soap opera] a couple of days a week and catch up on a story."

Declining ratings have weakened station clearances for daytime, particularly at ABC and NBC. ABC revamped its compensation formula, effective next January (BROADCASTING, Aug. 19), in an effort to boost clearances for *Home*, recently expanded to 90 minutes, and the half-hour soap *Loving*. The change will mean less money for those affiliates that don't carry the programs, but no additional money for those that already do.

The third half-hour of *Home* has a severe clearance problem, with only 53% national coverage. *Loving* is in better shape at about 84%. But affiliates contacted last week who don't clear all of *Home* or *Loving* said the new plan would not affect their scheduling.

WCVB-TV Boston does not clear any of *Home*, opting instead for *Sally Jesse Raphael* and a noon newscast, both of which win their time period. A station spokesman said the station was disappointed with ABC's new compensation plan and had no plans to pick up *Home*.

WJLA-TV Washington carries a one-hour version of *Home* and does not have plans to pick up the third half-hour. "I don't care how much compensation is offered—if the program doesn't work you have to be careful when you evaluate how much of the schedule you will support," said John Sawhill, the station's president and general manager.

In July, the one-hour *Home* averaged a 1 rating and a 6 share on WJLA-TV, Sawhill said. The station uses *People's Court* in place of a third half-hour of *Home*, and averaged a 3/10 in July.

Below is a network-by-network summary of daytime changes and plans:

ABC

For several years, the network has been number two in households but first among key women demographics, which has enabled it to take a bigger piece of the daytime upfront market. This summer, however, ABC daytime's demographic strength has weakened. For the last four weeks that ratings are available (through Aug. 11), CBS was first place in both women 18-49 and 25-54, and continued to win in households as well. "It's distressing, but not unexpected," said ABC's Dwyer-Dobbin of CBS's demographic gains. "We have made a number of changes because we have problems."

The network's daytime strategy is to stick with the five shows currently on the air—*Home* and four soaps (*Loving*, *All My Children*, *One Life to Live* and *General Hospital*). The daytime division currently has no new-program development budget. "The reality of the situation is we have four shows in transition," said Dwyer-Dobbin. "We are putting all of our energies in making the current shows work and work better. Development takes up a lot of time and



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Indeed, three of the shows—*Home*, *One Life to Live* and *Loving*, have new executive producers, all of whom started in July. Former *Today* executive producer Marty Ryan is now in charge of *Home* and is taking the show in a more informational, less artsy-craftsy direction (BROADCASTING, July 15).

The two new soap producers, *One Life to Live*'s Linda Gottlieb and *Loving*'s Fran Sears, come from outside the soap opera genre.

Dwyer-Dobbin hopes the new producers will lend their shows a fresh perspective and bring ideas to the screen that will attract lost viewers.

CBS

CBS remains the number-one-ranked network in daytime television, paced by *The Price Is Right* in the morning, the top-rated game show in the daypart, and by the highest-rated soap in the afternoon, *The Young and the Restless*. According to Lucy Johnson, vice president of daytime programs, CBS Entertainment, CBS will be monitoring the performance of *Family Feud* and *Designing Women*, which make up the network's coverage in the 10-11 a.m. slot. For contractual reasons, the earliest a change might be made would be January. The network's biggest clearance problems now are in that hour, when it clears only about 74%, and Johnson says the number may drop even further in September.

Johnson said viewing patterns during the next couple of months will have an impact on the daypart due to the debut of several new syndicated series. "September and October will be telling times for morning television because of how *Jenny Jones* and *The Chuck Woolery Show* will do. It'll also be telling because we'll be the only network with a game available in the 10-11 a.m. time period."

The network is happy with the performance of its soaps, and Johnson says there are no new soap projects in development. However, she said the network is currently developing other game show projects, some reality formats and celebrity talk shows.

NBC

One of the goals of the network this year is to maintain its audience share, which would be a big victory, according to John Miller. "CBS has become number one by not losing audience share over the past few years, while ABC and NBC have unfortunately showed steady decline. If we gained audience share this year it would be a monumental vic-

tory," he said.

NBC is pinning its hopes on a block of light news and talk and information shows in the late morning and early afternoon part of the schedule leading into their soap-opera block of *Days of Our Lives*, *Another World* and *Santa Barbara*. *One on One* with John Tesh, *Cover to Cover* and *A Closer Look* with Faith Daniels will be fed to stations from 11 a.m. to 12:30 p.m. But where stations will actually air the programs is the source of some friction among affiliates and even the network's owned-and-operated stations and the network. "It is still a business, and overall the [O&O] stations are making more than the network. They are still arguing the point internally, and I can understand where they are

coming from," said Miller.

Overall, clearances for the three new half-hour talk-information shows will be about 90% for *One on One* and *Cover to Cover* and 98% for *A Closer Look*, although Miller acknowledged "few stations will carry them as we feed them."

Despite the problems in the daypart for NBC, Miller says there is no plan for the network to get out of daytime and serials will still have a place on the NBC lineup. "I don't see NBC getting out of the soap business. The five-day-a-week soap is still a unique form for network television, and in many instances a profitable one." He said rather than pull any of the underperforming soaps, "my goal is to fix what we have on the air, not replace anything."

—SM,SC

SYNDICATION MARKETPLACE

Barry Diller, chairman of Fox Inc., will deliver the keynote address at the opening of the 29th annual NATPE Program Conference (Jan. 20-24) in New Orleans, it was announced by NATPE International President Phil Corvo. Diller's breakfast speech is scheduled for Tuesday, Jan. 21, in the Grand Ballroom of the New Orleans Convention Center.

Blair Entertainment announced that Jack Scalia (formerly of CBS's *Wolf*) and Kendra King (*Fame* and *Paper Chase*) are co-hosting the fall 1991 weekly *Stuntmasters*. The syndicator said it has cleared the hour stunt spectacle in 140 markets, representing 90% U.S. coverage for its Sept. 23 premiere. It is being offered with 6½-minute national/6½-minute local barter splits. In other program news, Blair reports it has cleared the weekly half-hour *Studio 22* in more than 100 markets, covering just over 80% of U.S. households for its Sept. 16-22 debut. Hosted by CBS *This Morning* entertainment correspondent Steve Kmetko and KCBS-TV Los Angeles lifestyle reporter Dorothy Lucey, the series is produced by the CBS O&O, with Blair offering series domestically with 3½/3½ barter split.

BASEBALL THROWS CBS A CURVE

Double-digit ratings declines so far on \$1 billion investment; network hopes for improvement in post-season

Major League Baseball continues to be a problematic franchise for CBS Sports, which is showing double-digit ratings declines in a year-to-year comparison of regular season telecasts. But the network is holding out hope for a successful post-season and appears to have abandoned an earlier strategy to renegotiate the financial terms of its \$1 billion, four-year deal with the league.

With five games remaining in the network's regular season schedule of 16 weekend telecasts, CBS is averaging a 4 rating, down 15% from a 4.7 rating over 10 telecasts last year. Eight of the 11 telecasts this year have been under a 4 rating. The regular season ratings are

down 22% from 1989, when NBC at this point in the season was averaging a 5.1 rating over 23 telecasts.

"In this environment, where viewing is spread out over so many choices, it's tougher to hold on to the same types of numbers that may have existed several years ago," said Jeremy Handelman, vice president of programming, CBS Sports. "Baseball is no different in that regard than any other sport. It's performing well relative to weekly summer viewing, which is a lower-rated time of the year to begin with."

"The numbers are consistent with where we felt it would be before this season began," said Handelman. "Give or take a couple of tenths, we're about

where I thought we would be."

Advertisers, who have been spending about \$32,000 per spot on the CBS regular season baseball games, said the network has been generous in providing additional inventory at no cost for ratings that were promised but not delivered.

"CBS is taking very good care of us," said Bart McHugh, senior vice president, director of radio and television programming, BBD Needham Worldwide. "They want us back next year."

Despite any financial shortcomings, CBS executives continue to maintain that the value of the MLB deal should be measured not only financially but also in terms of its ability to promote the network schedule during the post-season. Regular season baseball telecasts on CBS represent less than 25% of total network sales of its MLB package, according to Joe Abruzzese, senior vice president, CBS television network sales.

Abruzzese said it was still too early to measure how successful sales will be on the MLB post-season this year, but he acknowledged that "it's not a tremendously positive story." One sign of hope could be that CBS has sold most of its inventory for the fall season, he said, which might narrow the competition for any more ad dollars that are available. Abruzzese also noted that sales were healthy on the traditionally strong All-Star Game in July which brought in about \$15 million.

Although CBS continues to have problems in recouping the record \$1 billion spent on Major League Baseball, the network appears to have abandoned earlier attempts to renegotiate the financial terms of the deal. Talk of such efforts surfaced late last year following an unusually short post-season, and resulting after-tax losses totaled \$55 million.

"To a large extent, the market is beyond our control," said Steve Greenberg, deputy commissioner, MLB. CBS has no outstanding requests to renegotiate the financial terms of the contract, he said, adding that he was "doubtful" that such a discussion would take place. CBS Sports executives have also indicated that they have no plans to make such requests.

On the other hand, Greenberg said that MLB and CBS continue to talk about ways to promote the games and have allowed for adjustments on some of the production terms of their contract. For example, contract revisions have allowed for on-field microphones and more behind-the-scenes cameras in the stadiums.

Industry observers offer several possible explanations for the decline in regular season viewing of MLB on CBS,

TENNIS SPOTS, ANYONE?

While each of the network sports divisions is having trouble selling inventory in an increasingly crowded marketplace, there appear to be some bright spots. While CBS Sports is having trouble with its baseball sales, for example, the network is reporting strong sales on its U.S. Open coverage. "The perception is that all sports are taking a back seat to everything else, and that is really not the case," said Joe Abruzzese, senior vice president, CBS television network sales. CBS by early summer had already sold out the inventory on its U.S. Open coverage, which begins today and concludes Sept. 8. Abruzzese said CBS has booked more advertising dollars than last year for the event, even though there are four fewer hours of U.S. Open coverage this year. Abruzzese attributes the brisk sales to the New York locale of the U.S. Open, the prestige associated with the competition and extensive marketing efforts. Major sponsors include Reebok, BMW, Alamo Rent-A-Car, The Gap, AT&T, Visa and IBM.

with most pointing to the absence of a traditional game-of-the-week in a recurring spot on the Saturday schedule. Regular season baseball telecasts are split between 1 p.m. and 3 p.m. starts, and three of those telecasts are on Sundays.

"There is no game of the week anymore, so a lot of viewers have gotten out of the habit of viewing the games," said Steve Sternberg, manager of broadcast research, Bozell. "If you're going to have baseball, you can't just do it haphazardly and throw it onto the sched-

ule."

Sternberg and others also point to the impact of the ESPN schedule, which allows the cable network to air MLB games on the Friday night before the CBS telecasts. ESPN, which last year lost \$40 million on the first year of its four-year cable deal with MLB, is having troubles of its own in attracting audiences to its regular season games (BROADCASTING, June 17). Average MLB ratings on ESPN as of Aug. 18 were down 5% from last year. —RB



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	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 8/12	ABC 10.4 / 19		NFL Pre-Season Football—L.A. Raiders vs. Dallas Cowboys (27) [10.4 / 19] 8.2 / 17 9.7 / 18 10.8 / 19 10.8 / 19 11.4 / 20 11.6 / 20					
	CBS 13.1 / 23		Evening (28) Shade 10.3 / 20	Major (11) Dad 12.3 / 22	Murphy (5) Brown 14.1 / 24	Designing (3) Wmn. 14.5 / 24	Northern Exposure (6) [13.8 / 25] 14.2 / 25 13.3 / 24	
	NBC 9.3 / 17		Fresh (30) Prince 10.2 / 20	Blossom (48) 8.9 / 16	NBC Monday Night Movie—Winnie (45) [9.2 / 16] 9.1 / 15 8.7 / 15 9.2 / 16 9.6 / 18			
TUESDAY 8/13	ABC 11.8 / 22		Full (10) House 12.7 / 25	Who's the (8) Boss? 13.2 / 24	Roseanne (1) 15.7 / 27	Coach (9) 13.1 / 23	Thirtysomething (55) [8.0 / 15] 8.0 / 15 8.0 / 16	
	CBS 9.4 / 17		Rescue: 911 (33) [10.1 / 19] 9.5 / 19 10.6 / 19		CBS Tuesday Night Movie—The Face of Fear (46) [9.1 / 16] 8.3 / 15 8.6 / 15 9.7 / 18 10.0 / 19			
	NBC 10.5 / 19		Matlock (33) [10.1 / 19] 9.7 / 19 10.5 / 19		Heat of the Night (17) [11.3 / 20] 10.9 / 19 11.7 / 20		Law and Order (30) [10.2 / 19] 10.3 / 19 10.1 / 20	
WEDNESDAY 8/14	ABC 9.6 / 18		Wonder (38) Years 9.6 / 19	Growing (20) Pains 11.1 / 21	Doogie H. (20) M.D. 11.1 / 20	Davis Rules (30) 10.2 / 18	Anything (54) B. Love 8.2 / 15	Married (59) People 7.5 / 15
	CBS 8.5 / 17		Police (66) Squad! 6.8 / 14	Morton & (83) Hayes 4.6 / 9	Jake and the Fatman (43) [9.3 / 17] 8.6 / 16 10.0 / 18	48 Hours (25) [10.6 / 21] 10.5 / 20 10.6 / 21		
	NBC 9.3 / 18		Unsolved Mysteries (17) [11.3 / 22] 10.6 / 21 11.9 / 22		Night (39) Court 9.5 / 17	Seinfeld (53) 8.3 / 15	Quantum Leap (57) [7.6 / 15] 7.5 / 14 7.7 / 15	
THURSDAY 8/15	ABC 6.9 / 13		Victory and Valor: Special Olympics (77) [5.5 / 10] 5.4 / 11 5.7 / 11 5.2 / 9 5.5 / 10				Primetime Live (36) [9.7 / 18] 9.7 / 18 9.7 / 19	
	CBS 8.1 / 15		Top Cops (48) [8.9 / 18] 8.4 / 17 9.4 / 18		Trials of Rosie (59) [7.5 / 13] O'Neill 6.8 / 12 8.1 / 14		S. King's Golden Years (55) [8.0 / 15] 8.0 / 15 8.0 / 16	
	NBC 10.4 / 20		Cosby (20) 10.3 / 21	Blossom (36) 9.7 / 19	Cheers (7) 13.4 / 24	Wings (20) 11.1 / 20	L.A. Law (47) [9.0 / 17] 8.8 / 16 9.2 / 18	
	FOX 8.9 / 17		Simpsons (48) 8.9 / 18	True Colors (67) 6.5 / 13	Beverly Hills 90210 (33) [10.1 / 18] 9.5 / 17 10.7 / 19			
FRIDAY 8/16	ABC 10.9 / 22		Family (26) Matters 10.5 / 24	Growing (16) Pains 11.4 / 24	Perfect (23) Strang. 10.7 / 22	Hi Honey I'm (39) Home 9.5 / 19	20/20 (15) [11.5 / 23] 11.5 / 23 11.6 / 24	
	CBS 7.0 / 15		Fantastic (63) Facts 7.1 / 16	Primetime (70) Pets 6.3 / 13	CBS Friday Night Movie—Go Toward the Light (62) [7.2 / 15] 6.1 / 13 6.7 / 14 7.8 / 16 8.3 / 17			
	NBC 6.3 / 13		NBC Movie of the Week—The Abduction of Karl Swenson (72) [5.9 / 13] 4.5 / 10 4.8 / 10 6.5 / 13 7.5 / 15				Hunter (64) [7.0 / 14] 6.6 / 13 7.3 / 15	
	FOX 4.3 / 9		America's Most (80) [5.0 / 11] Wanted 4.6 / 11 5.3 / 11		American Families (89) [3.5 / 7] 3.5 / 7 3.5 / 7			
SATURDAY 8/17	ABC 4.7 / 10		ABC Wd of Discovery (83) [4.6 / 10] 4.4 / 10 4.8 / 10		ABC Saturday Night Movie—What Price Victory (82) [4.8 / 10] 4.0 / 8 4.4 / 9 5.2 / 11 5.5 / 12			
	CBS 6.2 / 13		Grand Ole Opry's Anniversary (65) [6.9 / 15] 5.5 / 13 6.5 / 14 7.4 / 15 8.0 / 16				Passion (79) 5.1 / 11	Acting (83) Sheriff 4.6 / 10
	NBC 8.8 / 19		Golden (51) Girls 8.8 / 20	Golden Girls (43) Special 9.3 / 20	Empty (23) Nest 10.7 / 22	Blossom (52) 8.7 / 18	Sisters (57) [7.6 / 16] 7.5 / 15 7.8 / 17	
	FOX 6.0 / 12		Cops (73) 5.8 / 13	Cops 2 (67) 6.5 / 14	Totally Hdn. (78) Video 5.4 / 11	Best of the (71) Worst 6.1 / 12		
SUNDAY 8/18	ABC 11.5 / 22	Life Goes On (75) [5.7 / 13] 5.4 / 12 6.1 / 13	Am. Fun. (17) Videos 11.3 / 22	Am. Fun. (14) People 11.8 / 21	ABC Sunday Night Movie—Romancing the Stone (3) [14.5 / 26] 12.8 / 22 14.4 / 24 14.9 / 26 15.1 / 28			
	CBS 12.9 / 24	60 Minutes (2) [14.9 / 33] 14.3 / 33 15.5 / 33	Murder, She Wrote (11) [12.3 / 23] 12.0 / 23 12.6 / 23	CBS Sunday Night Movie—Murder in Black and White (13) [12.2 / 21] 12.3 / 21 12.2 / 21 12.2 / 21 12.0 / 22				
	NBC 5.3 / 10	Super Bloopers (90) [3.4 / 7] & Jokes 3.0 / 7 3.7 / 8	Expose (87) 4.1 / 8	Real Life (73) J. Pauley 5.8 / 11	NBC Sunday Night Movie—Fall From Grace (67) [6.5 / 11] 5.9 / 10 6.1 / 10 6.9 / 12 7.2 / 13			
	FOX 6.3 / 12	Total. Hid (88) Video 3.9 / 9	Parker (83) Lewis 4.6 / 10	In Living (61) Color 7.4 / 14	Get A Life (75) 5.7 / 10	Married w/ (42) Children 9.4 / 16	Married w/ (39) Children 9.5 / 16	Sunday Comics (80) [5.0 / 9] 5.2 / 9 4.8 / 9

WEEKLY PRIME TIME AVERAGE

ABC 9.5 / 18

CBS 9.5 / 18

NBC 8.4 / 16

FOX 6.3 / 13

YELLOW =
1/2 HR WINNER

SEASON PRIME TIME AVERAGE

ABC 11.3 / 20

CBS 11.3 / 20

NBC 11.6 / 20

FOX 6.3 / 11

*—PREMIERE

NIGHTLY RATING / SHARE

(#)—RANKING

(#)—PROGRAM RATING / SHARE

HALF-HOUR RATING / SHARE

SOURCE: A.C. NIELSEN

RADIO

INTEREP STUDY PUSHES VALUE OF URBAN FORMAT

Radio called the best way to reach growing market of black consumers

A new study being prepared for publication next month by the Interep Radio Store in New York predicts that long-held prejudices and biases surrounding black radio listeners—who comprise over two-thirds of today's Urban Contemporary format audience—will begin to crumble once advertisers and agencies accept some marketing facts of life.

The study suggests that Urban Contemporary, and its core black audience, represent possibly the strongest growth market in radio over the next 10 years.

"We feel strongly that the black population represents a significant potential for virtually every product," explained Interep's Jeff Wakefield, executive vice president/director of research. "These people tend not to be reached by general market media as well as through Urban radio and a few other specialized media." Despite average household incomes lower than the general market, "blacks tend to 'overconsume'—they tend to buy more of certain products or categories than the general population," Wakefield said. Compared with all consumers at specific income levels, blacks tend to have much higher purchase indices than the general population. "These people represent a tremendous market for virtually every product," he noted.

Wakefield said the purpose of the study was to dispel the biases some people might have about the Urban format and blacks. "We still hear about agency and client 'no-black' dictates, either above board or couched in other terminology," Wakefield said. "Fact is, the black segment of the U.S. population is growing by leaps and bounds, and they're 'new money.'" The importance of this, he said, is that individuals who have recently come into money tend to spend it. Also important: Blacks tend to spend much more time with radio, particularly Urban radio, than the general population. "To advertisers, they represent a very significant and attractive segment, one that really is not reached well by general media," Wakefield said.

According to the Interep Urban Contemporary study:

- 68.7% of Urban's cume audience is black, 27.3% is white.

- More than half (58%) of Urban listeners fall into the primary 25-54 target demo group (see chart).

- Almost half (45%) of Urban listeners' household incomes are in excess of \$30,000 annually, and 18% are above \$40,000.

- Annually, Urban listeners represent purchases of 33.3 million compact discs, tapes and records; over \$1 billion on home improvements; 13 million airplane trips; over \$4 billion on groceries; \$2.8 billion on clothing and \$5 billion on gasoline.

Additionally, a black American sales presentation compiled by Interep indicates that the U.S. black population has grown 64% in the last 30 years, and now represents almost \$250 billion in combined income. The median income of the black family has more than tripled in the last 20 years, from \$6,279 in 1970 to \$19,329 in 1990, and more than 25% of black families had household incomes of

more than \$30,000. Other highlights of the report:

- The percentage of black professionals is up sharply over the last 10 years; start-ups of black-owned businesses have increased more than twice as fast as for whites and college enrollment rates are increasing more than three times as fast for blacks as for whites.

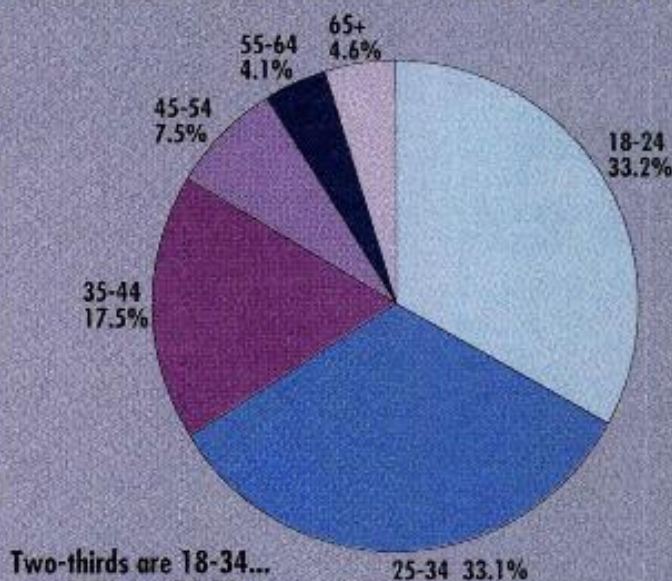
- A higher percentage of black consumers intend to purchase major items than do white consumers, including cars and trucks, jewelry, video equipment, home appliances, stereo equipment, real estate and computers.

- Black consumers are more likely than the general population to see a movie in a theater, purchase domestic beer and frequent fast-food restaurants.

- Black radio listeners spend more time with radio than does the rest of the population (3:46 hours per day vs. 2:37 for whites and 2:23 for other groups), and are easily targeted with radio because of low crossover listening with general market formats.

—REB

AGE OF URBAN CONTEMPORARY LISTENERS



Source: Mediabank Research, Inc. Spring 1991

DAB TOPS AGENDA AT RADIO '91

Digital audio broadcasting will be the most prominent issue at the National Association of Broadcasters Radio 1991 convention (Sept. 11-14), said John Abel, NAB executive vice president, at a pre-convention press briefing in Washington last week. "I've been saying we should title all sessions DAB, HLT's [highly leveraged transactions] and time brokerage. No matter what else is discussed, those three would be the hot points," Abel said.

Preregistration and exhibitor numbers are running at about the same levels as the 1989 New Orleans show, but slightly below the attendance records set at Radio 1990 in Boston, Abel said. NAB expects about 7,000 attendees, including 600 foreign attendees. Approximately 175 companies are expected to cover 34,000 square feet in the Moscone exhibition hall.

A speech by FCC Commissioner Sherrie Marshall is expected to be the highlight of a Wednesday (Sept. 11) afternoon session, "Digital Audio Broadcasting: Sound of the Future." Marshall is expected to discuss the DAB position

the U.S. will take at the 1992 World Administrative Radio Conference (WARC) in Barcelona. International satellite and terrestrial allocations for DAB are expected to be one of the more important topics at WARC. In its recommendation to the State Department on WARC positions the United States should take, the FCC suggested DAB spectrum be allocated from the L band (frequencies near 1500 MHz) and the S band (frequencies near 2000 MHz).

The panel at a Thursday morning management session on how DAB is likely to affect station owners will include two of the chief spokesmen for the NAB position on DAB—Alan Box of EZ Communications, Fairfax, Va., and Michael Rau, NAB senior vice president, science and technology. NAB has endorsed the European-developed Eureka 147 DAB system and supports the allocation of L band spectrum to implement it in a terrestrial system. NAB has also encouraged further research in DAB systems designed to work in the AM and FM bands. In-band advocates Arthur Kern of American Media, San Francis-

co; Randall Odeneal of Sconnix Broadcasting, Vienna, Va., and Ron Strother, Strother Communications Inc., Hammond, La., will also participate.

The Eureka 147 mobile demonstration now scheduled for Radio '91 (BROADCASTING, Aug. 19) was originally not planned. The equipment for the demonstration is scheduled to be used at a convention in Berlin a few days before Radio '91. "A few weeks ago we were able to convince [the Eureka consortium] that we absolutely, positively must have a DAB demonstration in San Francisco, and they agreed to support that by supplying people and by getting the equipment to San Francisco from Berlin," Abel said. Following the San Francisco show, Eureka 147 is expected to be back in the U.S. for L band terrestrial tests and demonstrations in Washington. Rau said NAB hopes to hold the L band tests in late October, pending the grant of a temporary FCC license.

All of the several in-band DAB proponents were offered Radio '91 exhibit space at a 50% discount to demonstrate their systems, Rau said. The USA Digital system (Project Acorn), backed by Gannett and other large radio groups, is the only in-band system confirmed for the show so far.

—RMS

Sonny Bloch, now celebrating 12 years on the air.



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
Fax (212)593-0963

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.



Listeners to Hispanic radio in New York can now hear one of the most popular DJ's in Miami over the airwaves of WSKQ-FM. New York-based group owner Spanish Broadcasting System began simulcasting "Amorosamente con Gilda" July 22. The program, hosted by Gilda Miros, is carried by SBS's WCMQ-FM Hialeah, Fla. (Miami), and runs Monday-Friday, 10 a.m.-2 p.m. In addition, SBS will simulcast newscasts during morning and evening drives. The company hopes to expand simulcasting to its Los Angeles station, KSKQ-FM.

Pictured above are Raul Alarcon Jr., president, SBS, and Gilda Miros, during a party held at the company headquarters.

STUDY QUESTIONS RESPONDENTS' RECALL ABILITIES

Ability to remember behavior like viewing habits drops off after several days, report says

The short-term memory span of the American listening/viewing public isn't necessarily all it's cracked up to be, according to a new study released by Birch Scarborough of Coral Springs, Fla. In fact, the study says, many survey respondents have difficulty remembering specific behavior just three days later.

The report, which examined how Americans first learned about the Persian Gulf war in January (BROADCASTING, Mar. 11), reveals that over time—in this case over a period of four nights—survey respondents tended to "reattribute," or misstate, what they were doing when they first heard that air strikes had been ordered on Baghdad.

According to the study, *How America Found Out About the Gulf War*, 19% of respondents contacted by Birch on the night following the start of the war (Jan. 16) said the first thing they did after hearing about it was to call or tell someone else; by the fourth night recall of doing this had dropped to 11%. Likewise, 36% questioned on the first night said the first thing they did was turn on the TV set; by the fourth night that number dropped to 14%.

Additionally, while 16% of the respondents reported on the first night that they continued to watch the same station they had been watching when they first heard the news, the percentage reporting this response climbed to 43% four nights later. The same pattern existed for radio, although percentages were smaller, and the number of persons who said they first heard about the war from radio were considerably less than those who said they saw it on TV. According to the report, "more of those interviewed early recalled that they had to turn on the radio, and more of those interviewed on subsequent nights recalled that it already was on—and they stayed with it."

The report concludes that, over time, "more individuals are likely to believe that they already were using the media when a news event broke; when asked quickly after the behavior takes place, they are more likely to recall taking some action to use a given medium. This points to the problem with research methodologies that allow a respondent to recall events occurring more than two days prior to being asked to recall—such as seven-day diary methodology" where some respondents fill out the diary on the last day of the survey.

This finding is not to be accepted as conclusive proof that telephone recall is a better methodology than the seven-day diary, and Birch is not using it as a marketing tool, said Ed Cohen, director of research. Birch surveyed different individuals (a total of 7,674) on each of the four nights, so the study does not track a change in answers from the same respondents over the four nights. How-

ever, the fluctuation in answers was so great that it cannot be explained by statistical variations alone, Cohen said.

"The marketing point here is that, if someone can't remember four days later where he found out about the war," Cohen said, "how can he be expected seven days later to remember something mundane like what radio station he listened to last week?"

-REB

RADIO HOSTS FORM COOPERATIVE

Stephan, Bloch, Weigner and others to open technical and sales facility in Clearwater, Fla.

Several well-established radio talk show hosts, inspired by the desire to own their programming product, have formed a radio cooperative to distribute talk programming. Among the group are radio hosts Doug Stephan, Sonny Bloch and Steve Weigner, plus syndicated columnist Jack Anderson.

The Independent Broadcasters Network will be based in Clearwater, Fla., at a state-of-the-art studio facility that includes a technical, production, sales and syndication staff. Hosts will pay for the services on an hourly, at-cost basis. The network will be run by the hosts themselves; when they join, they become members of the co-op board.

"This will give people the chance to create and succeed based on their own merits and not based on elements that they cannot really control or have no interest in," said Doug Stephan, chairman, IBN. "We provide a technical facility to give everybody the tools that they need to go to work. It is then up to them, in essence, to succeed on what they can control—the strengths and credentials that they bring to the table."

Belonging to a traditional network wrests control of scheduling, program content and sales from the hands of the talent, according to Stephan. "What we are really doing here is allowing the talent to be owners of the product and to share in its success," he said.

To keep overhead costs as low as possible, the network will not pay a salary to any of the talk show hosts. The individual hosts pay for their time on the air, and, if the sales staff is used to sell sponsors, the host pays the sales staff's commission. According to IBN, the



whole package costs less than \$100 per hour.

Currently, IBN is delivered via analog feed on Galaxy. Stephan expects to have a digital feed as well as a full 24-hour complement of shows by October 1. Many of the hosts will probably originate their programs from their local stations, said Stephan. "The origin of the program doesn't matter so much anymore, and it gives the host freedom to move around and tap different resources," he said. The Clearwater studio will be the clearinghouse for all the programs.

IBN will also make a "talk host haven" available to members of the co-op. According to Stephan, IBN will make a condominium available for a week or two at a time to the different hosts. The hosts can do the program from there as well, said Stephan.

Currently on the lineup for IBN: Jack Anderson with a daily, hour-long show; Doug Stephan with a daily show; Sonny Bloch, six days a week; a medical show; a home repair show; a pet show featuring veterinarians; an automobile repair show, and a national dating show.

The network has lined up 89 affiliates.

-LC

TECHNOLOGY

GI ASKS FCC TO TEST TWO VERSIONS OF HDTV SYSTEM

At final certification hearing, company gives further details of DigiCipher, proposes double conversion tuner and 16 and 32 QAM transmission modes; VideoCipher executive says request poses issue of time, not equipment

On the eve of final certification to become the first all-digital high-definition television system to enter FCC testing, General Instrument made new claims last week for the interference resistance and error correction capabilities of its DigiCipher system.

But, six weeks after the Advanced Television Testing Center began testing the first of six proponents (and three months before DigiCipher is scheduled to begin testing) GI also appeared to rock the boat for the FCC's Advanced Television Service testing process, proposing changes in its own, and perhaps each proponent's, month-long test schedule.

"We're submitting transmission parameters much better than before," said Robert Rast, vice president of new business development, advanced television, for GI's VideoCipher Division.

Among improvements detailed in a 78-page document, and in an Aug. 22 presentation to the working party, are

what Rast described as better interference rejection, "particularly powerful error correction coding...a strong adaptive equalizer" for multipath cancellation and significant movement toward the ability to place co-channel digital HDTV transmitters within the 100-mile maximum called for by the FCC.

"We're about to shift from the play-off's to the World Series, with the first certification of a digital system," he said.

But as it hailed digital video's deepening promise, GI also asked the commission to drop an estimated nine days of scheduled taboo-channel-related tests, thereby opening time to test not just one, but two, DigiCipher transmission modes—one at 32 quadrature amplitude modulation (QAM) and a second at 16 QAM.

Required to choose one transmission mode, GI has already committed to testing at 32 QAM, which it believes most broadcasters would choose. But it also believes that some will make "small

sacrifice in picture quality" to gain the increased signal reach (about four additional miles) offered by the 16 QAM version.

The report specified the 32 QAM system would provide error-free transmission at a carrier-to-noise ratio above 16.5 decibels (dB); 16 QAM would provide "even better transmission with a threshold at 12.5 dB." GI also believes the lower 16 QAM system threshold will allow transmitter spacing of 115 miles (128 miles with 32 QAM), and still provide signal coverage comparable to current NTSC standards.

Other parameters projected include a data transmission rate of 24.39 megabits per second for the 32 QAM system and 19.51 mbps for 16 QAM. The additional five mbps for 32 QAM "is basically all going to picture quality," said Rast.

Emphasizing that both systems share the same digital video-audio data processing, forward error correction and QAM modulation/demodulation circuitries," GI said it envisions both systems coexisting in the field.

According to Rast, GI's proposed changes in the lineup of ATTC tests do not raise "go/no-go issues" for DigiCipher, nor require the addition of equipment to the ATTC test bed. "It's not an issue of equipment; it's an issue of time," including whether the Advanced Television Evaluation Laboratory in Ottawa, Canada, "will have time to run a second set of tests on 16 QAM," he said.

But from ATTC, said Rast, no additional testing time would be required. Instead, it wants to substitute a test of 16 QAM DigiCipher for taboo channel testing now in the schedule. According to Rast, existing UHF taboo designations will be made "irrelevant" by GI's adoption of a double conversion tuner, which would create a "modest and minor" set of its own taboos.

"The message here is that digital is real," said Rast.

—PDL

ENCRYPTION TRANSITION

Summer 1992 may be zero-hour for the upgrade of the nation's satellite TV encryption de facto standard from piracy-plagued VideoCipher II to VC-II-Plus RS—General Instrument's Replaceable Security descrambler designed to accept a replaceable cartridge carrying encryption key information.

The Satellite Broadcasting and Communications Association's Satellite Marketing Council's Subcommittee for Transition Marketing will meet Sept. 19 to complete a "Communications Plan" designed to "restore consumer confidence and ensure a smooth transition to a secure marketplace by the third quarter of 1992," said Council Chair Ann Kirschner, vice president of PrimeTime 24, which delivers network and pay-per-view programming to the home dish market.

Early elements of the plan include disseminating "dealer education kits" at the SBCA trade shows in February and July 1992; a broad consumer and trade advertising campaign as the conversion proceeds, and creating a toll-free consumer hotline for general and technical information.

General Instrument's VideoCipher Division expects to complete beta field tests of its VideoCipher-II-Plus Replaceable Security descrambler by the end of 1991 and, in early 1992, to begin an approximately nine-month-long process of distributing them to legitimate paying home satellite TV subscribers.

CABLE

CABLE CARVES A NICHE AS A CLASSROOM TOOL

As operators wire schools, programing offerings are finding a place in curricula

As more cable systems wire schools and more cable networks provide teachers with programing, educators are giving cable high marks.

"It's been a magnificent resource," said Gary Marx, associate executive director of the American Association of School Administrators. Cable in the Classroom, cable's umbrella organization for education, and the networks are "in many cases a godsend," said Marx. "None of this is a substitute for good teaching," he said, but "it gives really good teachers another tool to use."

While operators have been wiring schools, the networks have been making sure that the programing that educators want to use clears copyright hurdles. After clearance is obtained, teachers pick and choose what programing, or parts of programing, to use in classroom instruction. Some networks have stand-alone programs, such as Assignment Discovery and CNN Newsroom, which are aimed directly at students, and other networks provide programing on various topics and let teachers decide how to use it.

Marx said the amount of video material now available to teachers allows them to be, in effect, news producers, who can pick and choose footage to illustrate their lessons. The "best use" of television, Marx said, "is getting teachers to use bites to illustrate points."

Bill Martin, director of communications, National Education Association, said that "members are pleasantly surprised at the quality of programing" that cable has produced over the past few years.

Martin said the biggest hurdle educators face is finding out what programing is on and what can be used. He said that "programs where the taping rights are carefully explained" are more likely to be used and that awareness of support materials, grants programs and the like also needs to be improved.

Marx said there is also a need to simplify the process for obtaining material, to digitize it so more can be fed down the pipeline and to continue clearance of program rights.

Compression stands to bring dramatic changes to the programing available to the educational community. Many top cable executives have theorized that, in a several-hundred-channel world, 10 or 15 channels could be set aside for education. "Compression is a dream machine," said Marx, because of the many possibilities it opens up. It will allow very specific information and ideas to be transmitted to schools, teachers and students. For instance, a channel could be

devoted to math, with "material broken into teachable chunks," said Marx, or an illustration of cell division could be used in biology classes everywhere. Such innovation could lead to the creation of video textbooks and video versions of current print material, with teachers choosing from a menu which materials will be incorporated into their lesson plans.

Such new channels, said Marx, "should not be a commercial venture," but how they will be funded "is the \$64,000 question." Possibilities, he said, range from support for programs by underwriters who receive PBS-type mentions, to scrambled subscription services, to channels entirely funded by corporate underwriters.

Martin said teachers "are hungry for professional development programing" that is interesting and well packaged, and said that school in-service programs traditionally get low marks from teachers. A program that shows teachers "how to teach critical thinking skills or how to teach at-risk students," he said, would be valuable. Teachers could tape the programs at home, and advertising could help fund such projects.

A move in that direction is underway in the form of a cooperative effort of the NEA and the Learning Channel. Nancy Stover, vice president of educational television at Discovery Networks, said a one-hour pilot for Teacher Television is scheduled to air the week of Nov. 17, which is National Education Week.

Teacher Television will be a magazine-style program offering news and teaching tips, said Stover, designed to appeal to all viewers, not just teachers. Depending on how the program develops, Stover said, it could be a monthly or even weekly part of the schedule in January, and might eventually turn into a full-fledged professional development channel for teachers. "It's a viable candidate for its own real estate in the age of compression," Stover said.

Cable in the Classroom now boasts 43 MSO members as well as programing from 18 cable networks—A&E's *Classroom*; BET's *Teen Summit*; Bravo's *Culture in the Classroom*; CNBC's



CABLE IN THE CLASSROOM

Smart Living; CNN Newsroom; Assignment Discovery; ESPN's Expedition Earth; Family Channel's Zorro and Scott Ross specials; Learning Channel's Electronic Library; Lifetime's Your Family Matters; Nickelodeon's Launch Box, Eureka's Castle, Kids'

Court and Kidsworld; Weather Channel's Project series; C-SPAN; Court TV; Mind Extension University; Showtime; VISA and X*PRESS.

Among the programming highlights this fall is Nickelodeon's Launch Pad series, done in conjunction with NASA, which

examines the history of space exploration; ESPN's Earthwinds around-the-world balloon trip, in which ESPN will provide schools with wall maps, and BET's commitment to a two-hour commercial-free block every other Friday morning.

-MS

BMI AWARDED \$2 MILLION IN COPYRIGHT SUIT

Disney, BET carried recorded material without authorization, judge says, but rules that separate licenses from operators not necessary

A decision handed down in a copyright infringement suit Aug. 16 has both BMI and the cable industry claiming victory, but it may give BMI a leg up in copyright negotiations, expected to begin soon, covering music used by cable programmers and distributed by cable operators under existing interim contracts.

In the decision, handed down by Judge Joyce Hens Green in Washington, Green granted BMI's counterclaims that the Disney Channel and BET infringed upon BMI's rights by carrying recorded material without authorization and awarded BMI more than \$2 million, the majority of which is owed by Disney. The figure, which includes court costs and attorneys fees, is substantially more than the networks typically would pay under licensing arrangements, BMI said.

But the cable industry claimed victory as well because Green ruled that a separate license for operators was not neces-

sary. A license held by the cable network would cover rights through to the viewer, Green ruled.

The National Cable Television Association said that while "NCTA is troubled by the ruling on copyright infringement, we are pleased that Judge Joyce Hens Green agreed with our contention that BMI split-licensing is unlawful. This is a significant ruling for the cable industry."

The Disney Channel said it was pleased that the split license was held illegal under the BMI consent decree, adding it was reviewing other aspects of the decision, including whether it would appeal.

BMI President Frances Preston said: "BMI's goal has been to establish that both the cable operator and the cable program supplier have an obligation to obtain licenses for the use of the BMI repertoire.... The decision completely vindicates this objective, sending a clear

signal to the cable industry that license fees must reflect the fair value of the use of the works of BMI's composers and publishers by both cable programmers and cable operators."

Pending appeal of the decision, it is anticipated that BMI and cable networks will soon sit down at the negotiating table in an attempt to work out new contracts. BMI has present agreements with HBO, Cinemax, Showtime, The Movie Channel, MTV, Nickelodeon, VH-1, Turner and Lifetime, all of which expire at year's end. And BMI is in the midst of negotiations with USA, A&E and Discovery.

Judith Saffer, assistant general counsel for BMI, said the organization will be looking for compensation that covers cable operators, although all the money will be coming from the cable networks. Cable programmers will have to make their own arrangements with operators on how costs are passed along or shared, she said.

Saffer said BMI's standard licensing was typically 15 cents per subscriber per year for pay services and 0.03% of revenues for basic services. There are also basic models that are hybrid agreements or that have flat dollar amounts.

Saffer said it was too early to determine how much more BMI would be seeking, but it was clear BMI is looking for an increase, since operators, who were not covered before, have higher revenues than program networks, which are already covered.

And Green's ruling strengthens BMI's negotiating hand, she said, because operators are now technically copyright infringers while they distribute programming without a license. Saffer said since cable negotiations are relatively new, there are no guideposts as to what is included in a typical contract. Contract lengths of three to five years are possible, she said.

BMI's yearly revenues are more than \$300 million. Revenues from cable represent more than \$5 million.

-MS

A&E KILLS 'DETECTIVE'

Arts & Entertainment Network's first American-produced original series is now history. *Hollywood Detective*, the hour-long series starring Tony Peck as a gumshoe to the literary set (Faulkner, Fitzgerald) in search of endings to their films, has been dropped from the network's fall schedule.

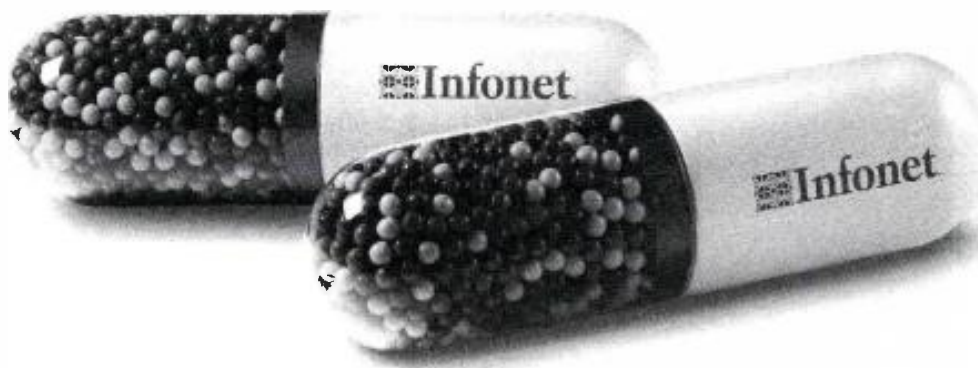
The series, produced by Ventura Entertainment, premiered April 8, and for its initial six-episode run, averaged a 0.9 rating, too low to sustain an original program and below the network's expectations, according to a spokesman. The show, as planned, went on hiatus in the summer, and A&E's upfront briefing in May to advertisers had the show on the schedule. The decision to pull it came in mid-summer, and the network did not pick up its option to produce seven more episodes.

Initially scheduled for fall for 10 p.m. on Thursday, A&E will temporarily replace *Hollywood Detective* with the British series *The Prisoner*, starring Patrick McGeehan as a secret agent exiled in a place called the Village, where everyone has a number instead of a name.

One new project A&E has in the works is a venture with the Smithsonian Institution to produce three one-hour action-adventure shows. Hearst Entertainment is producing. A&E would not comment on the project.

The network already has a screening of its four-part *Dinosaur!* series narrated by Walter Cronkite set for Sept. 4 at the Smithsonian's National Museum of American History. *Dinosaur!* is being stripped on A&E beginning Sunday, Sept. 8. It is an international co-production between A&E, Grenada Television, Canada's Primedia and German producers Satel and ORF.

At last... a cure for the common infomercial.



Uncommon infomercials on the new InfonetSM channel.

Sure, infomercials are just the thing for turning a profit on unprofitable time. Trouble is, running too many infomercials could eventually cost you viewers.

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Better infomercials.

Infonet, a new merchandising channel from the leader in the field, Home Shopping Network®, is based on the premise that infomercials, properly done, can be intelligent, entertaining, even fun. The fact is, even bad infomercials sell; good ones sell better.

Strict quality control.

Program quality will be maintained in two ways.

1. We produce many of them ourselves. Our new production facility is state-of-the-art, our staff includes EMMY- and CLIO-winning writers and producers.
2. Infomercials and products submitted from outside must pass before the critical eyes of our tough Policies and Procedures Committee.

Innovative programming.

A sample of our planned programming includes...

- Travel Club Shows offering cruise and vacation packages;
- Fashion shows offering the newest collections;
- Programs for hobbyists, including dolls and sports memorabilia;
- A segment on personal computers;
- Plus cooking shows, exercise shows, cosmetic and beauty shows, all stylishly presented and beautifully produced.

Experimentation, celebrities and the fun of live TV!

During our first few months, between ordinary infomercials, we'll be experimenting with new ideas and formats. We're already a testing ground for celebrity hosts and presenters. And we'll actually be testing *live* infomercials for fun and entertainment value.

The Service Bureau:

fast, accurate fulfillment.

When it comes to fulfillment, there's never a glitch on Infonet. Our Service Bureau has more phone and telemarketing capacity than any other carrier on earth: 20,000 lines...that's power! Ordering and delivery are prompt and accurate...always.

For cherry pickers...sweeter cherries.

Performance histories of new programming will be kept during our testing period and beyond. By January, Infonet will be a cherry picker's dream, earning you generous percentage allowances on once-unprofitable time. It's an opportunity to fill openings in your system with high profit, *and high quality* programming.

For information: 1-800-964-9623.

Don't wait to participate in this exciting new merchandising concept. Call today.

 **Infonet**SM

Where the infomercial comes of age...

EASTERN SHOW EXPECTS 2,500 IN ATLANTA

Convention returns to hometown after year's absence

The Eastern Cable Show returns to Atlanta this week (Aug. 25-27) after a year's absence, with three days of panel sessions and floor exhibits sponsored by the Southern Cable Television Association.

Held last year in Washington because the National Show was already being held in Atlanta, the 1990 Eastern Show saw a drop in attendance. This year's show, with expected attendance of 2,500, is moving back to home base and will be kicked off by James Robbins, president of Cox Cable, headquartered in Atlanta.

Sunday's open forum from the Community Antenna Television Association

was scheduled to feature a broadcasting industry representative discussing retransmission consent, but as of last week no one had agreed to join Community Antenna Television Association President Steve Effros on the dais, and CATA was looking to academia to fill the empty chair.

Robbins, who is also chairman of NCTA, keynotes Monday's opening with a speech titled, "We've Only Just Begun," to be followed by four concurrent sessions, including panels on the telco issue and advertising. The former includes William Killeen, vice president, planning and analysis, Cox Enterprises; Patricia Kravtin, vice president

and senior economist, ETI; William Read, Southern Bell professor of telecommunications policy, School of Public Policy, Georgia Institute of Technology, and John Seiver, Cole, Raywid and Braverman.

The advertising session will be moderated by Connie Pettit, vice president, Dimension Media Services, and will include Brenda Blackburn, director, local ad sales, The Weather Channel; Theresa Fletcher, general sales manager, Cablevision Advertising; Jamie Fritz, metro sales manager, Cable Advertising Metro Atlanta; Sydney McQuoid, vice president, central affiliate sales, Lifetime, and April Reitman, national accounts di-

CABLECASTINGS

VIACOM BUYS BALANCE OF MTV EUROPE

Viacom has acquired the 50.01% stake in MTV Europe owned by Robert Maxwell Group plc, making Viacom the sole owner of the music channel, seen in 28 countries. Viacom will pay the Maxwell Group between \$60 million and \$65 million, either in cash or in Viacom B Common Stock (non-voting).

Four-year-old MTV Europe was originally owned by British Telecommunications, as well as Viacom and Maxwell. In January 1990, Viacom bought British Telecom's 24.99% interest in MTV, bringing its holdings to a 49.99% interest. Maxwell had been looking for a buyer for his stake for more than a year.

DISCOVERY CHANGES

The Discovery Channel has announced its organization structure in the wake of its purchase of the Learning Channel. Ruth Otte is president and chief operating officer of Discovery Networks and will oversee both networks. She will report to John Hendricks, chairman and chief executive officer of Discovery Communications.

Reporting to Otte will be Greg Moyer, senior vice president,

programming group; William McGowan, senior vice president, advertising sales; Sandy McGovern, senior vice president, affiliate sales; Chris Moseley, senior vice president, marketing and communications; Dan Fischer, vice president, research, and Nancy Stover, vice president, educational television.

Departments reporting directly to Hendricks include finance, corporate services and new business development.

Discovery said Learning Channel's three principal executives, Dr. Harold Morse, Robert Shuman and Henry Schlenker, will remain under contract through next spring during the transition.

As part of the assignments, the Learning Channel will move from Rosslyn, Va., to Bethesda, Md., Discovery's home, by Oct. 1. About 20 of the 65 TLC employees have been let go by Discovery.

TOPOL TO BE HONORED

Louis Gossett Jr. will be master of ceremonies for the Walter Kaitz Foundation dinner, scheduled for Sept. 25 at the New York Hilton and Towers. The honoree this year is retired Scientific Atlanta Chairman Sid Topol, who is vice chairman of the Monitor Channel. TCI Chairman Bob Magness is dinner chairman.

WOWOW GETS CPT FARE

Columbia Pictures International Television has reached a long-term agreement to license feature films to Wowow Programming, a joint venture between Reiss Media Enterprises and Japan Satellite Broadcasting. The titles will air on Wowow Home Theater, a Japanese DBS pay TV service.

NOTES FROM ALL OVER

Action PPV celebrates first anniversary by surpassing two-million addressable home mark, with recent additions of Coaxial Cable, Greater Media, Multivision and U.S. Cable. HBO has renewed *Dream On* for a third season, with production of 20 new episodes to begin later this year. ■ Sunshine Network will again be offering several Florida State football games on PPV, including homes games with Tulane and Western Michigan on Sept. 7 and 14. ■ Prime Ticket will carry *A Surfing Odyssey...Can't Stop Twice on the Same Piece of Water*, described as a new-wave musical surf program that contains no dialogue but, instead, a reggae, world beat, funk musical soundtrack. It premieres Aug. 28 and will be simulcast on KOCM(FM) Newport Beach and KRCF(FM) Santa Monica.

**Sure, you can be funny and charming and smart
and good looking.
But where does that get you?**



D E N

N I S

M I L

L E R



Well...

**New York, WPIX
Los Angeles, KTLA
Chicago, WGN
Philadelphia, WGBS
Boston, WFXT
Washington D.C., WDCA
Dallas, KTVT
Houston, KHTV
Atlanta, WGNX
Tampa, WFTS
Seattle, KSTW
Minneapolis, KITN
Miami, WPLG
Pittsburgh, WPGH
St. Louis, KPLR
Denver, KWGN
Phoenix, KNXV
Sacramento, KRBK
Hartford, WTXN
Orlando, WOFL
Portland, KPDX
Milwaukee, WCGV
Kansas City, KSMO**

Tribune Entertainment is proud to announce that Dennis Miller's late-night television show has cleared 23 of the top 30 markets in just four weeks.

Dennis Miller. The man's got an attitude.

And we've got the man.



Sponsored in part by Procter & Gamble



Wonderful laughs!
 Wonderful celebs!
 Wonderful gossip!
 Wonderful surprises!
 It's no wonder
 Joan's cleared
 over 100 markets!

And Joan's increasing visibility across the nation isn't her only new triumph. Along with gaining additional markets, she's gained additional clout in her time period! Over year-ago time-period programming (July '91 to July '90), Joan shot up 12% in rating and 10% in share.

But then, that's just the kind of success you'd expect from America's talk-show wonder woman!

SOURCE: NSI Overnights/SNAP—July 1991, July 1990



**TRIBUNE
 ENTERTAINMENT**
 Company



Joan shakes Donald Trump's hand before shaking the truth out of him about his riches and romances



Bill Cosby is both flattered and flustered by the candid questions Joan pops to TV's top pop



Roseanne and Tom Arnold reel off the story of their marriage — and reel out the wedding videos



Natalie Cole makes a memorable appearance to pay tribute to her unforgettable father



Susan Lucci, the queen of soap operas, reveals what it's like to be the Emmy's lady-in-waiting



Stand-up comedian Jerry Seinfeld finally sits down to tell Joan all about his sitcom success

- | | |
|------------------------|-------------------------|
| NEW YORK / WPIX | ROCHESTER / WGRC |
| LOS ANGELES / KTLA | AUSTIN / KBVO |
| CHICAGO / WGN | CHAMPAIGN / WICS |
| PHILADELPHIA / KYW | SPOKANE / KAYU |
| SAN FRANCISCO / KTVU | CEDAR RAPIDS / KDUB |
| BOSTON / WBZ | SPRINGFIELD / KSPR |
| WASHINGTON, DC / WJLA | DAVENPORT / KLJB |
| DALLAS / KDFW | CHATTANOOGA / WFLI |
| DETROIT / WJBK | HUNTSVILLE / WTRT |
| HOUSTON / KTXH | LAS VEGAS / KVVU |
| ATLANTA / WXIA | YOUNGSTOWN / WYTV |
| SEATTLE / KSTW | FT. MYERS / WFTX |
| MINNEAPOLIS / KSTP | WACO / KXXV |
| MIAMI / WSVN | BATON ROUGE / WGMB |
| ST. LOUIS / KTVI | COLORADO SPRINGS / KOAA |
| PHOENIX / KTVK | FT. WAYNE / WFFT |
| SACRAMENTO / KXTV | EL PASO / KDBC |
| BALTIMORE / WJZ | CHARLESTON / WTAI |
| HARTFORD / WVIT | MONTEREY / KCBA |
| SAN DIEGO / KUSI | SANTA BARBARA / KADY |
| ORLANDO / WFTV | TALLAHASSEE / WTXL |
| INDIANAPOLIS / WXIN | FT. SMITH / KPBI |
| PORTLAND / KOIN | RENO / KOLO |
| MILWAUKEE / WITI | EUGENE / KEVU |
| CINCINNATI / WKRC | TYLER / KFXK |
| KANSAS CITY / KSMO | AMARILLO / KCIT |
| CHARLOTTE / WCCB | CORPUS CHRISTI / KDF |
| RALEIGH-DURHAM / WKFT | TRAVERSE CITY / WGKI |
| GREENVILLE / WNEG | YAKIMA / KAPP |
| NEW ORLEANS / WGNO | LA CROSSE / WLAX |
| GRAND RAPIDS / WZZM | ROCKFORD / WQRF |
| MEMPHIS / WPTY | BOISE / KBCI |
| OKLAHOMA CITY / KFOR | WICHITA FALLS / KJTL |
| SAN ANTONIO / KHHT | ERIE / WICU |
| SALT LAKE CITY / KTV | ODESSA-MIDLAND / KPEJ |
| NORFOLK / WGNT | LUBBOCK / KJTV |
| HARRISBURG / WHTM | BINGHAMTON / WMGC |
| PROVIDENCE / WPRI | ALBANY, GA / WSST |
| BIRMINGHAM / WVTM | ANCHORAGE / KTUU |
| WEST PALM BEACH / WTVX | PALM SPRINGS / KMIR |
| GREENSBORO / WGGT | UTICA / WFXV |
| ALBUQUERQUE / KOAT | ELMIRA / WENY |
| ALBANY / WXXA | LAKE CHARLES / KVHP |
| LITTLE ROCK / KARK | MISSOULA / KTMF |
| FRESNO / KSEE | YUMA / KYMA |
| RICHMOND / WRIC | GREAT FALLS / KTGF |
| MOBILE / WPMI | SANTA ROSA / KFTY |
| GREEN BAY / WGBA | SARASOTA / WBSV |
| DES MOINES / WHO | BURLINGTON / KJMH |
| SYRACUSE / WIXT | MANCHESTER / WGOT |
| ROANOKE / WSL | ATLANTIC CITY / WMGM |
| HONOLULU / KGMB | MARTINSBURG / WYVN |

Sean Young auditions as Catwoman – then sharpens her claws to shred Hollywood hypocrisy



TRIBUNE PREMIERE NETWORK

A MAJOR

VENDETTA

THE MAFIA MINI-SERIES THAT ATTRACTED A MOB.

From coast to coast, every contract on *Vendetta* resulted in a hit! The suspense-filled drama, which starred Carol Alt as the bride of a hit-man, made viewers an offer they couldn't refuse—as its ratings/shares in top metered markets show:

- New York/WPIX 8.1/14
- Los Angeles/KTLA 8.7/14
- Chicago/WGN 9.5/16
- Detroit/WJBK 8.3/21
- Miami/WSVN 12.6/19

In some markets (including Los Angeles, Detroit, and Miami) the series performed even better on its *second* night than its *first*! All of which helped make *Vendetta* the most successful Tribune mini-series to date.

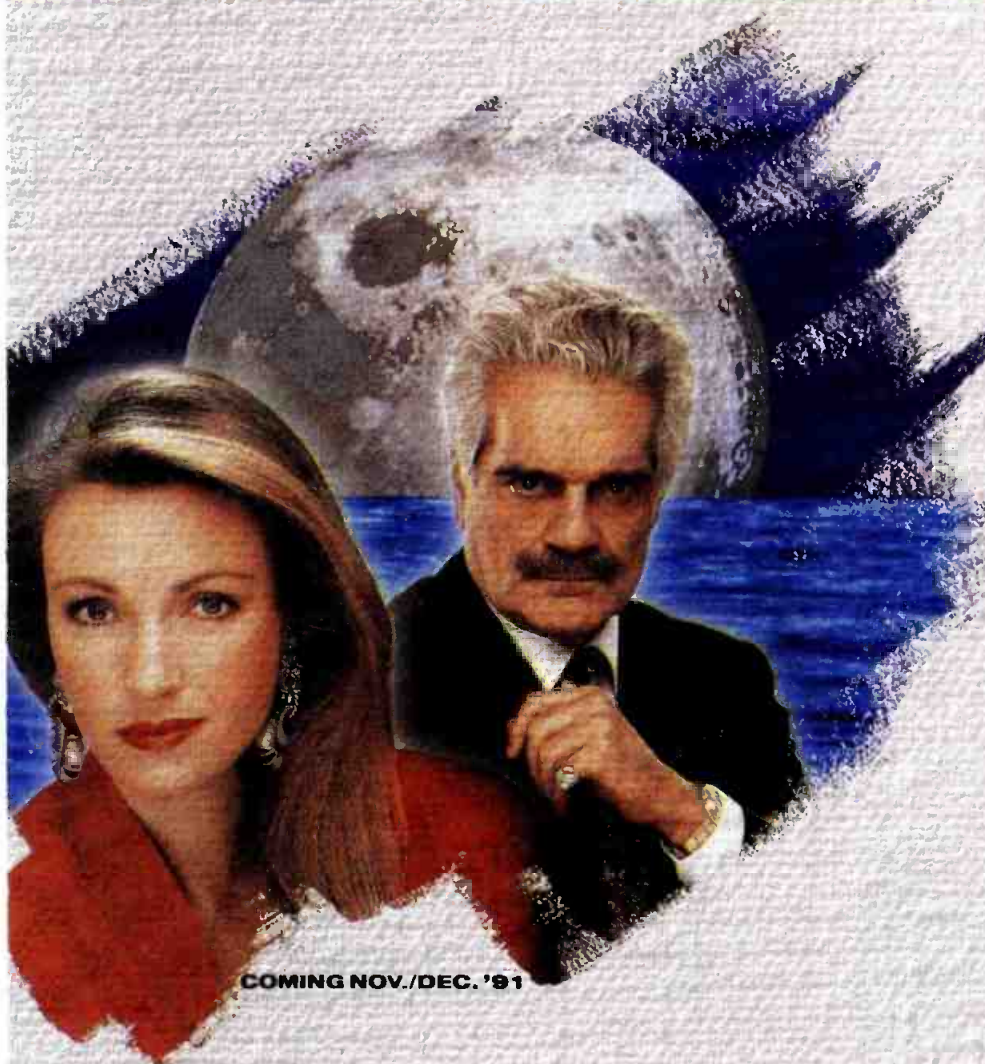
**SOURCE: NSI Overnights
AIRED MAY/JUNE '91**

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(615) 242-7017
or Ron Johnson, V.P./General Sales Manager
(213) 460-5316
or your regional sales representative
Victoria Quoss, Eastern Sales Manager
(212) 554-1677
Sam Fuller, Southeastern Sales Manager
(615) 242-7017

Cathy Forbes, Midwestern Sales Manager
(312) 222-3320
Bob Cambridge, Southwestern Sales Manager
(213) 460-3852
Advertiser Sales
Contact Clark Morehouse, Senior V.P./Advertiser Sales
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TRIBUNE
ENTERTAINMENT
Company

MINI-SERIES FOR EVERY PALETTE.



Sidney Sheldon's Memories of Midnight

**TORN FROM THE PAGES OF THE
INTERNATIONAL BESTSELLER.**

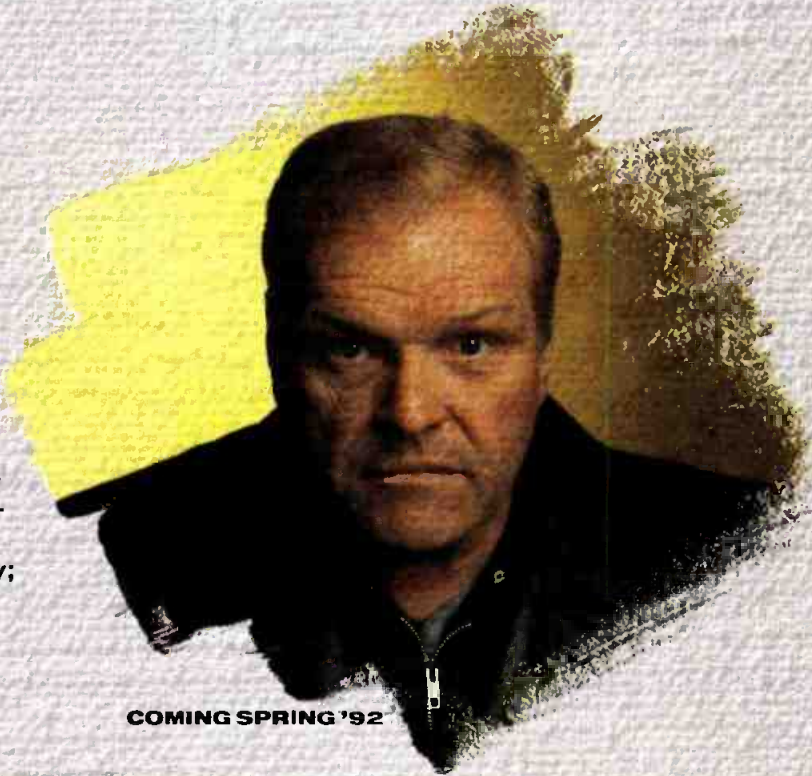
In this sequel to Sidney Sheldon's *The Other Side of Midnight*, high romance and passionate intrigue sweep across Europe—as a beautiful woman uncovers the terrifying secret of her past! Co-starring Omar Sharif. 2 parts, 4 hours. Barter Split: 24 national/24 local per run. Window: Nov. 18-Dec. 8, 1991.

COMING NOV./DEC. '91

TO CATCH A KILLER

**A TRUE CRIME SENSATION,
NOW A TRULY
SENSATIONAL MINI-SERIES.**

The untold story of how a young detective tracked down and captured the most prolific serial killer in history. Starring Brian Dennehy as the deadly John Wayne Gacy; also starring Michael Riley, Meg Foster and Margot Kidder. 2 parts, 4 hours. Barter Split: 24 national/24 local per run. Available Spring 1992.



COMING SPRING '92

rector, ESPN.

Two sets of four concurrent panel sessions will be held on Tuesday. Highlights of the first set include a discussion on pay television with Collie Burnett, vice president, marketing, Georgia Cable Television & Communications; Larry Hoepfner, director of marketing, Continental Cablevision of Broward County; Ron Loose, director of marketing, TCI, and Terrel Mayton, vice president, marketing, ATC Raleigh. Michael

D'Ambra, president, ATC Birmingham, will moderate.

A second session updates Washington activities. Panelists include Wes Heppler, Cole, Raywid & Braverman; Seth Davidson, NCTA; Larry Irving, senior counsel, House Telecommunications Subcommittee, and Mike Regan, minority counsel, House Energy and Commerce Committee.

Afternoons are for attendees to visit the nearly 200 companies. —MS

HSN PLANS INFOMERCIAL CH.

Home Shopping Network has formally announced the kickoff of its new 24-hour infomercial service, Infonet, to debut on September 1.

HSN, though, is allowing several months for Infonet to become fully operational, according to Earl Greenberg, president of Infonet. By January 1, Infonet is expected to be "fully operational and profitable," he said.

The service, as reported (BROADCASTING, Aug. 19), will be available to broadcast stations, cable programmers and cable operators. They can either take down the feed live or tape selected programs off the satellite and air them at the desired times. Infonet users can also order customized tapes from Infonet's video catalog. Cable operators may choose to dedicate full channels to the service. Although the scarcity of channel capacity makes a dedicated Infonet channel unlikely right now, HSN is pinning its hopes on channel compression to open up space for Infonet to be carried 24 hours a day.

Users of Infonet will not be charged a fee, rather they will get anywhere between 5% and 30% of the sales revenue from their individual market areas. "With a facility in nearly every market in the country," according to Greenberg, HSN will provide Infonet with sales tracking ability, as well as inventory, shipping and other operations.

Infonet will produce about 10% of the infomercials on the network, and plans to produce 50% to 60% by January, according to Greenberg. Infonet's studios will be at HSN headquarters in St. Petersburg, Fla. As of now, it has lined up a bank and automobile client for whom it will produce infomercials. Infonet has also lined up a European bottler, said Greenberg, declining to name the advertisers.

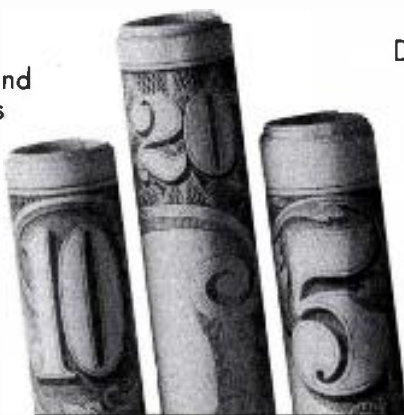
Attracting corporate accounts, which have in the past steered clear of infomercials, is one of Infonet's main goals. The network has hired Craig Evans, formerly of Young & Rubicam subsidiary CMF&Z, to take charge of a \$1 million campaign "to bring corporate America to Infonet," said Greenberg.

There will also be some cross-selling and tie-ins of products between Infonet and HSN, but the two services will "not be mutually dependent on one another," Greenberg said.

Infonet will rely heavily on celebrity hosts including: Robin Leach, Connie Stevens, and Jack La Lanne. —SDM

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Middle market communication companies often find that when it comes to borrowing money for acquisition or recapitalization, financial institutions simply aren't in tune with their special situation. But at Greyhound Financial, you're assured of serious consideration from specialists who know your business and can approve the financing you need to succeed. Backed by the multi-billion dollar



resources of The Dial Corp, we offer competitive rates and flexible lending guidelines which allow us to structure loans to accommodate your special situation. If your financial institution says "no" when you need to hear "yes," call

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BUSINESS

BIG CHANGES FOR LITTLE LENDERS

Small Business Investment Companies, important source of financing for stations in small and middle markets, face increased write-offs and regulatory changes

Yet another linchpin of station financing is undergoing operating difficulties and regulatory scrutiny. Small Business Investment Companies (SBIC's), which provide equity and debt financing to small businesses, including TV and radio stations, have experienced greater write-offs and a decline in numbers. A recent congressionally sponsored report said there has been a 30% drop in the number of SBIC financings, which make use of both government-backed funds and private capital.

Over the last five years SBIC's provided roughly \$90 million in debt and equity for radio stations and \$45 million for television stations. In addition, certain programming operations, including the Financial News Network, have been funded by SBIC money. MESBIC's, which specialize in financing minority-owned enterprises, have played an especially prominent role.

Despite the fact that liquidations have reduced the number of SBIC's, there has been pressure on the Small Business Administration, which oversees the SBIC program, to tighten standards so that the federal government won't be forced to bail out yet another lending industry later on.

The SBA has already made some regulatory changes. One of them applies the \$35 million cap on SBIC borrowing using SBA-backed guarantees to all entities affiliated with the SBIC. One of the larger SBIC's with media exposure, Allied Capital Corp., has already borrowed through various entities \$42 million, said its executive vice president, Cabel Williams III: "The only thing I can do now to counter the limitation is to go to conventional lenders, who charge a much higher price for funds compared to the six percent money I could get if I were relending to a minority borrower."

Another new SBA-adopted regulation raises the capital requirements for approximately 150 of the smaller SBIC's, according to an estimate from the Na-

tional Association of Small Business Investment Companies (NASBIC). John Oxendine, president of BROADCASTAP, said that although the Washington-based MESBIC is not itself affected by the rule, those that are will probably find fund-raising particularly difficult in the current financial markets.

Another change reportedly being considered is in a bill submitted by John J. LaFalce (D-N.Y.), chairman of the House Small Business Committee, which would require SBIC's to have a higher equity-to-debt ratio.

Cable operators have also benefited in the past from SBIC financing. Mark Littell, president of Norwood Venture Corp., an SBIC, said the firm has financed three of four cable operators in the past, but none lately. Although he continues to see funding requests for wireless cable and SMATV operators, he guessed that perhaps cable was now a "bigger money business" whose financing needs have moved beyond SBIC's. One proposal would limit to \$20 million in assets the size of any one company that an SBIC could lend to.

Peter MacNeish, president of NASBIC, said there may even be some thought that the media are not appropriate candidates to receive SBIC government-backed financing: "There is language in the recent testimony of SBA administrator Patricia Saiki that people who intend to operate as collateralized lenders ought to look at other SBA programs." An SBA spokesman denied there were any such limitations, current or planned.

Saiki is forming an investment advisory council to review the SBIC situation and hopes to have its first meeting in September. Meanwhile, the uncertainty about future changes in the SBIC program may itself be a problem, said JoAnn Price, president of the National Association of Investment Companies, which represents MESBIC's: "I think our concern is that SBIC's have a long-term orientation and therefore need to have policy stability."

-GF

CLOSED!

The sale of WKQB/WQIS, Charleston, South Carolina, by Trident Communications to Low Country Media, Inc., Ronald Hoover, Principal for \$1,200,000.

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PARTNERS**

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CHANGING HANDS

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

KDGE(FM) Gainesville (Dallas), Tex. □ Sold by Allison Broadcast Group Inc. to Founders Media Group for \$8.3 million. Seller is headed by Steve Allison, and is merging with buyer to form new company; it has no other broadcast interests. Buyer is subsidiary of Founders Equity Inc.,

headed by John Teegeer, and is venture capital firm with interests in direct mail, industrial manufacturing and retailing. KDGE has new rock format on 94.5 mhz with 100 kw and antenna 2,000 feet above average terrain. *Broker: Norman Fischer & Associates Inc.*

KILJ-AM-FM Mt. Pleasant, Iowa □ Sold by KILJ Inc. to Mediacomm Inc. for \$1.03 million. Terms: \$10,000 cash at closing; \$1 million, 25-year note payable at 10%, and \$20,000 two-year noncompete covenant. Seller is headed by Paul L. Dennison and has no other broadcast interests. Buyer is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife, Mary S. Kuhens, are 11% shareholders of KILJ(AM). KILJ(AM) has modern C&W format on 1130 khz with 250 w day. KILJ-FM has MOR format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WXLV(FM) North Charleston, S.C. □ Sold by North Charleston Radio Broadcasters Inc. to Bloomington Broadcasting Corp. for \$1.1 million. Seller is wholly owned subsidiary of Bahakel Communications Ltd., which is headed by Cy N. Bahakel, and also owns six AM's, seven FM's and eight TV's. Buyer is headed by Timothy R. Ives and Davis U. Merwin, and owns WJBC(AM)-WBNQ(FM) Bloomington-Normal, Ill.; WKLQ(FM) Holland (Grand Rapids), Mich.; WTCB(FM) Orangeburg (Columbia), S.C., and WGOW(AM)-WSKZ(FM) Chattanooga and WJCW(AM)-WQUT(FM) Johnson City, both Tennessee. WXLV has oldies format on 102.5 mhz with 100 kw and antenna 1,040 feet above average terrain. *Broker: Gordon Rice Associates.*

For other proposed and approved sales see "For the Record," page 53.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$574,000 □ 5

FM's □ \$8,577,000 □ 6

AM-FM's □ \$1,032,500 □ 4

TV's □ \$0 □ 1

Total □ \$10,183,500 □ 16

Year to Date:

AM's □ \$57,677,480 □ 181

FM's □ \$147,882,646 □ 176

AM-FM's □ \$160,331,679 □ 123

TV's □ \$730,299,000 □ 54

Total □ \$1,096,190,805 □ 534

For 1990 total see Jan. 7, 1991 BROADCASTING.

Society
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CABLE GETS SERIOUS ABOUT SPOT ADVERTISING

Industry looks to improve on its 1% of \$8 billion spot pot, with emphasis on improved verification and delivery systems

Although cable networks have recorded tremendous growth in ad revenue over the past several years, the same cannot be said for cable operators. National advertisers have often been frustrated in their attempts to use cable for spot purposes because of both the number of systems sometimes necessary to hit in order to execute a buy, and problems in the delivery and verification of spots.

While the problems of spot cable are nothing new, they have gained more attention as the growth of subscribers has slowed and cable operators try to improve on their 1% of the \$8 billion spot pie.

To that end, the CableTelevision Advertising Bureau's local sales advisory board is meeting this week to discuss the issue of improving spot cable and is also meeting with some companies working on equipment to better serve both cable operators and advertising agencies. In addition, this week rep firm National Cable Advertising (NCA) is launching a search for new delivery and verification technologies in meetings with engineers from Continental Cable, Warner Cable, Cox and Comcast.

A firm getting much of the attention on the technology front is the AdExpress Company. Founded by John Davison, veteran broadcaster and former station manager at KPX-TV San Francisco, AdExpress has developed the "Ad-X" ad delivery system, which employs satellite-laser technology to transmit spots.

Spots are transmitted from the Ad-X Central Control facility via satellite to cable systems headends overnight for automated insertion on up to 16 cable networks the next day. Ad-X also provides, according to Davison, accounting information as well as instantaneous and automated verification of when the spots ran. Ad-X, Davison said, will supply cable operators with all the necessary equipment, which includes a laser disc recorder and players, a satellite receiver and computer equipment and Ad-X will monitor the equipment. In return, AdExpress will take 50% of national ad revenue. Ad-X, according to the company, has had successful tests on a Lodi, Calif., cable system. AdExpress hopes to have Ad-X in operation in the top 30 markets within the next several months.

The AdExpress company board of directors has some impressive names from within and outside the cable world.

INVESTING IN WESTERN EUROPE

The National Association of Broadcasters has set the agenda for its upcoming series of meetings, "Positioning for the 1990's: Investment Opportunities in Western Europe," to be held Sept. 22-27. A small group of American broadcasters will travel to London and Paris for meetings on possible investment opportunities and joint ventures. British, French, German and other European broadcasters, bankers and government officials are scheduled to speak.

London session topics include investment possibilities in European radio and broadcast, cable and satellite TV. Bankers and venture capital experts are among the scheduled speakers as well as on a panel on commercial joint venture opportunities in broadcast equipment manufacturing and program production. Luncheon speakers in London will be British members of Parliament Peter Lloyd, undersecretary of state specializing in broadcasting issues (Sept. 23), and Robin Corbett, the opposition Labor Party's broadcasting spokesman (Sept. 24).

The series resumes in Paris on Sept. 25 and focuses on opportunities in France and Germany. Sessions on investment in new technologies and how to deal with French legal and regulatory organizations are planned. Jacques Boutet, president, Conseil Superieur de L'Audiovisuel (the French equivalent of the FCC) will speak on Sept. 26, and Yves Sabouret, president of the television network La Cinq, speaks on Sept. 27.

**Kelly Callan, Fred Kalil,
Dick Beesemyer and Frank Kalil**

will be at

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FOCUS ON FINANCE

Roughly flat performance of market indices masked roller coaster led by last week's events in USSR. One stock apparently benefitting from political turmoil was IDB Communications, which gained 18%, perhaps on news that FCC granted company right to use 24 circuits on Soviet satellite in order to satisfy customer demands. Most other big movers lost ground however. Orion Pictures dropped 40%, after revised bondholder agreement was announced that would exchange subordinated debt for common share equivalents equal to 70% of company. Video Juke Box gave up 12%, to 3½, following second-quarter loss of four cents per share, compared to three

cents per share in year-ago quarter. Network stocks were also down, with Capital Cities/ABC off almost 5%, perhaps because of recent press reports on potentially weak scatter demand for fourth quarter (BROADCASTING, Aug. 19). CBS last week said it would file registration statement to issue debt securities with proceeds totaling up to \$400 million. Proceeds, company said, could be used for general corporate purposes, for funding assumption of debt upon purchase of Midwest Communications, for further acquisitions or for retirement of existing debt. Capital Cities/ABC also recently filed debt shelf registration.

Closing Wed Aug 21	Closing Wed Aug 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A	(BHC) BHC Comm.	55	54	1/2	1/2	00.91	-6	1,533
N	(CCB) Cap. Cities/ABC	436	454	3/4	-18 3/4	-04.13	17	7,317
N	(CBS) CBS Inc.	159	5/8 164	-4 3/8	-02.67	71	2,112	
A	(CCU) Clear Channel	13	1/8 13	1/2	-3/8	-02.78	1312	8
O	(JCOR) Jacor Commun.	211/16	2 11/16			00.00	-2	24
O	(OSBN) Osborn Commun.	7	7			00.00	-9	48
O	(OCOMA) Outlet Comm.	5	5 1/2	-1/2	-09.09	-7	32	
N	(PL) Pinelands	13	1/4 12	7/8	3/8	02.91	-30	226
A	(PR) Price Commun.		1/4	1/4		00.00		2
O	(SCRP) Scripps Howard	47	45	2		04.44	21	485
O	(SUNNC) SunGroup Inc.		3/4	3/4		00.00	-1	1
O	(TLMD) Telemundo	2	3/4 3	-1/4	-08.34	-1	62	
O	(UTVD) United Television	28	29	-1	-03.44	3	304	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	3/4 29	7/8	-3/8	-01.24	22	556
A (AK) Ackerly Comm.	1	7/8 1	7/8		00.00	-1	28
N (AFL) American Family	23	3/8 24		5/8	-02.61	15	1,907
O (ACCMA) Assoc. Comm.	15	1/2 15	3/4	-1/4	-01.59	140	578
N (CCN) Chris-Craft	27	27	1/2	-1/2	-01.82	10	689
O (DUCO) Durham Corp.	32	31	1/2	1/2	01.58	16	270
N (GCI) Gannett Co.	45	1/4 46	1/4	-1	-02.17	20	6,477
N (GE) General Electric	72	3/4 73		1/4	-00.35	14	63,336
O (GACC) Great American	113/16	1 11/16		1/8	07.40		91
A (HTG) Heritage Media	3	2 7/8		1/8	04.34	-3	136
N (JP) Jefferson-Pilot	47	7/8 47	7/8		00.00	10	1,652
N (LEE) Lee Enterprises	25	1/4 25	3/4	-1/2	-01.95	13	581
N (LC) Liberty	40	1/8 40		1/8	00.31	13	315
O (LINB) LIN	75	3/4 72	1/4	3 1/2	04.84	-39	3,893
N (MHP) McGraw-Hill	54	3/4 55	3/4	-1	-01.79	15	2,684
A (MEGA) Media General	20	7/8 21	7/8	-1	-04.58	21	540
N (MDP) Meredith Corp.	25	3/8 25	1/2	-1/8	-00.50	13	427
O (MMEDC) Multimedia	28	28	3/4	-3/4	-02.61	20	969
A (NYTA) New York Times	22	3/8 21	7/8	1/2	02.28	31	1,729
N (NWS) News Corp. Ltd.	15	14	3/4	1/4	01.69	8	4,027
O (PARC) Park Commun.	14	3/4 14		3/4	05.35	17	305
O (PLTZ) Pulitzer Pub.	24	1/4 25		3/4	-03.00	23	254
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	32	5/8 31	3/4	7/8	02.75	26	4,192
N (TRB) Tribune Co.	46	3/8 46	3/4	-3/8	-00.81	32	2,975
A (TBSA) Turner Bstg.'A'	15	3/8 15	1/2	-1/8	-00.81	-36	2,332

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N	(WPO) Washington Post	216	218	- 2	- 00.92	17	2,565
N	(WX) Westinghouse	23	3/8 23	7/8 - 1/2	- 02.10	43	7,329

PROGRAMING

O (IATV) ACTV Inc.	2	3/8 2	1/8	1/4	11.76		2
O (AACI) All American TV	3/4	13/16	-1/16	-07.69			1
N (CRC) Carolco Pictures	6	3/4 7	1/2	-3/4	-10.00	21	194
O (DCPI) dick clark prod.	5	1/4 5	1/4		00.00	18	43
N (DIS) Disney	116	3/4 122	3/8	-5 5/8	-04.60	20	15,188
A (FE) Fries Entertain.	5/16	3/8	-1/16	-16.66			1
A (HHH) Heritage Ent.	11/16	11/16			00.00		1
N (HISN) Home Shop. Net.	6	5 7/8	1/8	02.12	-75	522	
O (IBTVA) IBS	1/2	1/2			00.00	6	1
N (KWP) King World	26	1/8 26	1/2	-3/8	-01.42	11	989
O (KREN) Kings Road Ent.	1/4	1/4			00.00	-1	1
N (MC) Matsushita	119	121	-2	-01.66	14	247,547	
A (NNH) Nelson Holdings	9/16	5/8	-1/16	-10.00			2
O (NNET) Nostalgia Net.	7/16	7/16			00.00		2
N (OPC) Orion Pictures	2	1/4 3	3/4	-1 1/2	-40.00		50
N (PCI) Paramount Comm.	38	1/8 38	5/8	-1/2	-01.30	29	4,485
N (PLA) Playboy Ent.	7	1/2 7	3/8	1/8	01.69	83	138
O (QNTXQ) Qntex Ent.	1/8	1/8			00.00	83	138
O (QVCN) QVC Network	12	1/2 12	5/8	-1/8	-01.00	-21	220
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-6	85
O (RPICA) Republic Pic.'A'	7	1/2 7	1/2		00.00	37	32
A (SP) Spelling Ent.	4	7/8 5		1/8	-02.50	34	161
O (JUKE) Video Jukebox	3	5/8 4	1/8	-1/2	-12.13	-24	38
O (WONE) Westwood One	2	1/16 1	7/8	3/16	10.00	-1	30

CABLE

A (ATN) Acion Corp.	3	3/4 4		1/4	-06.25		5
O (ATCMA) ATC	44	1/4 44	3/4	-1/2	-01.12	37	4,826
A (CVC) Cablevision Sys.'A'	24	1/4 24	3/4	-1/2	04.90	-2	544
A (CTV) Century Comm.	8	7 7/8	1/8	01.58	-8	591	
O (CMCSA) Comcast	13	1/8 13	3/4	-5/8	-04.55	-8	1,517
A (FAL) Falcon Cable	8	3/8 7	7/8	1/2	06.34	-4	53
O (JOIN) Jones Intercable	8	3/4 9	1/4	-1/2	-05.40	-2	104
N (KRI) Knight-Ridder	54	5/8 54	3/8	1/4	00.45	19	2,701
T (RCLA) Rogers'A'	12	12			00.00	-9	395
O (TCAT) TCA Cable TV	14	3/4 15	1/2	-3/4	-04.84	54	361
O (TCOMA) TCI	13	3/4 13	3/4		00.00	-19	4,846
N (TWX) Time Warner	83	3/4 87	1/2	-3 3/4	-04.29	-6	4,815
O (UAECA) United Art.'A'	13	5/8 13	7/8	-1/4	-01.81	-11	1,912
A (VIA) Viacom	29	3/4 31	3/8	-1 5/8	-05.17	-41	3,487

	Closing Wed Aug 21	Closing Wed Aug 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	86	1/8	86	5/8	-	1/2	-00.58	14	18,914
N (ARV) Arvin Industries	24	1/8	24			1/8	00.52	18	454
O (CCBL) C-Cor Electronics	5	1/2	5	3/4	-	1/4	-04.35	550	24
O (CTEX) C-Tec Corp.	14	1/4	15			3/4	-05.00	-18	234
N (CHY) Chyron		9/32		3/16		3/32	50.00		3
A (COH) Cohn	11		10	7/8		1/8	01.14	8	21
N (EK) Eastman Kodak	43	1/2	43			1/2	01.16	20	14,116
N (HRS) Harris Corp.	23	3/4	24			1/4	-01.05	33	923
N (IV) Mark IV Indus.	14		14	1/8	-	1/8	-00.89	8	200
O (MATT) Matthews Equip.	4		4	1/8	-	1/8	-03.04	200	23
O (MCDY) Microdyne	9	1/8	10	1/8	-	1	-09.88	-11	37
N (MOT) Motorola	67	5/8	68			3/8	-00.56	18	8,910
A (PPI) Pico Products	2	1/2	2	1/2			00.00	-3	8
N (SFA) Sci-Atlanta	14	1/4	14	1/8		1/8	00.88	14	321
N (SNE) Sony Corp.	43	3/8	44	1/8	-	3/4	-01.70	21	14,686
N (TEK) Tektronix	29	3/8	29	1/2	-	1/8	-00.43	-27	856
N (VAR) Varian Assoc.	38	3/8	40	1/4	-	1/8	-04.66	87	726
O (WGNR) Wegener	1	1/8	1			1/8	12.50	-3	8
N (ZE) Zenith	5	7/8	5	7/8			00.00	-2	171

	Closing Wed Aug 21	Closing Wed Aug 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	3	1/4	3			1/4	08.33	-10	35
O (BSIM) Burnup & Sims	7	3/8	7	1/4		1/8	01.72	-25	93
A (CLR) Color Systems	3	1/4	3	1/4			00.00	-4	37
N (CQ) Comsat	31	5/8	32	1/4	-	5/8	-01.94	-35	596
N (CDA) Control Data	9	1/4	10			3/4	-07.50	37	395
N (DNB) Dun & Bradstreet	44	1/8	44	5/8	-	1/2	-01.13	16	7,883
N (FCB) Foote Cone & B.	26	3/8	25	3/8		1	03.94	12	288
O (GREY) Grey Adv.	138		138				00.00	12	156
O (IDBX) IDB Common.	11	3/4	10			1/4	17.50	106	74
N (IPG) Interpublic Group	46	3/4	47	5/8	-	7/8	-01.83	19	1,729
N (OMC) Omnicon	28	3/8	29	1/4	-	7/8	-03.00	14	795
O (RTSY) Reuters	43	3/8	42	3/4		5/8	01.46	15	18,814
N (SAA) Saatchi & Saatchi	13/16		13/16				00.00		1,261
O (TLMT) Telemation	3/16		1/8			1/16	50.00		0
O (TMCD) TM Century	7/32		7/32				00.00	-10	4
A (UNV) Unitel Video	8	1/8	8			1/8	01.56	10	12
O (WPPGY) WPP Group	3	5/8	3	7/16		3/16	05.45	1	156

Standard & Poor's Industrials	463.91	463.00	+0.91	+0.19%
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Board members include: Neil Austrian, president of the National Football League and former chairman and CEO of Showtime, Raymond Timothy, senior managing director, investment banking group Furman Selz, and Ancil Payne, retired president and chief executive officer, King Broadcasting. Company personnel includes chief financial manager, Michael Gorman, former senior vice president and chief financial officer, ESPN.

Although currently only a vendor, AdExpress would like to enter the cable rep business, which is where things get complicated. For example, how would Ad-Express work with a cable rep like NCA that represents four of the largest MSO's in the country? Clearly, where there is a gain for both companies, compromises will probably be reached. Bob Williams, head of NCA, said his firm has looked at both developing its own delivery system and working with another vendor. "We have not ruled out any combination of circumstances," he said, adding that it is "probable that we would form a relationship with one or more companies. We are very excited that people are trying to resolve these issues."

While Williams is willing to do business with Ad-Express as a vendor, he would understandably not be as eager should the company try to enter the rep business. NCA also has designed a series of proprietary software programs designed to streamline the cable spot-buying process. "No matter what else

happens," Williams said, "we will do that [the buying process] in-house."

Agency executives and cable operators are also hoping that the cable industry can adopt a standard of spot delivery that would improve on the current situation. "One of the obvious problems," explained Frank Woodbeck, vice president, ad sales, Post-Newsweek Cable, "is that the average ADI has a number of cable systems that all have different methods of inserting commercials on networks. We need a standardization process." Woodbeck is chair of the CAB subcommittee reviewing new technology. Added Larry Zipin, corporate vice president, ad sales, Warner Cable: "There is a whole other component to this scheme—an interface in terms of traffic software. The national spot delivery mechanism has to interface with

most of the ad sales software in use.

Ad-Express is not alone in the race to improve delivery of cable spots. AdStar, headed by Alan McGlade, founder of AdLink, is also working on a delivery system. AdLink was, according to McGlade, the first satellite-delivered interconnect and is currently up and running in Los Angeles. McGlade plans on using the pre-existing technology from AdStar's sister company NuStar—a cross-channel promotion service—to develop a national delivery service.

Ad agency DDB Needham is also looking at developing a delivery system. Wes Dubin, director, electronic ventures, said the agency views national delivery as "a fascinating opportunity." Concerns, he said, are cost and timing. "We want to make sure it does not become obsolete." —JF

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WASHINGTON

FCC'S NEW LICENSING PLAN: MEMBERS ONLY

Agency may restrict applicants for new 'expanded' AM, HDTV and possibly DAB channels to incumbent broadcasters, raising legal and policy questions

Buried deep in the traditions of the FCC, if not the precedents of communications law, is the principle that everybody should have a shot at applying for and winning broadcast channels.

Yet the FCC, in opening up new channels for AM and high-definition television (HDTV), will be putting out the word that only established broadcasters need apply.

And if the broadcasting industry has its way, the FCC will also reserve channels for digital audio broadcasting

(DAB) exclusively for existing AM and FM stations looking to upgrade to digital sound.

Terry Haines, FCC Chairman Alfred Sikes's chief of staff, acknowledges the FCC will likely set aside new AM and HDTV channels exclusively for incumbent broadcasters, but says the initiatives are good policy and good law.

The set-asides are aimed at maintaining and upgrading existing broadcast services—obligations imposed on the FCC by the Communications Act, Haines said. "Given that, there is no

basis for the contention that the FCC is cutting anybody out."

But others disagree. "The commission has been given a lot of latitude to favor incumbents and give preferences and so forth," said Andy Schwartzman of the Media Access Project watchdog group. "But what the commission has never done is absolutely shut people out," he said. "If they are literally not going to let other people apply, that would be a troublesome reinterpretation of the Communications Act."

How the FCC excludes the public from applying for broadcast licenses is a "difficult issue," said Henry Geller, a former FCC general counsel who has been asked to explore it by the industry Advisory Committee on Advanced Television Service. "It's not an open-and-shut case," he said. "I don't know how it comes out, but it is clearly a legal hurdle that has to be considered."

The issue is likely to come to the fore next month when the FCC is expected to adopt rules implementing the expanded AM band—1605 khz to 1705 khz. The ten 10-khz channels in the band are expected to make room for more than 200 new stations around the country.

Rather than make the channels generally available, the FCC has proposed allowing, at least initially, only existing AM stations to apply for the new channels. The idea is to thin out the currently overcrowded existing AM band and thus improve the quality of service provided by the remaining stations.

The FCC is also inclined to give TV stations the first, if not exclusive, right to the new HDTV simulcast channels it will be making available around the same time it adopts an HDTV broadcast standard in late 1993. The simulcast channels will permit today's TV stations to introduce HDTV while continuing to provide conventional NTSC service over their current channels.

And the National Association of Broadcasters is pushing the FCC not only to allocate spectrum for DAB, but

ANPA WANTS RBOC'S OUT OF INFO BUSINESS

The American Newspaper Publishers Association asked the U.S. Court of Appeals, District of Columbia Circuit, to overturn last month's U.S. District Court decision to allow the regional Bell operating companies to provide information services. ANPA and the RBOC's will now wait for a hearing date for the appeal. Neither side could predict when that hearing would be held.

"Today's filing is just the next step in ANPA's continuing fight to preserve competition and to protect consumers by preventing the RBOC's from providing information services over telephone lines they totally control as regional monopolies," said ANPA President Cathleen Black.

District Court Judge Harold Greene reluctantly handed down the information-services decision on July 25, in spite of worries of potential anticompetitive practices by the RBOC's (BROADCASTING, July 29). Greene stayed action on the decision pending further review by the Court of Appeals. Newspaper publishers and several other communications industry interests fear eventual RBOC monopolies of electronic newspapers, electronic yellow pages and several other information services should the RBOC's be allowed to transmit them in their own service areas.

Earlier this month, the RBOC's indicated they would ask the Appeals Court to lift the stay on Greene's decision (BROADCASTING, July 19). But last week RBOC spokesmen said they may not file such a request. Such a proceeding could delay the final appeals court decision on the information-services issue.

Meanwhile, with Congress soon to return from its August recess, both sides are also concentrating on their legislative strategies. The RBOC's are supporting bills to lift bans on telephone equipment manufacturing and cable television distribution in their service areas contained in the 1984 Cable Act. ANPA hopes to codify the information-services ban, an action the association has sought since before the MFJ was drafted. "Certainly the pressure [on congressmen sympathetic to ANPA] is greater, and we're hoping the pressure will be felt and that Congress will exercise the responsibility that we feel it has here," said Terry McGuire, ANPA general counsel.

also to reserve the spectrum for AM and FM stations.

Undergirding the principle of open access to broadcast channels is the Supreme Court's 1945 *Ashbacker* decision, which established that every applicant for a broadcast channel has a right to a hearing in which the FCC chooses the one applicant it feels will best serve the "public interest."

According to Schwartzman, *Ashbacker* "gives an unquestioned fair shot every time a frequency is made available." And it is the "essence of a free market," he added. "It says you will allow people to compete to provide service to the public—exactly the kind of competition the free marketeers supposedly favor."

But advocates of restricting access to the new channels believe Schwartzman and others are overreaching in their interpretation of *Ashbacker*. All the case does is guarantee all "eligible" applicants for a channel a fair hearing to win it, said Julian Shepard, general counsel of the Association for Maximum Service Television, which advocates a set-aside of HDTV simulcast channels for existing stations.

Through a rulemaking process, Shepard said, the FCC may restrict those eligible for particular spectrum as long as it sets forth sufficient public interest justification for doing so.

And such a case can be made for HDTV, Shepard said. The FCC's goals are, "first, to ensure that broadcast licensees have access to HDTV technology on equal footing with cable and other media and, second, to ensure the

expeditious delivering of broadcast HDTV to the public without disruption to NTSC television service," he said.

Throwing open the channels and requiring broadcasters to battle others in comparative hearings would be a "severe setback" in pursuit of those goals, Shepard said. Hearings would not ensure that broadcasters gain access to the spectrum they need to compete, and they would greatly increase the cost and delay widespread implementation of broadcast HDTV service, he said.

"It's a very critical issue," said Shepard. "Going down the road of comparative hearings could well spell the death knell for broadcast HDTV."

What goes for HDTV also goes for the expanded AM band and DAB, said Jeff Baumann, general counsel of the National Association of Broadcasters. "If the FCC has a rulemaking proceeding, with opportunity for notice and comment, it can say we are going to dedicate a block of spectrum to existing broadcasters and not make it available for other people to apply for," he said. "What you have to keep in mind is, the FCC has a great amount of discretion in how it disposes of spectrum."

The FCC has raised questions about restricting access in its expanded-band and HDTV proceedings but seems convinced they have the authority to do it. Indeed, in the notice of proposed rulemaking on the expanded AM band, the FCC "tentatively" concluded it may restrict the availability of the new channels to give existing AM stations a chance to migrate to them.

Ashbacker requires the FCC "to con-

sider all mutually exclusive applications at the same time," but also affirms the agency ability to set eligibility criteria for applicants, the notice says. "[I]n this proceeding, we propose to limit the initial class of eligible applicants to existing AM licensees."

"People who are left out of the game could well say, 'This isn't fair; I am entitled to get in the process and compete for a channel,'" said Bill Johnson, deputy chief of the FCC Mass Media Bureau. "The question would then be: are the reasons we aren't letting them in good, legitimate ones?"

With regard to the expanded AM band and HDTV—the FCC has yet to address squarely the issue in terms of DAB—the FCC is convinced those "good, legitimate" reasons exist, Johnson said.

"If you want [an HDTV] channel and you aren't an existing guy, you won't get it," Johnson said. "In one sense that's wrong because you don't have anything and you are entitled to something. On the other hand, if that's how it works, HDTV is never going to work because everybody will be scrambling around for the licenses," he said, "upsetting the applecart for the whole proposition."

Geller said the way to circumvent the principle of first come, first served in broadcast licensing may be to conduct a rulemaking in which the entire service is structured.

"If you're shifting the entire industry around, you may be able to get away with it," Geller said. "Someone once said, 'If you kill one person, it's called murder; if you kill millions, it's called war.'"

—HAI

TV, CABLE SEEK TO EASE BORROWING RULES

Banking agencies asked to weigh other factors in setting HLT standard

Changes in regulations governing highly leveraged transactions, currently under consideration by the Treasury's Office of the Comptroller of the Currency, the Federal Deposit Insurance Corporation and the Federal Reserve, could make it easier for broadcasters and cable operators to secure financing for acquisitions, expansions or debt restructuring, if any of the industries' suggestions are acted upon.

Since October 1989, federal regulations have required banks to identify companies with a high debt-to-asset ratio, and those companies, whose numbers are likely to include cablecasters and broadcasters, have found it diffi-

cult—some say impossible—to secure financing of any kind. Proposed changes in the regulations would allow a lender to take into consideration such items as cash flow in determining the borrower's ability to repay.

That would be good news for the industries, which, according to the National Association of Broadcasters, have encountered "a virtual lack of access...to traditional bank financing."

The NAB asked for a 30-day extension to file comments so that its HLT task force could gather data. As of last Wednesday (Aug. 21), no broadcasters had filed comments, although they were due no later than Aug. 26. Some antici-

pate an extension, however.

Although lenders are not limited in the number of HLT's they may have in their portfolios, the current regulatory environment has kept many banks away from traditional highly leveraged industries because, as those who filed comments last week said, the designation implies credit unworthiness.

Derrick D. Cephas, superintendent of the New York Banking Department, said: "HLT disclosures provide useful information, [but] the perception exists that HLT implies supervisory criticism."

TeleCommunications Inc. agreed: "The public policy purpose of HLT dis-

closure is well intended. Yet the cable industry [has] been materially and negatively impacted as a result. While not the intent, HLT implies less than creditworthy attributes to a borrower, regardless of the actual credit characteristics.... For the cable television industry, this means that continued capital expenditures for system enhancement and growth have been curtailed or made unavailable."

Cable operators are "arbitrarily thrown in with the 'Revcos' of the world and threatened with government confiscation of our values by the government's broad, shotgun, HLT definition shrinking our credit availability," said North Coast Cable.

In its filing, Rifkin & Associates Inc. said: "Beginning in 1990 we ceased to incur additional lending commitments because of HLT rules and have ceased to acquire cable properties.... [We] tried without success to borrow money since early 1990. [B]usiness has never been better...[but our] hands are tied by artificial constraints."

The problem with the current formula, said Columbia International Inc., is that the "balance sheet test [debt-to-asset ratio] gives no weight to a borrower's ability to service its debt."

The solution, TCI said, lies in allowing "for an alternative cash flow-based credit criteria and other changes to make [HLT definition] as truly credit sensitive as possible."

TCI suggested that "HLT's would be those credits where cash flow coverage of interest expense is less than 130%, and/or debt as multiple of cash flow is at or above seven times. In our years of experience, these have been the parameters beyond which a cable company has lost its flexibility to deviate from or miss its business plan."

Most cable operators and a few banks sided with TCI and the need for a standard responsive to the peculiarities of certain industries. C-TEC Corp. said that it, like many cable companies, is on the HLT list "because its liabilities as a percentage of its assets are greater than 75%. What is ignored is that our debt-to-cash-flow ratio is under 4.5. This compares to a ratio of 7.4 for General Motors."

U.S. Cable said: "Any change [in HLT definitions] must start by eliminating a balance sheet test.... A new definition could place percentage HLT designations on credits" by quantifying the debt and cash flow.

Columbia International Inc. said that despite a "virtually 'spotless' history" in the cable-lending field, cable television companies as a group are effective-

ly singled out and penalized without regard to financial strength.

But self-described "industry observer" Bill Russell said that "one gets the distinct impression that federal regulators are lowering quality standards and disclosure requirements in order to innervate investors to inject new capital into a poorly managed industry. Unfortunately, such equity infusions will not be forthcoming until the industry becomes profitable and bankers stop acting like lemmings by overinvesting in every new financial fad that comes into the marketplace."

The other major problem with current HLT regulations, many said, was that it takes four years of successfully managing debt and meeting projections to get off the HLT list. TCI and others said that one to two years should be sufficient. "From a lender's perspective, a cable television system presents certain desirable lending characteristics, often lacking in other lending opportunities.

The assets provide a material positive cash flow that is both highly predictable and historically increases over time," said TCI.

Again, Russell was one of the few dissenters. He said removing a company from HLT designation "simply because it successfully operated during the first two years of leveraged operation is absurd. If the first two years happen to be during an expansion/boom, has the above-normal credit risk associated with the transaction really been removed?"

A smaller problem is that the HLT designation does not provide enough information because it does "not help lenders or their government regulators distinguish true problem situations," TCI said.

One solution, some said, would be to include a notation identifying companies with investment grade ratings. Another suggestion was to quantify, by percentage, the degree to which a company is leveraged.

-PJS

HOLLYWOOD ASKS FCC FOR FIN-SYN SUBCAP

Coalition wants 25% limit on network-produced 'one-shot' programs

Hollywood's Coalition for the Preservation of the Financial Interest and Syndication Rule made a final plea last week for a cap on made-for-TV movies, mini-series and specials the networks may produce themselves.

"Although the networks vehemently oppose the coalition's request for an in-house subcap [on such programming]...they fail to rebut the underlying need for such a subcap," the coalition said in comments filed in the FCC's reconsideration of its new financial interest and syndication rules. "That need derives from the devastating loss to diversity that would result if the networks could produce all programs of this type in-house."

Three-quarters of such one-shot programs on the networks today come from independent producers, the coalition said. The networks fail to contest the fact that without a cap they would be able to produce one-shot programs themselves, it said.

The new fin-syn rules adopted last April permit networks to produce 40% of their prime time schedule in-house and to syndicate what they produce.

Alarmed that the networks would use

the freedom to produce mostly one-shot programs, the coalition, in a petition for reconsideration, asked the FCC, among other things, for a 25% subcap on in-house one-shot programs.

CBS and NBC objected to the added restriction in the previous round of comments, arguing that cable TV provides an alternative market for producers of TV movies, mini-series and specials (BROADCASTING, Aug. 12).

In its petition for reconsideration, the coalition asked for further restrictions on the networks' ability to negotiate for financial interest and syndication rights, while CBS and NBC demanded fewer and more lenient safeguards and the opportunity to syndicate first-run programs and programs aired on other networks.

In last week's final round of comments, CBS and NBC asked the FCC to resist making their tough new rules even tougher. If the commission believes in maintaining a strong network/affiliate system, the two networks said, it must permit the networks "to participate fully in the program supply marketplace and to pursue the same business opportunities that are available to its cable and studio rivals."

-NAJ

FOR THE RECORD

As compiled by BROADCASTING from August 12 through August 16 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

- **KUZZ(FM) Lake Village, AR** (BTCH910730HZ; 95.9 mhz; 3 kw; ant. 298 ft.)—Seeks transfer of control within DBR Communications Inc. for \$16,000. Sellers are James A. Derryberry and Charles C. Ross III, and have no other broadcast interests. Buyer is Wayne Bennett, and has no other broadcast interests. Filed July 30.
- **KRDG(AM) Redding, CA** (BAL910710EG; 1330 khz; 5 kw-D)—Seeks assignment of license from Prather Breck Broadcasting Inc. of Redding to Educational Media Foundation Inc. for \$46,000. Seller is headed by Jeffrey D. Prather, and has interest in KEWB(FM) Anderson, CA. Buyer is headed by K. Richard Jenkins, and is licensee of KLVF(FM) Santa Rosa, CA; permittee of KZEF(AM) Tigard, OR, and licensee of five FM translators. Filed July 10.
- **KRZQ-FM Tahoe City (Reno), CA** (BTCH910801GK; 96.5 mhz; 50 kw; ant. 2,965 ft.)—Seeks transfer of control from Mid South Broadcasting Co. to Gordon Holdings Inc. for no cash consideration; sale is stock transfer in lieu of foreclosure on \$1.5 million loan to Texas Commerce Bank. Seller is headed by Harry E. Bovay Jr., who is 100% stockholder of Mid-South Telecommunications Co. Inc., which owns Mid-South Cablevision Co. O.B. Inc., system in Olive Branch, MS. Buyer is subsidiary of Texas Commerce Bank, and is headed by F. Hall Webb. It will secure financial stability then sell station; it has no other broadcast interests. Filed Aug. 1.
- **WQAI(AM) Fernandina Beach, FL** (BAL910729EC; 1570 khz; 5 kw-D)—Seeks assignment of license from B & L Communications Inc. to Global American Enterprises Inc.; purchase agreement to be filed on or before closing date. Seller is headed by Don Bruns, and has no other broadcast interests. Buyer is headed by Ronald Crider and Molly M. Snell (100%). Crider holds 19.8% stock in Vail-Aspen Broadcasting Ltd., licensee of KSKE-AM-FM Vail, CO. Snell is 100% stockholder of WMEL(AM) Melbourne, FL. Filed July 29.
- **KILJ-AM-FM Mt. Pleasant, IA** (AM: BTC910801EF; 1130 khz; 250 w-D; FM: BTCH910801EG; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from KILJ Inc. to MediaComm Inc. for \$1.03 million. Seller is headed by Paul L. Dennison, and has no other broadcast interests.
- Buyer is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife Mary S. Kuhens are 11% shareholders of KILJ(AM). Filed Aug. 1.
- **WEKY(AM) Richmond, KY** (BAL910729ED; 1340 khz; 1 kw-U)—Seeks assignment of license from Radio Richmond Inc. to WEKY Inc. for \$201,000. Seller is headed by Leonard S. Joyce, and has no other broadcast interests. Buyer is headed by Ronald G. Boyd, and has no other broadcast interests. Filed July 29.
- **WKJF-AM-FM Cadillac, MI** (AM: BAL910729HW; 1370 khz; 5 kw-D, 1 kw-N; FM: BALH910729HX; 92.9 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license from Fetzer Broadcasting Co. to Hagar Broadcasting and Investments Co. for \$350,000 ("Changing Hands," Aug. 12). Seller is headed by Carl E. Lee, and also owns WJFM(FM) Grand Rapids and WKZZ(AM) Kalamazoo, both Michigan, and Muzak franchise for Western Michigan. Buyer is headed by James M. Hagar and Jacqueline K. Hagar, husband and wife (each 50%), and has no other broadcast interests. Filed July 29.
- **WJPW(AM) Rockford, MI** (BAL910801EA; 810 khz; 500 w-D)—Seeks assignment of license from Jack Lee Payne to RDL Productions Inc. for \$327,000. Seller has no other broadcast interests. Buyer is headed by Randy C. Disselkoen (100%), and has no other broadcast interests. Filed Aug. 1.
- **KRGI-AM-FM Grand Island, NE** (AM: BAL910805EA; 1430 khz; 5 kw-D, 1 kw-N; FM: BALH910805EB; 96.5 mhz; 100 kw; ant. 416 ft.)—Seeks assignment of license from KRGI Inc. to JRK Broadcasting Ltd. for \$1.95 million ("Changing Hands," Aug. 12). Seller is headed by Lloyd Ballhagen, and is subsidiary of Harris Enterprises, licensee of KIUL(AM)-KWKR(FM) Garden City-Leoti, KS. Buyer is headed by John R. Kidd, and has no other substantive broadcast interests. Filed Aug. 5.
- **KGGM-TV Albuquerque and satellite KBIM-TV Roswell, both New Mexico** (KGGM-TV: BTCCT910703KL; ch. 13; 89.1 kw-V; 9 kw-A; ant. 4,181 ft.; KBIM-TV: BTCCT910703KM; ch. 10; 316 kw-V; 40.7 kw-A; ant. 1,999 ft.)—Seeks transfer of control from New Mexico Broadcasting Co. Inc. to Lee Enterprises Inc.; definitive purchase agreement for stock transfer is to be filed as amendment to application. Sale constitutes purchase of remaining 58% (2,284 shares of stock) of New Mexico Broadcasting by Lee Enterprises, currently minority shareholder. Seller is headed by Margaret Ann Hebenstreit and Andrew Hebenstreit, and has no other broadcast interests. Buyer is headed by Richard D. Gottlieb and Lloyd G. Schermer, and is licensee of WSAZ-TV Huntington, WV; KGMB(TV) Honolulu, KGMD-TV Hilo and KGMV(TV) Wailuku, all Hawaii; KGUN(TV) Tucson, AZ; KMTV(TV) Omaha, NE; and KOIN-TV Portland, OR. Lee also publishes, directly or through affiliate, 46 newspapers and weekly publications. Filed July 3.
- **WXKL(AM) Sanford, NC** (BAL910729EE; 1290 khz; 1 kw-D)—Seeks assignment of license from Lee Broadcasting Corp. to WGSE Inc. for \$1 and assumption of debt. Seller is headed by Betty L. Ciliberto, and has no other broadcast interests. Buyer is headed by Jimmy Johnson, and has no other broadcast interests. Filed July 29.
- **KLVJ(AM) Lake Oswego (Portland), OR** (BAL910726EC; 1290 khz; 5 kw-U)—Seeks assignment of license from Tamarack Communications Inc. to Donald B. Crawford for \$450,000 ("Changing Hands," July 29). Seller is headed by E.L. Kilday, and has no other broadcast interests. Buyer is headed by Donald B. Crawford, who is majority shareholder of Don-Tron Inc., licensee of KPBC(AM) Garland (Dallas), TX and WYCA(FM) Hammond (Chicago), IN; Kier-Ton Inc., licensee of KBRT(AM) Avalon, CA; Wmuz Radio Inc., licensee of Wmuz(FM) Detroit, and Kimtron Inc., licensee of WDCX(FM) Buffalo, NY. Crawford is also partner of WDJC Radio Co., licensee of WDJC(FM) Birmingham, AL. Filed July 26.
- **KPUR-AM-FM Amarillo-Canyon, TX** (AM: BAL910726EE; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH910726EF; 107.1 mhz; 5 kw; ant. 300 ft.)—Seeks assignment of license from Holder Broadcast Services of Texas, debtor-in-possession, to Alfred Broadcast Inc. in transfer of assets and assumption of equipment lease agreement. Seller is headed by Harold D. Holder Sr., and has no other broadcast interests. Buyer is headed by A.W. Lair, and has no other broadcast interests. Filed July 26.
- **KBIL-FM San Angelo, TX** (BALH910729HY; 92.9 mhz; 100 kw; ant. 729 ft.)—Seeks assignment of license from Robert G. Call, receiver, to Regency Broadcasting Inc. for \$186,000. Seller has no other broadcast interests. Buyer is headed by Keith Adams, and has no other broadcast interests. Filed July 29.
- ***KPAC(FM) San Antonio, TX** (BAL910802GH; 90.9 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Texas Public Radio to Bible Broadcasting Network Inc. for \$75,000. Seller is headed by Richard Villasana Jr. and 27 other board members, and has no other broadcast interests. Buyer is headed by Lowell L. Davey, and is non-profit, non-stock corporation and is licensee of WYFW(FM) Wichita, KS; WAVO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFI(FM) Ashland and WYFT(FM) Luray, all Virginia. Filed Aug. 2.
- **WNRV(AM)-WZFM(FM) Narrows, VA** (AM: BAL910730GF; 990 khz; 5 kw-D; FM: BAPH910730GG; 101.3 mhz; 1.5 kw; ant. 469 ft.)—Seeks assignment of license and CP within WNRV Radio for \$2,500; purpose of assignment is to dissolve original partnership of Rebecca J. Lollie and Thomas B. Crockett Jr. and form partnership of Rebecca J. Lollie and Faye Nicholson. Principals have no other broadcast interests. Filed July 30.
- **WMAD-AM-FM Sun Prairie, WI** (AM: BAL910726GI; 1190 khz; 1 kw-D; FM: BALH910726GJ; 92.1 mhz; 1.75 kw; ant. 400 ft.)—Seeks assignment of license from First Choice Communications Inc. to DPC Inc., subsidiary of Bank of Sun Prairie; First Choice Communications is voluntarily surrendering stations to bank after defaulting on loan (principal totaling \$3,217,440). Seller is headed by John L. McMahon, and has no other broadcast interests. Buyer is headed by David Suchomel, president of DPC Inc., and Bank of Sun Prairie (100%). Filed July 26.

Actions

- **KITH(AM) Apple Valley, CA** (BAL910626EB; 1550 khz; 5 kw-D; 500 w-N)—Granted assignment of license from John A. McAulay to Apple Valley Broadcasting for \$140,000. Seller has no other broadcast interests. Buyer is headed by Mel Yarmat (39.58%), Benjamin Nepomuceno (14.58%), William Suval (14.58%), Earl James Butler Jr. (2.08%), Ira Norris (25%) and Advocate Inc. (4.17%). Ira Norris hold 25% of stock in Total Television Inc., cable system serving part of Apple Valley, CA. Action Aug. 8.
- **KXGO(FM) Arcata, CA** (BALH910411HB; 93.1 mhz; 93 kw; ant. 1,640 ft.)—Granted assignment of license from Randolph E. George, receiver, to Westar

Communications Inc. for \$182,500. Seller has no other broadcast interests. Buyer is headed by Howard M. Holzapfel, and has no other broadcast interests. Action Aug 8.

■ **KISZ(AM)** Cortez, CO (BAL910628EB; 740 khz; 1 kw-D, 250 w-N)—Granted assignment of license from Explorer Communications Inc. to Delane Broadcasting Inc. for \$147,500. Seller is headed by James F. Hoffman, and has no other broadcast interests. Buyer is headed by L.H. Degeneres (70%), Lan Degeneres (15%) and Bill Beasley (15%). Delane Broadcasting Inc. owns KRTZ(FM) Cortez, CO. Lan Degeneres, L.H. Degeneres and Bill Beasley have interests in Rampart Broadcasting Inc., licensee of KDOG(AM) Durango, CO. Action Aug 9.

■ **WNBS(AM)** Murray, KY (BAL910701ED; 1340 khz; 1 kw-U)—Granted assignment of license from Murray Broadcasting Co. Inc. to Keith Stubblefield, a k a Troy Cory, for \$1.2 million. Seller is headed by Charles Shuffett, and also has interests in LPTV W46BE Murray, KY; concurrent application to assign W46BE to Stubblefield has been filed. Buyer has no other broadcast interests. Action Aug 12.

■ **KKLC(AM)** Pineville, LA (BAL910627EB; 1110 khz; 500 w-D)—Granted assignment of license from Red River Broadcasting Corp. to Hill Country Broadcasting Inc. for \$50,000. Seller is headed by Robert L. Lynn, and has no other broadcast interests. Buyer is headed by Troy L. Deraum, and has no other broadcast interests. Action Aug 8.

■ **WEXL(AM)** Royal Oak, MI (BTC910606EA; 1340 khz; 1 kw-U)—Granted transfer of control within Sparks Broadcasting Co. Inc. for no cash consideration. Transferor is Garnet G. Sparks Trust. Transferee is Garnet B. Sparks, and has no other broadcast interests. Action Aug. 7.

■ **KTMA(TV)** Minneapolis (BALCT910422KG; ch. 23; 1740 kw-V; ant. 1,150 ft.)—Dismissed app. for assignment of license from KTMA Acquisition Corp. to Minnesota TV Group Ltd. for \$4.815 million. Seller is headed by Donald R. Johnston, representative of estate, and has no other broadcast interests. Buyer is headed by Rand Levy (42.6%) and Gary Marx (42.6%), and has no other broadcast interests. (Petition for rescission of acceptance for filing of this application has been filed by KTMA Acquisition Corp.) Action Aug 6.

■ **WONG(AM)** Canton, MS (BAL910627EA; 1370 khz; 1 kw-D; 28 w-N)—Granted assignment of license from John H. Pembroke to Deloris S. L. Bobo for \$100,000. Seller is licensee of WOTA(AM) Vicksburg, MS, and has 50% interest in Goodwill Broadcasting Co., licensee of KJOP(AM) Lemoore, CA. Buyer has no other broadcast interests. Action Aug 8.

■ **WZFL-AM-FM** Centerville, MS (AM: BAL910613GK; 1580 khz; 250 w-D; FM: BALH910613GL; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Dixie Business Investment Co. Inc. to Radio Reading Services Corp. for \$6,000. Seller is headed by L.W. Baker, and has interests in KLPL-AM-FM Lake Providence, LA. Buyer is headed by David Harris, and has no other broadcast interests. Action Aug 6.

■ **WHITE(FM)** Williamston, NC (BALH910531GH; 103.7 mhz; 50 kw; ant. 331 ft.)—Granted assignment of license from Sea-Comm Inc. to WHITE Inc. for \$750,000 ("Changing Hands," June 17). Seller is headed by Eric Jorgenson, and has interests in WFSM(FM) Southport (Wilmington), NC. Buyer is headed by Joseph Logan (70%) and L. Gene Gray (30%). Gray is 50% owner of Eastern Carolina Broadcasting CO. Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, NC. Action Aug 7.

■ **WSUR-TV** Ponce and WLII(TV) Caguas, both Puerto Rico (WSUR-TV: BALCT910611KF; ch. 9; 58.9 kw-V; 5.89 kw-A; ant. 2,270 ft.; WLII: BALCT910611KG; ch. 11; 200 kw-V; 39.8 kw-A; ant. 1,180 ft.)—Granted assignment of license from Telecon Corp. to Estrella Brillante Ltd.; assignee will assume programming and film liabilities of assignor for \$3 million, and will also assume other contingent liabilities. Seller is headed by Anne P. Jones, trustee, and has no other broadcast interests. Buyer is subsidiary of Malrite Communications Group Inc. (78%); Lucas Thomas Muniz (20%) and Milton Maltz (2%) and John C. Chaffee Jr. Malrite Communications

Group also heads Channel 7 Inc., which is selling WSTE(TV) Ponce, PR (see below). Malrite Communications Group owns and operates WXIX-TV Newport, KY; WFLX(TV) West Palm Beach, FL; WHTZ(FM) Newark, NJ; KLAC(AM)-KZLA-FM Los Angeles; KNEW(AM)-KSAN-FM Oakland-San Francisco; WHK(AM)-WMMS(FM) Cleveland and WDGY(AM)-KEEY-FM Minneapolis-St. Paul. Malrite Communications Group also owns and operates, through subsidiary, WOIO(TV) Shaker Heights, OH. Malrite Communications Group is general partner of Malrite Guaranteed Broadcast Partners, licensee of WEGX(FM) Philadelphia. Action Aug. 1.

■ **WSTE(TV)** Ponce, PR (BALCT910611KE; ch. 7; 166 kw-V; 22.4 kw-A; ant. 2,710 ft.)—Granted assignment of license from Channel 7 Inc. to Siete Grand Television Inc. for \$6 million ("Changing Hands," June 24). Seller is headed by Malrite Communications (see WSUR-TV Ponce, PR, above). Buyer is headed by Jerry B. and Esther M. Hartman, husband and wife, and has no other broadcast interests. Action Aug. 1.

■ **WCSC-TV** Charleston, SC (BTCCT910418KE; ch. 5; 100 kw-V; 20 kw-A; ant. 1000 ft.)—Granted transfer of control from Crump Communications Inc. to General Electric Capital Corp. for \$250,000 and return to buyer for cancellation seller's certificate representing 12,000 shares of preferred stock and warrant to purchase 376,200 shares of common stock. Seller is headed by Harold C. Crump, who is VP of Hubbard Broadcasting, group owner of one AM, one FM and nine TV's. Buyer is headed by J. F. Welch Jr., L.A. Bossidy and E.E. Hood Jr. GE Capital or its parent, General Electric Financial Services Inc. holds ownership interests in WAPA-TV San Juan, PR; WJBF(TV) Augusta, GA, and KSCH-TV Stockton, CA. Action July 24.

■ **WFIL(TV)** Florence, SC (BAPCT91022KH; ch. 21; 5000 kw-V; 1000 kw-A; ant. 1,989 ft.)—Granted assignment of CP from Tri-Star Communications to Coastal Television, Inc. for \$235,000. Seller is headed by Lenoir Sturkie and Paul Creel, and have no other broadcast interests. Buyer is headed by Edward L. Young, and has interests in WELY Inc., licensee of W56CC-TV. LPTV licensed to Florence, SC. Action Aug 5.

■ **WJYQ(FM)** Moncks Corner, SC (BALH910621HG; 105.5 mhz; 3 kw; ant. 265 ft.)—Granted assignment of license from Ceder Carolina Ltd. to Sonnydale Broadcasting Inc. for \$830,000. Seller is headed by Marvin F. Ceder, who is president of Ceder Broadcasting Inc., 63% owner of licensee of WNBR(AM)-WNND(FM) Fuquay Varina, NC. Buyer is headed by Dale T. Litchford Sr. and Rodney G. Gross, each 50%, and has no other broadcast interests. Action Aug 9.

■ **WNBI-AM-FM** Park Falls, WI (AM: BAL910619HE; 980 khz; 1 kw-D, 105 w-N; FM: BALH910619HF; 98.3 mhz; 3 kw; ant. 275 ft.)—Granted assignment of license from Northland Broadcasting Inc. to Nicolet Broadcasting Inc. for \$400,000. Seller is headed by William Beckwith and George Palo, and has no other broadcast interests. Buyer is headed by Roger L. Uehmer, and is licensee of WERL(AM)-WRJQ(FM) Eagle River, WI. Action Aug 9.

NEW STATIONS

Actions

■ **Augusta, IL** (BPED870908NC)—Granted app. of Good News Broadcasters Inc. for 101.1 mhz; 1 kw-H; ant. 188 m. Address: Rt. 1, Box 92, Plymouth, IL 62307. Principal is headed by Francis L. Hollon, and has no other broadcast interests. Action Aug. 05.

■ **Essexville, MI** (BPH880816NA)—Granted app. of Morrill Radio Partnership for 97.3 mhz; 3 kw H&V; ant. 100 m. Address: 5643 Monterey, Haslett, MI 48840. Principal is headed by Geary S. Morrill and Nancy J. Morrill, and has no other broadcast interests. Action Aug. 1.

■ **Walker, MI** (BPH880125MA)—Granted app. of William E. Kuiper Jr. for 100.5 mhz; 3 kw (H&V); ant. 100 m. Address: 1051 Fremont N.W., Grand Rapids, MI 49504. Principal is director of Furniture

City Broadcasting Corp., licensee of WFUR-AM-FM Grand Rapids, MI. Action July 31.

■ **Hobbs, NM** (BPH910705MH)—Returned app. of Rosemary Houston for 96.5 mhz; 5 kw; ant. 53 m. Address: 1000 E. Sanger, Hobbs, NM 88240. Principal has no other broadcast interests. Action Aug. 7.

■ **South Boston, VA** (BPH900510MD)—Granted app. of Virginia Broadcasting for 95.3 mhz; 2.69 kw; ant. 151 m. Address: 1612 Irish St., P.O. Box 503, South Boston, VA 24592. Principal is headed by NancyLee Benyunes-Cooper and Amy H. Moran, and has no other broadcast interests. Action July 29.

■ **South Boston, VA** (BPH900510MN)—Dismissed app. of Southern Va. Communications Inc. for 95.3 mhz; 2.7 kw; ant. 148 m. Address: 1202 Sixth St., South Boston, VA 20640. Principal is headed by Kenneth Cranford, and has no other broadcast interests. Action July 29.

■ **South Boston, VA** (BPH900510MT)—Dismissed app. of Barbara D. Purcell for 95.3 mhz; 6 kw; ant. 100 m. Address: 15010 Carrollton Rd., Rockville, MD 20853. Principal has no other broadcast interests. Action July 29.

ACTIONS

■ **Secaucus, NJ** Dismissed as authorized pleading petition by Garden State Broadcasting Limited Partnership for reconsideration of Commission action in which it set aside Partial Initial Decision in case involving mutually exclusive applications of WWOR-TV Inc. for renewal of license of WWOR(TV) Secaucus, and Garden State for new station on same facilities. (MM docket 88-382 by MO&O [FCC 91-257] adopted August 2 by Commission.)

■ **Naguabo, PR** Granted application of Efrain Archilla-Diez for new FM on channel 225A at Naguabo; and denied applications of Naguabo Broadcasting Company, Reyes Ruiz Rivera and Hector Negroni Cartegena. (MM docket 88-343 by MO&O [FCC 91-258] adopted August 5 by Commission.)

ALLOCATIONS

■ **Lonoke, AR, and Clarksdale, MS** Effective September 30, substituted channel 292C2 for channel 292A at Lonoke, and conditionally modified license of KMZX accordingly; substituted channel 293C2 for channel 292A at Clarksdale and conditionally modified license of WALD(FM) accordingly. (MM docket 90-105 by R&O [DA 91-989] adopted Aug. 7 by Chief, Allocations Branch.)

■ **Dorrington and Arnold, both California** Effective September 30, allotted channel 291A to Arnold as its first aural service; dismissed allotment of channel to Dorrrington. Filing window for Arnold: October 1-October 31. (MM docket 90-580 by R&O [DA 91-988] adopted August 7 by Chief, allocations Branch, Mass Media Bureau.)

■ **Fort Bragg, Oroville and Monte Rio, all California** Effective September 30, substituted channel 249B1 for channel 249A at Oroville and conditionally modified license of KEWE(FM) accordingly; substituted channel 249B1 for channel 249A at Monte Rio and conditionally modified license of KMGG(FM) accordingly; and substituted channel 253A for channel 249A at Fort Bragg and conditionally modified license of KSAY(FM) accordingly. (MM docket 88-192 by R&O [DA 91-983] adopted July 31 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Goleta and Santa Ynez, both California** Effective September 26, allotted channel 290A to Santa Ynez; denied allocation to Goleta. Filing window for Santa Ynez: September 27-October 28. (MM docket 90-175 by R&O [DA 91-954] adopted July 30 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Bowdon, Griffin, Hogansville and Sparta, all Georgia** Effective September 30, allotted channel 288A to Bowdon as its first local service; denied counterproposals for substitutions at Griffin, Hogansville, and Sparta. Filing window for Bowdon: October 1-October 31. (MM docket 90-309 by R&O [DA 91-987] adopted August 2 by Chief, Allocations Branch.)

■ **Decorah, IA** Effective September 26, allotted channel 284A to Decorah. Filing window: September 27-October 28. (MM docket 90-620 by R&O [DA-953] adopted July 30 by Chief, Allocations Branch.)

■ **Menomonie and Spencer, both Wisconsin, and Waseca, MN** Effective September 30, substituted channel 221C3 for channel 221A at Wasca, and conditionally modified license of KOWO-FM accordingly; and channel 221C3 for channel 221A at Menomonie, and modified license of WMEQ-FM accordingly; and channel 222A for channel 221A at Spencer, and modified license of WOSX(FM) accordingly. (MM docket 89-137 by R&O [DA 91-986] adopted July 31 by Chief, Allocations Branch.)

FACILITIES CHANGES

Applications

AM's

■ **San Francisco KCBS(AM)** 740 khz—July 3 application for mod. of CP (BP890411AD) to augment nighttime pattern.

■ **Whitesburg, KY WTCW(AM)** 920 khz—July 3 application for CP to change TL: 1 km N of Mayking, KY, on Rte. 805, Whitesburg, KY; make changes in antenna system. 37 08 46N 82 46 01W.

■ **Lake Charles, LA KAOK(AM)** 1400 khz—July 30 application for CP to reduce power to 900 watts; change TL: 2.43 km. 52.3 DT from Mossville, LA, and make changes in antenna system.

■ **Dyersburg, TN WDSG(AM)** 1450 khz—Aug. 2 application for CP to change TL: Hwy. 78 N at Radio Rd., Dyersburg, TN: 36 04 14N 89 23 52W.

■ **Del Valle, TX KIXL(AM)** 970 khz—Aug. 5 application for mod. of CP (BP900518AH) to augment daytime pattern.

FM's

■ **Talladega, AL WEYY-FM** 92.7 mhz—July 30 application for CP to change ERP: .4 kw H&V.

■ **Davis, CA KYLO(FM)** 105.5 mhz—July 29 application for CP to change ERP: 2.8 kw H&V; ant.: 145 m.; change TL: tower located 4.3 km SE of Central Woodland, CA, at 106 degrees (T), change to channel 282A (per docket #89-98).

■ **Ledyard, CT** (no call letters) 106.5 mhz—Aug. 1 application for mod. of CP (BPH880714NL) to change ERP: 6 kw H&V; change ant.: 91 m.; TL: on W side of Rte. 117, 0.6 mi NW of junction of Church Hill Rd. at city landfill, Ledyard, CT.

■ **Key Largo, FL WZMQ(FM)** 103.9 mhz—July 25 application for mod. of CP (BPH840217AQ) to change ERP: 50 kw H&V; ant.: 71 m.; TL: off Hwy. 1, 2 km NE of Tavernier, FL; change to class C2 (per docket #90-446).

■ **Ashburn, GA WFFM(FM)** 105.7 mhz—Aug. 2 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Rome, GA WQTU(FM)** 102.3 mhz—July 29 application for CP to change ERP: 1.1 kw H&V, change antenna: 227 m.

■ **St. Simons Island, GA WPFM(FM)** 92.7 mhz—Aug. 2 application for CP to change ERP: 6 kw H&V.

■ **Westpoint, GA WCJM(FM)** 100.9 mhz—Aug. 1 application for CP to change ERP: 6.00 kw H&V; ant.: 54 m.; other: correct coordinates: 32 53 48N 85 09 24W.

■ **Storm Lake, IA KAYL-FM** 101.5 mhz—July 29 application for CP to change ant.: 122 m.; TL: US Hwy. 71, .8 mi E of Storm Lake. No change from

existing information. This application is to correct information on file dating back to 1949. No actual construction is proposed.

■ **New Lexington, OH WWJM(FM)** 106.3 mhz—Aug. 5 application for CP to change ERP: 1.69 kw H&V; ant.: 191 m.; change TL: State Rte. 345, Clover Hill, OH.

■ **Harbeck-Fruitdale, OR** (no call letters) 98.3 mhz—July 29 application for mod. of license to increase ERP: .130 kw H&V (pursuant to docket #88-375).

■ **Volga, SD KKQQ(FM)** 102.3 mhz—July 31 application for CP to change ERP: 25 kw H&V; ant.: 74 m.; change class: C3.

■ **Santa Fe, TX** (no call letters) 90.5 mhz—July 29 application for mod. of CP (BPED80405MA) to change ERP: 6 kw H&V; change ant.: 185 m.; TL: near Stringtown and Nolen Rds., 12.9 km S of Alvin, TX.

■ **Salem, VA WJLM(FM)** 93.5 mhz—Aug. 1 application for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Tappahannock, VA WRAR-FM** 105.5 mhz—Aug. 1 application for mod. of CP (BPH900911IC) to

change ERP: 6 kw H&V; change ant.: 100 m.; TL: approximately 1 km N of Richardson Creek; approximately .25 km S of State Rd. 615; Richmond County, VA.

■ **Portage, WI WDDC(FM)** 100.1 mhz—July 5 application for CP to change geographical coordinates: 43 31 42N 89 26 01W.

TV's

■ **Lewiston, ME WWLA(TV)** ch. 35—July 29 application for mod. of CP (BPCT850724KH) to change ERP: 500 kw (vis); ant.: 258 m; TL: 4 km S of Gray, ME; antenna: Dielectric TLP24M. (DA)BT).

■ **Rocky Mount, NC WRMY(TV)** ch. 47—Aug. 5 application for mod. of CP (BPCT910419KI) to change ERP: 12.3 kw (vis); change ant.: 97 m; TL: State Rd. 1765, 401 Farm Rd., Rocky Mount. (35 57 03N 77 55 37W); antenna Scala SL-8. (DA)BT).

■ **Lorain, OH WUAB(TV)** ch. 43—Aug. 7 application for CP to change ERP: 4680 kw (vis); ant.: 336 m; change TL: 4800 Bruening Dr., Parma, OH. (41 22 45N 81 43 12W); antenna: RCA TFU- 28DAS Trilobe. (DA)BT).

■ **Charleston, SC WCTP(TV)** ch. 36—Aug. 7 appli-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	10,943	1,539	12,482
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
Total TV	1,482	202	1,684
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
Total LPTV	908	959	1,867
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

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

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

cation for mod. of CP (BPCT850215KJ) to change ERP: 147 kw (vis); change ant.: 233 m; TL: Hwy. 703, SE of Mt. Pleasant, SC (32 47 15N 79 51 00W); antenna: Dielectric TLP24-C, (DA)(BT).

Actions

AM's

■ **Eufaula, AL WULA(AM)** 1240 khz—Aug. 7 application (BP900514AD) granted for CP to change TL: to Fort Browder Rd. Eufaula; reduce day power to 600 watts and make changes in antenna system: 31 54 30N 85 09 51W.

■ **Rapid City, SD KIMM(AM)** 1150 khz—Aug. 9 application (BMP901120AB) granted for mod. of CP (BP871102AA) to augment directional pattern and re-determine coordinates: 44 04 34.5N 103 08 49.0W.

■ **Leesburg, VA WAGE(AM)** 1200 khz—Aug. 7 application (BMP890726AB) granted for mod. of CP (BP881202AC) to increase power to 10 kw day.

FM's

■ **Wickenburg, AZ KTIM-FM** 105.5 mhz—Aug. 7 application (BPH901207IA) granted for CP to change ERP: 6 kw H&V.

■ **Colorado Springs KEPC(FM)** 90.5 mhz—Aug. 7 application (BMPED910322IC) granted for CP to change ERP: 7.88 kw H&V; OTHER: Azimuth of major radiation lobe.

■ **Naples, FL WBPT(FM)** 89.5 mhz—Aug. 2 application (BMPED910711IB) granted for mod. of CP (BPE-D84091919Z as mod.) change TL: 1/2 mi E of County Board. Crews Rd., Naples.

■ **Americus, GA WDEC-FM** 94.3 mhz—July 05 application (BPH910306IB) granted for CP to change

ERP: 25 kw H&V; change ant.: 100 m.; TL: approximately 5.2 km W of Smithville, GA; change freq: from 94.3 mhz to 94.7 mhz, and class: C3 (per docket #90-212).

■ **Macon, GA WVPI(FM)** 92.3 mhz—Aug. 8 application (BMPH910715IA) returned for mod. of CP (BPH880421MD new station) to change TL: just W of Old Gaule City Rd., .7 km S of intersections of Guy Paine and Mead Rds.; Macon.

■ **Seymour, IN WQKC(FM)** 93.7 mhz—July 8 application (BMPH910709IE) returned for mod. of CP (BPH870302IG) to change ERP: 25 kw H&V; ant.: 213 m.; TL: NW 1/4 of section 11, Pershing Township, T.6N. R.3E.. IN (3 km W of Freetown, IN).

■ **Independence, IA KOUR-FM** 95.3 mhz—Aug. 2 application (BMLH901029KD) granted for mod. of license (BLH-5349) to increase ERP: 4.3 kw H&V (pursuant to docket #88-375).

■ **Oakland, MD WXIE(FM)** 92.1 mhz—Aug. 7 application (BMLH910318KH) granted for mod. of license to increase ERP: 1.4 kw H&V (pursuant to docket #88-375).

■ **Big Rapids, MI WAAQ(FM)** 102.3 mhz—Aug. 8 application (BPH910425IC) granted for CP to change ERP: 10.5 kw H&V; change ant.: 133 m.; and class: C3.

■ **East Lansing, MI WVIC-FM** 94.9 mhz—Aug. 2 application (BPH901018IA) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.

■ **Flint, MI WFB(FM)** 95.1 mhz—Aug. 2 application (BMPH901017IF) granted for mod. of CP (BPH870302NS) to change ERP: 50 kw H&V; and to change antenna radiation pattern.

■ **Mora, MN KBK(FM)** 95.3 mhz—Aug. 9 application (BMPH910228IC) granted for mod. of CP (BPH880107NB as mod.) to change freq: 95.5 mhz; ERP: 17.2 kw H&V; TL: 3.4 km N NE of Bock, MN; change class: C3 (per docket #89-501).

■ **Indianola, MS WDLJ(FM)** 96.9 mhz—Aug. 6 application (BPH910226IE) granted for CP to change ERP: 25 kw H&V; ant.: 100 m.; TL: .5 mi S of Hwy. 442 Sec. 7, MS; class: C3.

■ **Newark, NJ WHTZ(FM)** 100.3 mhz—July 31 application (BPH910117IB) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York WNCN(FM)** 104.3 mhz—Aug. 2 application (BPH910116IB) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York WXRK(FM)** 92.3 mhz—Aug. 5 application (BPH910116IH) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York WSKQ-FM** 97.9 mhz—Aug. 5 application (BPH910116II) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York WNEW-FM** 102.7 mhz—Aug. 5 application (BPH910116IE) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York WLTW(FM)** 106.7 mhz—Aug. 5 application (BPH910116IF) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York WQXR-FM** 96.3 mhz—Aug. 5 application (BPH910116IG) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **Vestal, NY WMXW(FM)** 103.3 mhz—Aug. 8 application (BMLH901022KB) granted for mod. of license (BLH890612KB) to increase ERP: 6 kw H&V (pursu-

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ant to docket #88-375).

■ **New Bern, NC** WZYH(FM) 94.1 mhz—Aug. 6 application (BMPH910125IC) granted for mod. of CP (BPH871008ME) to change ERP: 6 kw H&V; ant.: 100 m.; TL: .8 km N of intersection of State Rds. 1110 and 1112, New Bern, NC.

■ **Renovo, PA** WMHU(FM) 93.1 mhz—Aug. 7 application (BMPH910712IB) returned for mod. of CP (BPH880729MA) to change ant.: 91 m.

■ **New Richmond, WI** WIXK-FM 107.1 mhz—Aug. 8 application (BMLH901022KC) granted for mod. of license (BMLH821223AK) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

TV's

■ **Fort Walton Beach, FL** WAWD(TV) ch. 58—July 24 application (BMPCT900511KG) granted for mod. of CP (BPCT8703317L) to change ERP: 100 kw (vis); ant.: 50 m; TL: 602 Mountain Dr., Destin, FL; antenna: Bogner B8U(H)(DA) 30 23 35N 86 29 41W. *Amended 4-11-91 to change ERP: 490 kw (vis); ant.: 49 m; antenna: Bogner B8UH, Pattern D.

■ **Ashland, KY** WHPI(TV) ch. 50—June 28 CP is cancelled and call sign deleted.

■ **Meridian, MS** WGBC(TV) ch. 30—July 17 application (BPCT910614KE) granted for CP to change ERP: 1,600 kw (vis); ant.: 187 m; TL: 4608 Skyland Dr., Meridian, MS; antenna: Andrew ATW16G2-HSS-30(DA)(BT); 32 19 34N 88 41 12W.

■ **Linville, NC** WUNE-TV ch. 17—Feb. 19 application (BPCT910219KE) granted for CP to change ERP: 2,139 kw (vis); ant.: 551 m; TL: 1.3 mi E of Linville, atop Grandmother Mountain, NC; antenna: Andrew ATW25H55-ETC2-17H (DA)(BT); 36 03 47N 81 50 33W.

■ **Manteo, NC** WDZI(TV) ch. 4—June 4 CP is cancelled and call sign deleted.

■ **Williamsport, PA** WILF(TV) ch. 53—July 24 application (BMPCT910508KF) granted for mod. of CP (BPCT870327KL) to change ERP: 12.2 kw (vis); ant.: 222 m; antenna: BognerB8U(O)(M) (BT).

■ **Mayaguez, PR** WNJX-TV ch. 22—July 17 application (BPCT910409KJ) granted for CP to change ERP: 1,550 kw (vis); ant.: 620 m; TL: Monte Del Estado Antenna Farm, 3.5 km S of Maricao; PR; antenna: Andrew ATW 30H5-HTC2-22S-(DA)(BT); 18 09 05N 66 59 20W.

■ **Hendersonville, TN** WPGD(TV) ch. 50—July 24 application (BMPCT901212KF) granted for mod. of CP (BPCT850422KZ) to change ERP: 4508 kw (vis); ant.: 783 ft. 238.7 m; TL: on W side of SR 109, 1.4 km SW of Junction of Wallace Rd. and Seaboard Railroad, near S Tunnel, TN; antenna: Andrew ATW30H2-HSCX-50S (DA)(BT); 36 28 04N 86 28 51W.

■ **Arlington, VA** WTMW(TV) ch. 14—Aug. 8 application (BMPCT910730KE) granted for mod. of CP (BPCT800118KN) to change ERP: 2880 kw (vis); ant.: 173 m; TL: 4001 Nebraska Ave., NW, Washington, DC, 38 56 24N 77 04 54W; antenna: Dielectric communications TFU-26ECP.

CALL LETTERS

Applications

Existing AM's

KBID(AM)	KBAD Southpaw Communications Inc.; Bakersfield, CA
KKSB(AM)	KESB Joyce C. Erway; Santa Barbara, CA
KLMC(AM)	KQIV Mid-Minnesota Broadcasting Co.; Litchfield, MN
KOWA(AM)	KROL Million Dollar Broadcasting Inc.; Laughlin, NV
WNFO(AM)	WCOG Walter M. Czura; Ridgeland, SC
WVLC(AM)	WJOT Holly City Communications Inc.; Lake City, SC
WXJZ(AM)	WPNT Diamond Broadcasting Inc.; Chicago

Existing FM's

WBUB(FM)	WKQB Lowcountry Media Inc.; North Charleston, SC
WLYK(FM)	WKZZ CEBE Investments Inc.; Lynchburg, VA

Grants

New AM

KCCF(AM)	Cave Creek Broadcasting Co.; Cave Creek, AZ
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New FM's

KHOE(FM)	Fairfield Ed. Radio Station; Fairfield, IA
KLVV(FM)	Nomeclock Broadcasting; Little Rock, AR
KPXP(FM)	Serafin Delacruz; Garapan Saipan, MP
KPXQ(FM)	Franklin Community Broadcasting; Franklin, TX
KPXS(FM)	Vision Broadcasting Inc.; Vidalia, LA
KQLB(FM)	VLB Broadcasting; Los Banos, CA
KYFL(FM)	Bible Broadcasting Network Inc.; Monroe, LA
KYOO-FM	KYOO Broadcasting Company; Halfway, MO
WFIX(FM)	Eugene G. Hutchens; Rogersville, AL
WHEY(FM)	T & M Broadcasting; Harlem, GA
WJZK(FM)	Dresden Broadcasting Inc.; Dresden, TN
WKXX(FM)	Kerry Rich; Attalla, AL
WRHA(FM)	W. H. Burckhalter/C. B. Merrithew; Johnsonville, SC
WRHE(FM)	Family Stations Inc.; Kingston, NY
WRHF(FM)	Stephen E. Powell; Farmington, NH
WRHG(FM)	Cloud Nine Inc.; Natchez, MS
WRTX(FM)	Temple University, Commonwealth System; Dover, DE
WSEH(FM)	Roger C. Noe; Cumberland, KY
WSEJ(FM)	Jackson Radio Ltd.; Marianna, FL
WSEQ(FM)	Ladon Broadcasting Co. Inc.; Riedland, KY
WSEU(FM)	Bullie Broadcasting Corp.; Hinesville, GA
WSGQ(FM)	Okun Broadcasting Corp.; Webster, MA
WSVV(FM)	Sandra M. Adair Vaughn; Petersburg, VA
WTTL-FM	Madisonville Media; Madisonville, KY
WUSR(FM)	University of Scranton; Scranton, PA
WVSL(FM)	Valley Radio; Valley Station, KY
WXLU(FM)	St. Lawrence University; Peru, NY

New TV

KQCT(TV)	Black Hawk College; Davenport, IA
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Existing AM's

KFAN(AM)	WDGY Malrite of Ohio Inc.; Minneapolis
KIDS(AM)	KICK Kickapoo Broadcasting Company Inc.; Springfield, MO
KJIM(AM)	KTXO KTXO Inc.; Sherman, TX
KKZZ(AM)	KZTR Golden Bear Broadcasting Inc.; Santa Paulo, CA
KMMS(AM)	KUUB Gilbert Broadcasting Corp. of Montana; Bozeman, MT
KPBI(AM)	KVOG Pharis Broadcasting Inc.; Greenwood, AR
KPLS(AM)	KSRT Orange County Broadcasting Corp.; Orange, CA
KWDS(AM)	KLKY Oasis Int'l Communications; Prescott Valley, AZ
WJSG(AM)	WSJG Sherrell Jackson; Hamlet, NC

WKAL(AM)	WKLT Kalkaska Area Educational Foundation Inc.; Kalkaska, MI
WKKV(AM)	WBZN Three Chiefs Inc.; Racine, WI
WTMY(AM)	WSGX Panamedia of Sarasota Inc.; Sarasota, FL
WWCN(AM)	WRXK Beasley Radio Inc.; North Fort Myers, FL
WXEM(AM)	WLKQ La Favorita Inc.; Buford, GA

Existing FM's

KAXX(FM)	KAGR Absolutely Great Radio Inc.; Ventura, CA
KCBS-FM	KODJ CBS Inc.; Los Angeles
KCDL(FM)	KRMK Richard Adams; Cordell, OK
KCDU(FM)	KMEZ-FM Granum Acquisition Corp.; Fort Worth, TX
KCLB-FM	KCHV Coachella Valley Broadcasting Co.; Coachella, CA
KCRZ(FM)	KYUD Tucson Community Broadcasting Inc.; Tucson, AZ
KELF(FM)	KZTR-FM Golden Bear Broadcasting Inc.; Camarillo, CA
KFAN-FM	KFAN Jayson and Janice Fritz; Johnson City, TX
KHIT-FM	KIIQ-FM Radio Associates of Reno Inc.; Reno, NV
KIOZ(FM)	KGMG-FM Par Broadcasting Company; Oceanside, CA
KLLZ(FM)	KLLR-FM Sioux Valley Broadcasting Co.; Walker, MN
KPPL(FM)	KTMX Park Lane Colusa Partners Ltd.; Colusa, CA
KRVE(FM)	KIEZ McForhun Inc.; Brusly, LA
KSAB(FM)	KROB-FM KDOS Ltd.; Robstown, TX
KVST(FM)	KTDD New Wavo Communications Group Inc.; Huntsville, TX
WCZQ(FM)	WVLJ Mumbles Corp.; Monticello, IL
WJIB(FM)	WKME Brenda R. Tanger; Kennebunk, ME
WKKV-FM	WBZN-FM Three Chiefs Inc.; Racine, WI
WKLT(FM)	WKLT-FM Northern Radio of Michigan Inc.; Kalkaska, MI
WKOC(FM)	WMYK Edge Broadcasting Company; Elizabeth City, NC
WLRX(FM)	WXJG Marilyn S. and James W. Cobb; Nappanee, IN
WLTV(FM)	WMML Albert L. Crain; Mobile, AL
WMYK(FM)	WTZR American Eagle Communications of Virginia Inc.; Moyock, NC
WTKB-FM	WBVD Big Tenn Communications Company Inc.; Huntingdon, TN
WTMD(FM)	WCVT Towson State University; Towson, MD
WVTY(FM)	WHTX The Hearst Corp.; Pittsburgh
WXLN-FM	WXLN Midwestern Broadcasting Assoc. of Kentucky Inc.; Eminence, KY
WXXP(FM)	WLHN Anderson Radio G.P.; Anderson, IN
WYFE(FM)	WFCE Bible Broadcasting Network Inc.; Tarpon Springs, FL
WZFM(FM)	WNRV-FM Rebecca J. LolliThomas B. Crockett, Jr.; Narrows, VA
WZZM-FM	WSCG Target Market Radio Inc.; Corinth, NY

Existing TV's

KCEC(TV)	KSHP Golden Hills Broadcasting Corp.; Denver
KCNS(TV)	KWBB West Coast United Broadcasting Co.; San Francisco

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

KBLA, the business news station in Los Angeles, is looking for an experienced general manager. Major market experience preferred. Resumes to: Gary Price, Box 49650, Los Angeles, CA 90049. EOE.

General manager: Financially-solid group operator seeks experienced GM for Northeast medium market. Excellent compensation and benefits. Send letter and resume with performance and income history to Box N-26. EOE.

Selling sales manager, who can lead the "consultancy sales method" by example. Must have at least three years radio experience and a proven track record in sales. KCIL, 110 East Main, Washington, IA 52353. EOE.

General manager: Investor seeking small market acquisition seeks manager with experience, dedication to run station and make it grow. Equity, long term potential with this, future acquisitions. N.E. or S.E. Reply to Box N-28. EOE.

General manager needed for premier classical station on the Gulf Coast. Must have demonstrated leadership and fundraising abilities. Send resume and salary history to: Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, AL 36616. No phone calls. EOE.

Local sales manager: Top billing CHR/news-AC combo seeks dynamic sales leader who can balance selling with coaching. GSM & LSM manage 12 reps on separate AM & FM staffs. 16 station Midwest Family Group is an industry leader in sales training and management. Send resume to Mr. Gayle Olson, President & General Manager, PO Box 107, St. Joseph, MI 49085 (M/F). EOE).

Station manager sought to oversee small staff and sell advertising for WYZE, a 5000 watt Black Gospel station in Atlanta, Georgia. Send resume to COO, GHB Broadcasting Corporation, PO Box 53383, New Orleans, LA 70153-3383. No phone calls, please. EOE.

Central Pennsylvania single station FM market. Seeking experienced manager. Forward resume, including sales record. Equity situation available. Completely confidential. Box N-41. EOE.

General sales manager wanted for East Coast talk station. We're growing and need a highly self motivated leader for our sales team to help us over the top. Reply to Box N-42. EOE.

HELP WANTED SALES

Wanted: AE, have 1-2 years of successful broadcast sales and want to be trained for future sales manager. This may be your opportunity. Rare, full-time opening to sell and team operation. No floaters. Send resume to: A.E., PO Box 558, Cape Girardeau, MO 63701. EOE.

WRUF AM/FM seeks success motivated sales people. Sell the highest billing stations in the market and live the Florida lifestyle. Send cover letter telling why you should be selected and resume to: GSM, WRUF AM/FM, PO Box 14444, Gainesville, FL 32604. No phone calls. EOE.

Northeast Ohio AM/FM is looking for a sales manager to take stations to next level. Candidate will carry list and lead, direct staff. Outstanding opportunity with established company. EOE. Send resumes to Box N-29.

Florida's dominant Adult FM needs career account executives for Gainesville and Ocala. Must understand client-focused selling, produce quality presentations and develop client-specific strategies. Great opportunity with large group-owned station. Resumes and cover letters to Eric Davis, WKTK-FM, 1440 NE Waldo Road, Gainesville, FL 32601. 904-377-0985. WKTK is an equal opportunity employer.

Northern California FM wants creative AE who wants to get into management. If you are ambitious, creative sales person, the path to management is open. Excellent compensation. Send resume to Box N-43. EOE.

Looking for a topnotch AE at a topnotch radio station in a topnotch market. Send resume to Melinda Holt, WEZC, 212 S. Tryon St., Suite 1380, Charlotte, NC 28281. EOE.

HELP WANTED ANNOUNCERS

WSTW/Wilmington, Delaware's dominant Adult CHR is interviewing quality full-time and part-time air talent. WSTW is looking for creative team players. Good production and phones a must. Join a great radio station in a top 100 market. T&R to: Program Director, WSTW, PO Box 7492, 2727 Shipley Road, Wilmington, DE 19803. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio production specialists: The Voice of America seeks radio production specialists for permanent positions in Washington, DC. Specialists plan, organize and direct the production of radio programs in Spanish, Portuguese and Creole, and perform technical functions related to studio control room operation in the production of American Republics Division programs. Applicants must have the ability to read and understand at least one of the following languages: Spanish, Portuguese or Creole. Applicants must also have knowledge of radio production techniques and the ability to apply them in producing professional radio programs, and the ability to operate studio recording and broadcast equipment. Salary ranges from \$21,023 to \$31,116 per annum. Shift work is required. To apply, send federal application (SF-171) to: Voice of America, 330 Independence Avenue, SW, 8/VOA/POB, Room 1543, Washington, DC 20547, Attn: LT. The Voice of America is an equal opportunity employer and part of the United States Information Agency.

HELP WANTED NEWS

Southwest 50KW giant: News leader. Aggressive, energetic news director/anchor for legendary, full-service major market station who knows the audience, exhibits and teaches structure and presentation, company leads, knows what winning feels like, and can depend on the confidentiality of this ad. Team up with one of the best radio groups in America! Resume, tape, and salary requirements to: Scott Huskey, O.M., KKYX/KCYY, 8401 Datapoint Drive Suite 900, San Antonio, TX 78229. EOE.

Radio/TV news combo. Akron's #1 radio station, WNIR, has opening for afternoon news anchor. Radio news background required. Possible TV news. Send tape and resume to Bill Klaus, WNIR, Box 2170, Akron, OH 44309-2170. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: 30 years experience, heavy on sales, experienced all phases, community oriented, a real general manager. Not a salesman or sales manager. Full charge positions only. Eastern states only. Reply to Box N-30.

Experienced, take charge professional seeks position as GM or GSM. Expertise in retail and co-op sales, programming, promotion, community service. Available immediately on permanent or interim basis. Northeast markets only. Call Rich 201-429-7323.

12 years experience business manager relocating to your area. For resume, call 203-426-6037.

Street smart/book smart. Recent MBA graduate with 15 years radio and advertising management experience, seeks group management or GM position. Superb analytical and creative skills. For your free, no cost, no obligation resume, call 405-447-0626. Prefer SW.

Twenty-nine year veteran with twenty-one years in sales management and general management. Results & bottom line oriented. Exceptional skills in sales, marketing, research, budgeting & planning. I lead by example & manage through involvement. Florida or southeast. 704-542-3750.

Plays to win and relishes keeping score: Undeclared top 10 market manager currently winning at one of America's great stations seeks GM/equity, group V.P. career move in southeast from VA to Florida. Tennessee to the Carolinas. Innovative, much published player, with a southern accent. Steal me from the heat of South Florida. Confidential. Reply to Box N-44.

GM, sales pro, promotions, programing expert, people skills, profit motivated. bottom-line oriented, start-up or turnaround welcome, available immediately. Reply to Box N-45.

General manager: Solid sales, successful with bottom line, strong interpersonal skills, medium and major market background. Top of the line references. Reply to Box N-46.

SITUATIONS WANTED SALES

Salesman and/or announcer combo. Former sales manager. Prefer sunbelt. 25 years sales experience. Reply to Box N-47.

SITUATIONS WANTED ANNOUNCERS

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.

SITUATIONS WANTED TECHNICAL

Attention Florida stations! Former Harris engineer is now headquartered in your state. Expert on automation, transmitters, audio, construction & directional antennas. Available for field service assignments by the day, week or project. Super references. 413-442-1283.

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.

Guaranteed to make you money and ratings! Former #1 jock and P.D. has new unique formula. If you're looking for success and not afraid to try something new, then call me before your competition does. Consultant basis. I work for a modest initial fee plus a percentage of the revenue I'll generate. 413-442-1283.

Multi-talented voice guy (100+ voices) 12 years experience in free lance, radio, radio sales management. Presently employed. Tired of working for uncaring number crunchers at radio stations. Wonderful sense of humor. Desires unique/significant opportunity in A/V communications business. My references speak loudly. Write Box N-15.

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.

TELEVISION

HELP WANTED MANAGEMENT

Manager for small market network affiliate television station sought in Midwest area, part of two station group. Strong sales and marketing background as well as management experience desired. Please send resume, compensation requirements, and references to Box N-33. EOE.

General sales manager: WCOV-TV, Fox, Montgomery, Alabama. Prefer applicant with Fox experience. Send resume to David Woods, One WCOV Avenue, Montgomery, AL 36111. EOE.

General sales manager WTV9 seeks a dynamic individual to join our winning organization. We support our sales department with the resources of the marketing communications group. If you are a proactive manager, possess at least three years sales management experience and would enjoy the lifestyle of a 100+ market while having easy access to a major metropolitan area, send your resume to Art Daube, WTV9, Box 9999, Steubenville, OH 43952. EOE.

General sales manager: WUAB, Cleveland's leading independent, seeks an individual with the skill, dedication and aggressiveness to assume overall responsibility for the income of the station. The successful candidate will supervise national, regional and local sales, traffic/sales service and research departments. If you're adept at analyzing economic conditions and trends, motivating managers, forecasting budgets and establishing rate and inventory control procedures, send your resume to: Brooke Spectorsky, Vice-President & General Manager, 8443 Day Drive, Cleveland, OH 44129. EOE.

National sales manager. Dominant CBS affiliate in upstate New York seeks aggressive and creative individual. Strong knowledge of ratings, research and marketing required. Send resume and requirements to: Cheryl Snell, GSM WRGB, 1400 Balltown Road, Schenectady, NY 12309. No phone calls. EOE.

Business manager: SE is seeking an individual with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with computers required. EOE. Send replies to: Box N-48.

Traffic manager: Two station group; independent and Fox affiliate. Columbine experience required. Excellent salary and benefits. Live near the beach in Ventura, California. Fax resume to 805-485-6057. Attn.: Human Resources. EOE.

Traffic systems manager: Midwest Fox affiliate seeks experienced Columbine manager to direct a staff of four. This key position combines the coordinating of station programing with traffic management. Excellent opportunity in fast paced growing market. Reply in confidence to Box N-49. EOE.

General manager/bureau chief: For Midwest corporation serving news, commercial and industrial production clients. Minimum 5-years experience as assignment editor or bureau chief in major market or network news operation. Must possess the ability to handle complex logistics under deadline and have solid communications and people skills. Must be willing to relocate. Send resumes to: Big Picture, 1903 N. Orchard, Chicago, IL 60614. EOE.

HELP WANTED SALES

Marketing consultant with Mid-atlantic affiliate in top 50 market. Candidate must have 3-5 years experience in broadcast sales. Proven track record in new business development and strong negotiating skills for established list. Vendor support development a plus. Excellent opportunity for growth with market leader. Reply to Box N-34. EOE.

Fox affiliate WRSP/WCCU needs two account executives for the Springfield-Decatur-Champaign market. Experience in TV, cable or radio sales required. Resume to: Greg Thomas, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703. EOE.

Account executive, local sales, minimum of three years broadcast sales. Strong negotiation and interpersonal skills. Looking for a proven new business development record. Computer literacy a plus. send resume, salary requirements, references to: Christopher Koch, WCAU-TV, City Line & Monument Rd., Philadelphia, PA 19131. No calls please. EOE.

HELP WANTED TECHNICAL

"Hands-on" chief engineer for UHF-TV Fox independent in Southwest. Transmitter and studio maintenance experience required. Able to set up and maintain preventive maintenance program. Self-starter. Salary and benefits negotiable. Reply to Box N-35. EOE.

Chief engineer: Juneau, Alaska. Manages planning, operations and maintenance for studios and transmitters. Administers department budget and staff. Requires advanced training in broadcast engineering, knowledge of audio, video, satellite, microwave and transmission systems, supervisory management experience. Teamwork, high productivity and professional attitude essential. Salary competitive, D.O.E., excellent benefits. Unlimited potential for professional growth at highly visible public broadcasting operation with commitment to local production and community service. Send letter, resume, salary history, references to Frankie Crowley, KTOO FM & TV, 224 4th, Juneau, AK 99801. EOE.

Chief engineer: Burlington, VT. Organized hands on manager with CE or ACE experience. Sony 3/4", RCA-TCR's, UHF facility with translators. Send resume and salary requirements to Director of Broadcast Operations, WYNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

HELP WANTED NEWS

Field producer: Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

Reporter/anchor. Freelance. Earn valuable experience with up and coming NY cable medical news program. Send resume and non-returnable VHS tape to: Personnel Director, 11 Cromwell Avenue, Staten Island, NY 10304. EOE.

Sports director/anchor... Top 100 station needs upbeat engaging sports anchor for 6:00 and 11:00 to continue our commitment to local as well as national sports. We want someone who knows how to go beyond network feeds. Two years anchor experience required. Reply to Box N-36. EOE.

Environmental reporter: National environmental unit looking for experienced reporter. Extensive travel required. Candidate must have strong production skills. Salary 45K. Call ASAP: Stephanie Abrams, Preview Media, 415-397-2494, x239. EOE.

CBS affiliate in Augusta, Georgia, is looking for a sports anchor. Requirements for this position include the ability to research, report, write and anchor. College degree preferred. Send resume and tape to: Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

General assignment reporters: KCRA-TV news is looking for hard news reporters who can enterprize their stories and deliver them in a live format. Send 3/4" non-returnable tape and resume to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Associate news producers: KCRA-TV news seeks candidates with two important skills: An ability to write strong news copy quickly and the capability of performing as a substitute news producer. We're looking for people who are on the track to becoming a full news producer. NewStar computer skills a real plus. Send 3/4" non-returnable tape and resume to: Deborah Collura, Assistant News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

News producers: KCRA-TV seeks highly qualified applicants who have outstanding news judgement, strong writing skills, and leadership abilities. NewStar computer skills very helpful! Send 3/4" non-returnable tape and resume to: Deborah Collura, Assistant News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

KTVN-TV is seeking a qualified assignment editor. Must have previous newsroom experience, strong writing and communication skills and some management experience. A college education with emphasis on journalism and/or communications is preferred. Job requires some typing, an understanding of computers and the ability to work under pressure. Send resume to Steve Kremer, News Director, KTVN-TV, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

TV-anchor-news-weather-sports. Multimedia International Reviewing 1/2" VHS - resume: 37 East Lancaster Avenue, Ardmore, PA 19003. Non-returnable tapes. EOE.

News writer: Major market east coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Must be super-fast and super-creative with lede lines and transitions. Send resume and writing samples to: David Friend, Assistant News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: WABC-TV, NY seeks highly qualified computer graphic artists to work in the art department. Artists interested only in per diem daily hire situations on a regular ongoing basis need apply. Experience with Quantel paintbox, AVA and Harris still store is required. News graphics experience a plus. Send resume and reel to: Lynne Maimed, Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

Production supervisor/producer director. Seeking an experienced production supervisor/producer director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programing. Must be able to do own switching and be familiar with all phases of remote operations, editing and control room/studio operations. Forward a complete resume (no calls) to: Charles R. Bradley, Director of Programing and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Mississippi Educational Television seeks applications for ETV-operations director. This is a senior management position responsible for the supervision of production, promotions, programing, as well as grant operations. The successful candidate will have superior management skills consistent with the needs of a dynamic organization. May be called upon to represent the agency in public settings. Minimum requirements: Bachelor's degree in Business Administration, Education, Broadcasting, Engineering or a related field, and six (6) years of experience, in which three (3) must have been in public broadcasting with supervisory responsibilities. Entry salary: \$34,146/yr. Send cover letter with salary history to: Confidential-Personnel Department, MS ETV, PO Box 1101, Jackson, MS 39215-1101 by September 13, 1991. EOE/AA M-F.

Production manager: 3-5 years management experience preferred, strong directing background, knowledge of latest production techniques and digital equipment, good people skills and a team player. Send your resume to Carolyn Simmons, c/o WDSU-TV, 520 Royal Street, New Orleans, LA 70130. EOE.

Public affairs producer: WNPB-TV is seeking a public affairs producer to produce and host a weekly program as well as work on other local productions in various capacities such as producing, hosting, interviewing, and/or narrating. The position requires at least two years experience producing and interviewing for public affairs programing in radio and/or television; professional and effective on-air presence; knowledge and understanding of television production; a baccalaureate degree or equivalent. Salary in the twenties plus good benefits. Send applications by September 16 to: Personnel Department, WNPB-TV, PO Box TV-24, Morgantown, WV 26507-1316. EOE.

Program director: Sacramento independent station seeks an experienced program director. Skills should include knowledge of program opportunities, competitive analysis, contracts, scheduling, supervision of film department and computer aptitude. Please apply by resume to: Office Manager, KSCH-TV, PO Box 2258, Rancho Cordova, CA 95741. EOE. No calls.

The Weather Channel® in Atlanta, Georgia seeks an experienced broadcast traffic manager. Position is accountable for the overall management of the traffic department which includes the direct supervision of three employees, budget responsibility and administration of sales/traffic system. Must have proven track record in supervision and in all phases of traffic operation. Experience with Columbine traffic system is highly desirable. EOE. Send resume to: Raymond Ban, 2600 Cumberland Parkway, Atlanta, GA 30339.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer. Looking for small or medium market in southeast or northeast. UHF/VHF transmitters, 1/2", 3/4" maintenance, live trucks. Supervisory experience, construction, capital planning, budgeting, computers. Call Jim 718-472-7244.

SITUATIONS WANTED NEWS

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

I make weather interesting! Knowledgeable meteorologist. Excellent personality! Friendly and humorous. You'll want to see ONE more tape! Mark 319-227-7246.

Major market weather anchor, with AMS seal. Looking for 1 to 30 market with #1 news team. Reply to Box N-37.

Diverse and ambitious talent seeking writing/producing position. Field production, producers' assistant experience at dominant affiliate in 19th market. Call 916-885-0735.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

America's best kept secret uncovered! CMX editor, assistant editor, operations, management and 21 years experience at your service. Graham, 904-744-1137.

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.

Young Emmy nominated producer/host currently in public affairs and children's educational TV in LA seeks new challenges. Can host, produce, write, edit, shoot, you name it! Call Dusty 213-850-8642.

MISCELLANEOUS

Be on TV many needed for commercials. Now hiring all ages for casting info. Call 615-779-7111 Ext. T-681.

Primo people: The news director's friend! We can deliver the best talent... immediately. Call Steve Porricelli or Fred Landau at 203-637-3653... Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED SALES

Great territories still open: Boston, Buffalo, Charleston-Huntington, Colorado, Des Moines-Omaha, Idaho, Indianapolis, Knoxville, Las Vegas, Louisville, Memphis-Little Rock, Minneapolis-St. Paul, Montana, New Orleans, Oklahoma City-Tulsa, San Diego, Spokane, West-Central Texas We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney. You need to have media sales experience, tenacity and the ability to live on \$2,000 a month in commissions for 3-4 months while you build your own business into a six-figure annual income. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

HELP WANTED NEWS

Radio-TV coordinator/news writer, news services, Kansas State University. Kansas State University invites applications for a Radio-TV coordinator/news writer. Identifies and coordinates radio and TV production of news stories for office of News Services. Writes news and feature material for electronic and print media. Required: Bachelor's degree in Journalism, Radio-TV or related communications area. Experience in news writing/reporting for broadcast media. Creativity and imagination. Familiarity with technical requirements of radio and television. Send complete resume and names and phone numbers of three references to: Kay Garrett, Chair, Search Committee, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506 no later than Sept. 15, 1991. Final applicants will be asked to submit a demo tape, preferably on VHS. KSU is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

SALES TRAINING

Sales superstar! Complete on site training sessions at your station. Get the big \$\$\$\$\$\$. 413-442-1283.

EMPLOYMENT SERVICES

We market talent! News weather and sports. Demo tape preparation. Call M.T.C. between 6am & 9am Pacific Time M-F 619-659-0023.

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 job search. 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.

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.

FM transmitters: Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), Collins 830F1, 10KW (1972), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

Quantel Harriet system. Want to buy complete set-up in good condition. Contact Mr. Scott at 804-253-0050.

AM transmitters: Cont. 314R1, 1KW, (1986), Harris BC1H1, 1KW (1974), CCA 2500, 2.5KW (1982), McMartin BA5K, 5KW (1976), CCA AM5000D, 5KW (1972), RCA BTA 5L, 5KW (1977), Harris BC10H, 10KW (1972), RCA BTA 10U, 10KW (1972), CCA AM 5000D, 50KW (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 transmitter package. Includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitter, high band, Ampex/Townsend TA55B (2) 55kw amplifiers, exciter, H.V. power supplies and contactors, much more. Call Ray or Bob Miller 413-781-2801.

For sale — 39 sections 3 1/8" 51 1/2 ohm transmission line 19 1/2', \$200 per section. Skip Lowrey Tel-Fax 817-857-9109.

Broadcast quality satellite equipment bought and sold. HPA's, dishes, exciters, etc. 702-386-2844.

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

Microwave vans: Two 1982 professionally built, each has 42 ft. mast, 6.5Kw, generator, roof deck, jacks and more. \$7,000 and \$10,000 respectively. Paul at 703-818-8666.

Used SCA tuners, many less than five years old. All working when accounts were converted to 950 MHz system. If interested call Ken Cross, Osborn Sound and Communications, Atlanta, GA. 404-875-5544.

Harris 55KW UHF TV transmitter high band, klystrons low hours. 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.

RADIO

**Situations Wanted Programing
Promotion & Others**

Top 5 Talkradio Pro

Bright, entertaining, informed. Controversial, not obnoxious. Skilled interviewer and 2-way talker, disciplined with casual presentation. Great track record: 6 years talk experience, 6 years morning drive in music format (ABC, CBS O & O's). Ready for challenging talk opportunity, drivetime or middays.

Let's meet at NAB.
415-820-0553

Programing Services

THE SECRET TV WEAPON:
FOX 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

TELEVISION

**Help Wanted Programing
Promotion & Others**

PROMOTION WRITER/PRODUCER

WCBS-TV is looking for a top promotion writer/producer to add to our exceptional staff.

Ability to do breakthrough work under time pressure required. No phone calls and no beginners, please.

Send a reel to: Lee Minard, WCBS-TV, Advertising & Promotion, 524 West 57th Street, Room 2812, New York, NY 10019. Equal Opportunity Employer.



Help Wanted Management

Did you say that you are Creative? WCPX wants You!

Creative Service Director wanted to take us to #1! Join a staff of committed professionals who have a plan, a goal, and momentum. If you thrive on your ideas, love working long hours, can coach a staff into being their best, WCPX is the place for you. Send your reel, tell us why you are the best one for the job. Tell us about your five years or more experience, along with references and salary expectations. Creative presentations expected. Call only if you are the very best candidate for the job.

Mike Schweitzer,
**President &
General Manager.**
Box 606000,
Orlando, FL 32960



EOE

Help Wanted Sales

FOX NET

Fox Net, a division of Fox Broadcasting Company, has two openings for its new offices in Wilmington, North Carolina.

GENERAL SALES MANAGER

Top candidates will be experienced sales professionals with radio or television background. Duties will include building and maintaining a sales list, overseeing collections and accounts receivable, supervising and evaluating sales support staff, and coordinating local promotional campaigns and events.

ACCOUNT EXECUTIVE

Candidates must possess strong organizational and communication skills. Broadcast sales preferred. Will consider other media related experience.

If you are motivated and interested in exploring an exciting career opportunity, we'd like to meet you.

Please send your resume with salary history to: **Fox Net, Inc., 3825 Market St., #6, Wilmington, NC 28403.** EOE.



**"Aetna gave me
everything
I was
looking for
in a visual
communications
career—
creativity, variety
and a chance to
make a
difference."**

*Program Director
Visual Communications*



VISUAL COMMUNICATIONS PROFESSIONALS

As one of the leaders in a highly competitive and constantly changing industry, Aetna relies on effective and innovative programs to communicate with a diverse audience. At Aetna, some of the industry's most talented creative professionals work with state-of-the-art equipment and are challenged by a variety of assignments in support of our marketing, educational and corporate communications efforts. To build on our success, we are currently seeking visual communications professionals to work in our Hartford, Connecticut headquarters.

MANAGER, VISUAL PRESENTATIONS

You'll direct the design and production of computer-generated graphics used in presentations and visual programs. This includes counseling management on the effective use of visuals, managing and developing graphic designers and animators, establishing priorities and overseeing budgets.

These challenges require 8-10 years of well-rounded experience in all aspects of visual communications including computer generated graphic design and production. Experience must include a background in managing a design staff. Strong leadership, creativity and the ability to communicate effectively with company management and design staff are essential.

PROGRAM DIRECTOR/CONSULTANTS

You'll design and develop visual communications for internal and external audiences. You'll produce and direct projects in any media format including live TV, video, multi-media and audio. You'll also provide counsel on design and development of visual communications, write scripts, develop and administer budgets and write proposals.

These hands-on positions require a minimum of 5 years' experience in a broadcasting, advertising, public relations or corporate communications environment. A proven background in either live TV or video tape and multi-media is essential, as are strong presentation and writing skills.

VIDEO SPECIALIST/EDITOR

You'll be responsible for editing video productions to ensure program quality and effectiveness, and provide creative input and counsel to staff on editorial technologies and techniques.

The ability to operate a variety of video editing and related equipment, gained through a minimum of 3-5 years' experience in broadcasting or other visual communications environment, is required.

In addition to the technical skills listed above, these positions require excellent communication and problem-solving skills, flexibility and strong team-building skills. A related degree is preferred.

If you're looking for something more in your visual communications career, consider Aetna. In return, we offer competitive salaries, comprehensive benefits (including relocation allowance) and the chance to get involved with some of the industry's most challenging — and creative — projects. For consideration, send your resume, indicating position of interest, by September 9th, to: Adria C. Gallisa, RSAA, Aetna, Corporate Staffing, Dept. 1919C, 151 Farmington Avenue, Hartford, CT 06156. Aetna is an Equal Opportunity, Affirmative Action Employer.

A policy to do more.

TECHNICAL SALES SUPPORT

The most innovative minds in the electronic industry seem to gravitate to SONY's Business and Professional Group. The reason is simple. SONY offers the challenge of continuous innovation and the opportunity to work for the industry leader.

BASED IN DALLAS, you will be responsible for supporting our sales force in the sales of Library Management Systems (LMS) to our Broadcast, Production, Government and Corporate customer-base. Key responsibilities will include product demonstrations, trade show support, training of sales force and end-users and overall technical support as well as development of new markets.

The ideal candidate will be highly computer literate, possess basic product knowledge with experience/background in television engineering. Excellent presentation and communication skills are required. Individual must be willing to travel frequently.

SONY provides a comprehensive salary and benefits package including a matching 401(K) savings plan and a company car. For confidential consideration, send your resume and salary history to: DEPT. LMS/HUMAN RESOURCES, SONY CORPORATION OF AMERICA, 3 PARAGON DRIVE, MD N200, MONTVALE, NEW JERSEY 07645.

We are proud to be an EEO/AA employer M/F/H/V. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing.

SONY

"THE BEST GETS BETTER"

We'll give you all the credit.

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

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



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.
Deadline is Monday at noon Eastern Time for the following Monday's issue.

DIRECTOR OF BROADCAST OPERATIONS, WHIO TV,

Cox Enterprises'
CBS affiliate in Dayton, Ohio.

Requirements include:

A highly motivated self-starter with an ability to provide strong leadership in designing and managing newly restructured department combining Engineering, Production, Operations and facilities into one cohesive unit.

A "Team Concept", results-oriented manager with a proven record of innovation, a capacity for hard work and a desire to win.

Candidate should have 3-5 years experience in medium to large market station in both engineering and production.

Experience in generating and administering capital and operating budgets.

Experience in negotiating and complying with collective bargaining agreements.

ASEE or BSEE preferred with SBE certification and FCC General Class license considered a plus.

Send resume, no phone calls please to:

David Lippoff
Vice President &
General Manager, WHIO TV
1414 Wilmington Avenue
Dayton, OH 45401

EOE.

Situations Wanted News

NEWS DIRECTOR

Veteran newswoman wants to
make your news #1.

Management experience.
Aggressively competitive.

Available NOW!
BOX M-79

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CORPORATION

EQUIPMENT SALES DIVISION

Buying and selling pre-owned quality
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Call our toll free number for information
on our national listing service.

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California Broadcasters Association

Find A Job Today!

TV Anchor, Weather, Sales
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LEARN WHERE THE JOBS ARE
AND HOW TO GET THEM!
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As little as a TOTAL OF \$6 PER WEEK taps you into
MediaLine's unparalleled TV job listing service.

NO OUTRAGEOUS PER MINUTE CHARGES

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MediaLine
THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

Help Wanted Technical

CUSTOMER SUPPORT POSITIONS

Jefferson-Pilot Data Services is the leader in computer services for the TV, cable and radio industry, offering competitive salaries with medical, retirement, 401(k) and FLEX benefits. We invite self-motivated, customer-oriented professionals with appropriate qualifications to apply for these positions:

Software Support Representative

Responsibilities include providing quality assurance and customer documentation for our computer systems. Some travel is required. The ideal candidate will possess a thorough understanding of the broadcasting industry and/or its automation systems; experience including the insightful use of complex computer applications; advanced knowledge of Word Perfect or similar packages; the creativity to offer software design assistance.

Customer Service Representative

Responsibilities include learning our computer systems, troubleshooting customer problems by phone, installing new systems and training customers. The aptitude for assuming complete responsibility for customer satisfaction is a must. Heavy travel is required. The ideal candidate will have television or radio experience in traffic or sales as well as a proven track record in the installation of complex computer applications.

Documentarian

Responsibilities include creating clear, concise, visually appealing documentation to train and support computer users. Some travel is possible. Some computer testing is required. The ideal candidate will have advanced knowledge of Word Perfect, Page Maker or Microsoft Word, proven insight into the various levels of computer users needs, plus a thorough understanding of the broadcast industry and/or its automation systems.

For each position, a degree is a plus. Send resume and salary history to:

PERSONNEL

Jefferson-Pilot

Data Services, Inc.

785 Crossover Lane, Suite 141

Memphis, TN 38117

EOE

Blind Box Responses

BOX ???

c/o Broadcasting Magazine

(No tapes accepted)

Help Wanted Programing Promotion & Others



The Corporation for Public Broadcasting, a private, non-profit corporation is seeking two highly qualified individuals for management positions in its Department of Station Relations.

Director, Station Relations

To initiate, maintain, and foster liaison with public radio and television stations, to ascertain station problems and needs, and to recommend resolution of problems. Requires: Thorough understanding of public broadcasting station needs obtained through a minimum 5 years management experience at a public broadcasting station, including working in both public radio and television, preferably at a joint licensee; knowledge of EEO laws and practices; demonstrated strong oral and written communications and presentation skills; minimum 3 years experience managing professional staff and budget; and degree in business or broadcast-related field. Graduate degree in related field and knowledge of grants administration highly desirable.

Manager, Station Relations

To implement CPB policy and coordinate existing activities, including those related to new and developing stations in rural and unserved areas and minority broadcasters. Serves as manager and coordinator for all signal extension activities; provides guidance and technical assistance to new stations; and assists the Director in development and analysis of policies related to signal extension. Requires experience in new station development; five years experience in a senior level position within public radio and an undergraduate degree, preferably in radio/TV, telecommunications, engineering or a related field.

CPB offers excellent benefits, competitive starting salaries and a restricted smoking policy. Qualified applicants should send a resume and cover letter listing salary history to:

The Corporation for Public
Broadcasting
901 E Street, N.W.
Washington, D.C. 20004-2006
Attn: Ms. S. G. Kerry

AA/EOE

**Help Wanted Programing
Promotion & Others**

PROMOTION MANAGER

Broadcasting Magazine is seeking a New York City based promotion manager. This newly created position will report directly to the Publisher, and will work closely with ad sales to develop presentations; sales materials; merchandising; and, research projects. A minimum of three years experience is required - either with magazines; TV/Radio stations, or, syndicators. Broadcasting, recently purchased by Cahners Publishing Company offers a comprehensive benefits package in addition to a competitive salary for this position. Please send your resume to:

Joan Miller
Broadcasting
630 Third Avenue
New York, NY 10017
No telephone calls please. EOE

For Sale Stations

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing. FCC rules, take-over, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.
The Deer River Group
Washington, D.C. — (202) 659-3331

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- New Financings
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99 State St., Brooklyn Hts., N.Y. 11201
(718) 643-5825

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**50 KW POWERHOUSE
Southwest AM Grandfather**

**Reaches into 9 States -
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Will Sacrifice at \$500K
1-800-876-2993

For Sale Stations Continued

S. FLA FULL C FM

Booming Market
For Sale by Owners
Reply Box N-50

FOR SALE

Top 50 market, non-commercial.
20,000 watt FM. For information
call:

(901) 458-2521

PENNSYLVANIA

AM/FM Combo. University Town. Light Industry. Agriculture. Tourism. FM, 6000 ERP. Everything in place to go on air. University Town. Separate or as package. With or without real estate. Owner is 65.

Reply Box N-51

FOR SALE

Two Class A FM's
Two Class IV AM's
Growing Northeast MS area
Call Zane Roden 601-844-1490
R. J. Bonds 601-728-5301

**TOP 100 MARKET AM-FM
Mid-Atlantic Area**

Class A FM. C-3 Pending
Highly rated urban AM 24 hours
License/Equipment/Leases
\$995K, terms available

(804) 977-4181, 9-5 EDT.

**RADIO/LPTV
COMBO FOR SALE**

DEPENDABLE AM & NEW LPTV IN GOOD
MKT IN EASTERN NC. NICE BLDG. & ACRE-
AGE, NEW TOWER AND TV STUDIOS. 450K -
100K DOWN-OWNER FINAC.

919-965-4906 AFTER 7PM

6000 Watt FM Radio Station

Digital state of the art equipment.
In market of approximately 300,000 people.
Priced at \$600,000.

Nick Strandberg
CALHOUN COMPANIES, (612) 831-3300
4930 West 77th Street Minneapolis, MN 55435

MISSOURI
AM/FM Combo Multi-Market
Priced at \$850,000

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Reduced for Quick Sale
Good small market area
Priced at \$375,000

OKLAHOMA
AM-FM Farm Station
with good Record
Priced at \$295,000

ARKANSAS
Class "A" FM
Multi-Market
Priced at \$400,000
Terms to Qualified Buyers

Ralph E. Meador

R.E. Meador & Assoc
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

KIVA/KZRQ

Albuquerque
Sacrifice Make Offer

N.C. Coastal FM

1990 cash income \$259k
Low down payment

Southern C-2

Application for C-1
\$100k down

Carolina Class A

C-3 in hand
\$50k down

(407) 295-2572

For Sale Stations Continued

FLORIDA WEST COAST 98.7 FM

FM Covering Sarasota and Bradenton,
Florida

Great Growth Area

Currently on the Air at 3KW at 320 feet

Potential Upgrade to C-3 with
25,000KW

Call for Details; or for Appointment at
the NAB:

Stan Raymond (813) 383-9404
or
Gordon Sherman (407) 998-8000

FORECLOSURE SALE

10,000 WATT NON-DIRECTIONAL
870 Khz "DAYTIMER" WFKB AM
Johnson City, Kingsport, Bristol TN
Radio Revenue - \$10.0 Million
Retail Sales - \$3.1 Billion
Equipment: All Stereo Studios, 6 yrs. old
Studio Building & Real Estate Included
Programming: Business Radio Network/CNN

NORTHEAST TN'S MOST POWERFUL AM!

Saturday, September 14, 1991 at 10:00am,
Trustee William K. Rogers will sell at public
auction to the highest qualified bidder the ra-
dio station described above. Sale will take
place at the WFKB studios, 224 Colonial
Heights Road, Colonial Heights, TN 37663.
Terms: 10% cash day of sale, balance due at
closing upon approval of transfer by the FCC.

Don't miss the opportunity to acquire this pow-
erful AM in one of the nation's most beautiful
top 100 markets! For information, contact:

William K. Rogers, Trustee,
at (615) 245-4777.

EARLY DEADLINE NOTICE

**Due to the Labor
Day Holiday,
Deadline for the
September 9, 1991
issue is Friday,
August 30, 1991 at
noon**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340.

Payable in advance. Check, money order or credit card (Visa or MasterCard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

FATES & FORTUNES

MEDIA

Craig Chambers, VP, affiliate sales, Western region, Action Pay Per View, joins Group W Satellite Communications, Denver, as manager, affiliate relations, Western division.

Chuck CuCoty, VP, station manager, WIYY(FM) Baltimore, joins co-owned WISN(AM)-WLTX(FM) Milwaukee as GM.

Appointments at WKRC(AM)-WKRQ(FM) Cincinnati: **Nicholas J. Miller**, VP-GM, WKRC, named VP, marketing, Radio Group, for parent company Great American Broadcasting; **James R. Bryant**, VP-GM, WKRQ, adds duties as VP-GM, WKRC, succeeding **Miller**; **Dennis Logsdon**, general sales manager, WKRC, named station manager, succeeded by **Tom Sly**, general sales manager, WKRQ, who adds duties for combined stations. **Mark DePrez**, local sales manager, WKRC, named local sales manager for combined WKRC-WKRQ.

Colleen Brown, VP and station manager, KUSA-TV Denver, joins co-owned WFMV-TV Greensboro, N.C., succeeding **Hank Price**, ("Fates & Fortunes," Aug. 19).



Brown



DeFrancesco

Gerry DeFrancesco, VP, operations manager, Pyramid Broadcasting, Philadelphia, rejoins Gannett Radio as executive VP, and KHS-AM-FM Los Angeles, as VP, station manager.

Donald L. Burgess, interim director, media division, University of Arizona (Tucson), and acting GM, KUAT-AM-FM-TV there, named GM, KUAT-AM-FM-TV and director, media division, University of Arizona.

Craig Oliver, president, The Public Radio Program Directors Association, joins American Public Radio, Minneapolis, as director, broadcast and affiliate services.

R. W. Harris, former director of affiliate marketing, Disney Channel, joins Falcon Cable TV, Los Angeles, as VP, marketing.



Quinn

William J. Quinn, VP-GM, Cablevision Systems Corp., Long Island system, named president, cable operations, Cablevision Systems, Woodbury, N.Y.

GM's at Paragon Cable appointed VP's-GM's: **Robert Barlow**, Pinellas

County, St. Petersburg, Fla.; **Rosemary Carlson**, Manatee County, Bradenton, Fla.; **Raymond Graber**, Polk County, Lakeland, Fla., and **Harry Sheraw**, Hillsborough County, Tampa, Fla.

Camille Patterson, acting director, development and community relations, The University of North Carolina Center for Public Television, Research Triangle Park, N.C., named director of development.

Gary L. Portmess, VP, sales and programming, WYVN(TV) Martinsburg, W. Va., named VP-GM.

SALES AND MARKETING

Joseph P. Caponigro, VP, media director, BBDO-Detroit, Southfield, Mich., named senior VP, media director.

D'Artagnan Bebel, local sales manager, KCBS-TV Los Angeles, named director of sales.

Ken Murphy, senior account executive, KTXA(TV) Dallas-Fort Worth, joins KDAF(TV) there as national sales manager.

Thomas Dinkel, host, WLW(AM) Cincinnati, joins WLWT(TV) there as account executive.

Gary Lewis, GM, WLAV-AM-FM Grand Rapids, Mich., joins KEZK-AM-FM St. Louis as general sales manager.

Howard Davis, director of sales, MJJ Broadcasting, New York, named VP, director of sales.

Sal Tofano, sales manager, John Blair Communications, joins Group W Sports Marketing, New York, as account executive, Eastern region.

Tim Burns, from WLAV-AM-FM Grand Rapids, Mich., and **Tom Berry**, from T. Berry Electronics, join WFMS(FM) Indianapolis as account executives.

Ellen Puckett, account executive, WKKN(AM)-WKMQ(FM) Rockford, Ill., joins

Rainbow Advertising Sales Corp. (RASCO) as advertising sales manager, Cablevision, Rockford, Ill. **Ann M. Hekker**, senior research analyst, *The New York Post*, joins RASCO, New York, as senior marketing research analyst.

Jay Oliver, VP-GM, media services, WTVV Inc., joins KONO(AM)-KSRR(FM) San Antonio, Tex., as general sales manager.

Debbie Williamson, from KIRO(AM) Seattle, joins KZOK-AM-FM there as account executive.

Melissa Holly Colgate, sales assistant, Blair Television, Atlanta, named account executive, Jets team, New York.

Angie Martin, account executive, HNWH Radio Sales, Chicago, named VP, sales.

Sam Rosenwasser, local sales manager, KXAN-TV Austin, Tex., joins KVUE-TV there in same capacity.

Sam Moser, director, advertising sales, Eastern region, VH-1 and Ha! The TV Comedy Network, New York, named VP, advertising sales, VH-1, Eastern region.



Moser



Heyde

Robert Heyde, national sales manager, WTTE(TV) Columbus, Ohio, named general sales manager.

Appointments at DDB Needham Worldwide, Chicago: **William R. Heimann**, senior VP, director of media operations, named senior VP, director of media business services group; **Donna Cramer**, financial supervisor, national TV and radio, named group manager; **Colleen Boselli**, VP, account supervisor, named VP, assistant director, account management administration, and **Fran Johns**, group creative director, elected senior VP.

Michael Morovich, account executive, Katz Communications, joins Seltel Inc., New York, as account executive, White sales team. **Richard Benincasa**, senior account executive, Seltel, New York, named sales manager, Red team.

PROGRAMMING

Alan Krieger, former executive VP, business affairs, MGM/Pathé, joins Columbia Pictures, Culver City, Calif., as senior VP, business affairs.



Gordon

Steve Gordon, VP, drama, Viacom Productions, Universal City, Calif., named senior VP, drama.

Jim Henry, representative, London Weekend Television, Studio Hamburg and M5 France, joins Grundy International

Distribution, Sydney, Australia, as VP.

Robert G. Bain, production consultant, Fox Broadcasting Co., Beverly Hills, Calif., named VP, specials.

Nick D'Arienzo, former director of comedy development, MGM/UA, joins Warner Bros. Television, Burbank, Calif., in same capacity.

Appointments at Fries Distribution Co., Los Angeles: **Midge Barnett**, from Skouras Pictures, named VP, international sales; **Tom Shannon**, station manager, WPTT-TV Pittsburgh, named Midwest sales manager, domestic distribution, Chicago, and **Maria Veltre**, director, international sales administration, named director, international marketing.

Marty Lyons, former New York Jets football player, joins SportsChannel New York, Woodbury, N.Y., as color commentator, metro college football series.

Andrew Carl Wilk, consulting producer, *Explorer*, National Geographic Television, Washington, named studio producer, *Explorer*.

Carolyn C. Alford, VP, quality, Westinghouse Broadcasting Co., joins Group W Productions, Los Angeles, as VP, controller, succeeding **Sam A. Cue**, executive VP, chief operating officer and chief financial officer, InterStar Releasing, Group W's film distribution venture.

William Simon, co-managing director, Korn/Ferry International Worldwide Entertainment division, Los Angeles, named sole managing director.

Merle Medvene, freelance producer, Los Angeles, joins Playboy Entertainment Group, Hollywood, as senior producer, manager, interstitials.

Dan Willis, from WROK(AM) Rockford, Ill., joins WOKY(AM) Milwaukee, as program director.

Rob Conrad, afternoon air personality, WTMX(FM) Skokie, Ill. (Chicago), named morning host.

NEWS AND PUBLIC AFFAIRS

Denise Jimenez, freelance anchor, WBBM-AM-FM Chicago, joins WCBM(AM) New York, as anchor.



Weil

New York, named associate producer.

Nancy Weil, producer, *The Great American TV Poll*, Lifetime Television, joins ABC Radio Networks, New York, as producer, *Deborah Norville* talk show. **Carolyn Hartman**, production coordinator, *Deborah Norville Show*,

Appointments at KTLA(TV) Los Angeles's *KTLA Morning News*: **Eric Spillman**, from KLAS-TV Las Vegas, and **Michele Ruiz**, anchor and correspondent, Whittle Communications, named reporters; **Lenn Goodside**, 10 p.m. assistant director, named director; **Jose Colomer**, director, Financial News Network, and **Gail Nesbit**, director and producer, Orange County News Channel, named associate directors; **Julie Minsky**, producer, Orange County News Channel, named segment producer; **Kevin Sites**, producer, *Business A.M.*, Financial News Network, named segment/line producer; **Namhee Hahn**, from WCVB-TV Boston, named entertainment producer; **Jon Rome**, **Mark Finnigan** and **Alex Darsen**, 10 p.m. newswriters, to same capacities; **Toni Molle**, weekend assignment editor, named assignment editor; **Richard Goldner**, broadcast associate, CBS News, named production associate, and **Nick Ruiz**, art director, Univision, named graphic artist.

Russell Shimooka, former sports director, KITV(TV) Honolulu, joins KGO-TV San Francisco as sports anchor.

Meg Guevara, executive producer, WBBM-TV Chicago, joins KTTV(TV) Los Angeles as assistant news director.

Beth Tilson, supervising producer, *Money Wheel*, CNBC/FNN Daytime, Fort Lee, N.J., adds duties as director, daytime programming. **John Schoen**, editor, CNBC/FNN Daytime, Fort Lee, N.J., named director, news coverage.

Doug Frattallone, weekend anchor and reporter, KGAN(TV) Cedar Rapids, Iowa, joins All News Channel, Minneapolis-St. Paul, as anchor and producer.

Elizabeth Alex, anchor, WQAD-TV Moline, Ill., joins WFLX(TV) West Palm Beach, Fla., as 10 p.m. co-anchor.

Fred Kaufman, series producer, WNET(TV) New York, named executive producer, *Nature*, succeeding **David Heeley**, who resigned to form Top Hat Productions, New York.

TECHNOLOGY

John Puetz, product engineer, ComStream Corp., San Diego, Calif., named digital audio products manager.

William B. Smith, executive director, communications services network division, AT&T Bell Laboratories, Holmdel, N.J., joins US West Inc., Boulder, Colo., as senior VP, research and development.

Brian M. Maloney, VP-GM, Harris Government Support Systems Division, Syoset, N.Y., named VP-GM, Harris Broadcast Division, Quincy, Ill., succeeded by **Frank J. Bright**, VP, programs, Harris Government Aerospace Systems division.

Charles Austin, account executive, Western World The Video Tape Co., joins Complete Post Standards Conversion Center, Hollywood, as account executive.

Tom Baker, former production director, WMYU(FM) Sevierville, Tenn., joins Rowland Productions Inc., Knoxville, Tenn., as on-line editor, post-production department.

Robert Sokoloff, executive VP, systems engineering, CACA Inc., joins Advance Inc., Arlington, Va., as VP, business development.

Albert A. Drewke, formerly with Unisys Communications Systems Division, joins Varian Associates Inc., Palo Alto, Calif., as manager of technology.

Jill Stanton, manager, LucasArts Editing Systems, Los Angeles, joins Laser Edit Inc., Burbank, Calif., as manager of training and field support.

Shelley Deslauriers, post-production manager, Magnetic South, Toronto, named operations manager.

PROMOTION AND PR



Zakarin

Scott Zakarin, manager, on-air promotion, Playboy Entertainment Group, Hollywood, named director, on-air promotion.

Brad Rodebeck, sales representative, V.G. Reed and Sons commercial printing firm, Indianapolis, joins

Keller-Crescent, Evansville, Ind., as account executive.

Deborah Brants, traffic manager, WRIF(FM) Detroit, named promotion director.

Chris Raynor, children's services specialist, WFTS(TV) Tampa, Fla., named promotion manager.

ALLIED FIELDS

Thomas J. Hargreaves, manager, Western region, Nielsen Station Index, Los Angeles, named Eastern sales manager, New York.



Hargreaves



Meyer

Ronald P. Meyer, manager, Midwest region, Nielsen Station Index, Chicago, named Western sales manager there.

Jonathan W. Emord, broadcast attorney, Wiley, Rein & Fielding law firm, Washington, joins Institute for Justice, public interest litigation and education organization in Washington as senior litigation counsel, effective Oct. 1.

Helen Sloane Dudman, president, WDEA(AM)-WWMJ(FM) Ellsworth, Me., named 'Maine Broadcaster of the Year' by Maine Association of Broadcasters. Dudman formerly was public affairs director for Public Broadcasting Service and VP for public information, WETA-FM-TV Washington.

Appointments at National Association of Broadcasters, Washington: **John Marino**, president, Marino Broadcast Associates, Trumbull, Conn., named manager, technical and regulatory affairs, science and technology department; **Ken Springer**, project leader, MITRE Corp., McLean, Va., named staff engineer, science and technology department, and **John Groundwater**, director, marketing/communications, American Production and Inventory Control Society, Falls Church, Va., named director of convention marketing.

Mary Knapp, administrative assistant, Motion Picture Association of America Inc., Washington, named special assistant, government relations.

New board members at Community Antenna Television Association, Fairfax, Va.: **Bob Gordon**, Arlington Cable Partners, Arlington, Va., elected to district 3; **Paul W. Freas**, TKR Cable, Warren, N.J., elected to district 4, and **Michael Burrus**, Multimedia Cablevision, Wichita, Kan., elected to district 9.

Shiela Stainback, anchor, WPIX(TV) New York, elected VP for broadcast, National Association of Black Journalists.

New directors elected to The International Council, New York: **Herve Bourges**, from

Antenne 2 and FR3 French public TV companies; **Leonid Kravchenko**, All-Union State TV and Radio Co., USSR, and **Will Wyatt**, BBC Television, London.

William K. Lisecky, corporate finance officer, media group, Bankers Trust Co., joins Communications Equity Associates, New York, as assistant VP.

New officers at Florida Public Broadcasting Services Inc., Tallahassee, Fla.: **Lester W. Spencer**, from WKGC(FM) Panama City, Fla., chairman; **Allan Pizzato**, from WSRE(TV) Pensacola, Fla., vice chairman; **Sam Barbaro**, from WXEL-FM-TV West Palm Beach, Fla., secretary, and **James Heck**, from WUSF-TV Tampa, Fla., and WSFP-FM-TV Fort Myers, Fla., named treasurer.

Pat Van de Cater, director of local broadcast, DeWitt Media Inc., independent media management and consulting firm, New York, named senior VP, local broadcast.

Ernie Harwell, veteran sports announcer and voice of Detroit Tigers, selected as 1991 American Sportscasters Hall of Fame inductee.

Brian Leary, weekend anchor and reporter, WCVB-TV Boston, selected to receive fourth annual Dennis Kauff Memorial Award for Excellence in Reporting, Boston University.

Tim Draper, managing director, Draper Associates venture capital firm, Palo Alto, Calif., named board member, Preview Media Inc., San Francisco.

David H. Foster, from In-Washington Associates, Easton, Md., joins Competitive Cable Association, Washington, as executive director.

DEATHS



Davis

joined Metromedia. He had stints at NBC in New York and Cleveland and at United Artists Television. Surviving him are his wife, Nancy; daughter, Laura, and son, Jeffrey.

John Musilli, 55, TV documentary director and producer, died Aug. 17 in Kinnelon, N.J., of cancer. Musilli joined CBS-TV in 1958 as producer and director in news, sports and cultural affairs departments. He

was executive producer of WCBS-TV New York's *Camera Three*, and after program's cancellation in 1979 he co-founded Camera Three Productions and produced series for public TV. More recently, Musilli was executive producer of PBS's *In Performance at the White House*. He is survived by his wife, Linda; son, Paul, and sister, Marion.

John L. Finlayson, 62, owner and president, KCKY(AM) Coolidge, Ariz., died of heart attack July 29 in Phoenix. From 1962 to 1977 Finlayson was voice of Air Force Academy radio network. In 1968 he co-founded Broadcast Computer Services, today known as Enterprise Systems Group Inc., and had stints at KRDO-AM-FM-TV, KKTU(TV) and KVOR(AM), all Colorado Springs. Survivors include his wife, Jean; eight children and 11 grandchildren.

Peter H. Starr, 49, president, Southern Starr Broadcasting, died of heart attack in Winter Park, Fla., July 21. He founded Starr Broadcasting in 1966. Group comprised WWWW(FM) Detroit, KMGC(FM) Dallas, KABL-AM-FM San Francisco (Oakland) and KITV(TV) Honolulu. Starr's most recent radio venture, Southern Starr Broadcasting, Winter Park, Fla., comprised three FM's: KOLL(FM) Pine Bluff, Ark. (Little Rock), WPLR(FM) New Haven, Conn., and WKNN-FM Pascagoula, Miss. He is survived by his wife, Sandra; and three brothers, Michael, John and Paul.

Paul Miller, 84, former Associated Press chairman and director/consultant, Gannett Co., died Aug. 21 in West Palm Beach, Fla. Beginning with AP in 1932 as writer and editor, Miller was appointed Washington bureau chief in 1943. He was elected chairman in 1963 and served until his retirement in 1977. Miller succeeded Frank Gannett as president of company. Survivors include his wife, Louise; daughter, Jean; three sons, Ranne, Paul II and Kenper; two sisters and one brother.

James MacLachlan, 57, electronics specialist, died Aug. 18 in Albany, N.Y., of lymphoma. MacLachlan contributed to development of "time compression," cutting technique. He is survived by his wife, Sally; daughter, Laura; two stepdaughters; one sister; one brother, and two grandsons.

Marietta Tree, 74, former director, CBS Inc., died Aug. 15 of cancer in New York. Tree served on board of directors at CBS for eight years and was senior consultant for Hill and Knowlton. She is survived by two daughters and four brothers.

Martin F. Sweeney, 97, cable pioneer, died June 20 in Morgantown, W. Va. He co-founded Weston Cable in 1954 and later was involved in building five additional systems in West Virginia communities. He is survived by daughter, Sarah; four sons, James, Joseph, Robert and Edwin, and one stepson.

FIFTH ESTATE

THE VIEW FROM PIKE'S PEAK

If we continue to think in terms of 1985, we're not going to be able to meet the challenges of 1995," says John Pike, president, Paramount Network Television. The 10-year Paramount veteran believes the industry has been looking to the past for too long. To overcome current problems including escalating costs and viewer erosion, television producers and the networks have to change their business practices, says Pike. He believes those changes are more evolutionary than revolutionary and require discipline from both studio executives and network programmers.

"If you go back to the 1980's, and depending on what medium you worked in, if you looked at traditional revenue streams, it was hard not to make money. Now we walk around carping about how bad the business is. The business is bad, but we all collectively made the business worse than it needs to be. The viewer didn't go out there and drive up the costs. The producer and the distributor drove up the costs. Now we've got to step back, carp less and figure out how we adjust the system that serves both the viewer and us."

The network development process, which he calls "expensive, cumbersome and archaic," should be restructured, he says. "We still have a pilot system where we compensate people significantly more to try out than we do when they make the team. I believe the best system is to compensate fairly and give the bonus to success."

Pike joined Paramount in 1981 as vice president, video programming, with an eye toward cost-conscious production. He had previously served as vice president, program development, for the NBC Television Stations Division and before that was program director at WKYC-TV, the network's O&O in Cleveland, where Pike's mandate was to replace struggling syndicated programming with locally produced series.

He believes his local station production background helped in his transition to studio production. "If you come out of a station, or video or syndication background, you come from a background that mandates economic efficiencies. You just don't have the financial wherewithal available in network television. I think that was one of the reasons



they brought me over. That [1981] was a time when costs were really beginning to soar. When we did *Brothers*, one of the things we did was, rather than say this is what a program should cost, we said this is a program we're going to make—now let's find out how much it's going to cost. We started with a zero-based budget, and the show was efficient and successful and demonstrated that if you discipline yourself and build in efficiency, you can make network-like programming for dollars that are more reasonable."

Pike began in the television industry with an eye toward news production. On entering the University of Miami in Coral Gables, Fla., in 1968 after four years in the U.S. Coast Guard, he chose mass communications. In college, Pike supplemented his income with radio announcing jobs while at the same time holding an internship at WPLG(TV) Miami, where he learned how to write and produce news. It was there he decided to become a news anchor. Shortly before graduation, armed with a demo-tape

produced at the university, Pike was hired as the weekend anchor at WEAT-AM-FM-TV West Palm Beach, Fla. The position led to a series of news jobs in Miami, including overseeing the start-up of a news operation at WCIX-TV. He was hired by Westinghouse in 1975 to serve as executive director of programming and eventually was promoted to program director before joining NBC's station in Cleveland.

One of the byproducts of increasing costs, says Pike, is the reluctance of studios and networks to work with unproven writing and producing talents. He also says that if the proliferation of reality programming continues, the viewers and the networks will suffer. "There is a lot of reality programming that is beginning to look an awful lot alike. I understand you've got to make certain decisions and go with lower-cost programming, but you can't just throw a less expensive reality show on the air to try to stop the blood flow. It's going to hurt you in the long run."

Although many Paramount executives are waiting to see what the future holds following Brandon Tartikoff's appointment as chairman of Paramount Pictures, and of Mel Harris, president, Paramount Television Group, Pike received a vote of confidence from the new chairman.

For the future of television production, Pike says the studios have to look beyond their current playing field. "We still look at our television landscape as just the American television prime time network audience. We can't do that anymore. We are producing for a world

wide audience, and our primary customer today may be the American prime time audience, but our lifetime audience is the global marketplace."

John Stack Pike

President, Network Television Division, Paramount Pictures, Hollywood; b. October, 26, 1946, Cleveland; U.S. Coast Guard, 1964-68; BA, Mass Communications, University of Miami, Coral Gables, Fla., 1971; managing news editor/anchor, WEAT-AM-FM-TV West Palm Beach, Fla., 1971-72; producer, news programs/special projects, WPLG(TV) Miami, 1972-73; news director/director of programming operations, WCIX-TV Miami, 1973-1975; program director, WBZ-TV Boston, 1975-1978; program director, WKYC-TV, Cleveland, 1978-80; VP, program development, NBC Television Stations Division, 1980-81; VP, video programming, and senior VP, Paramount Television, 1981-84; senior VP, current network programming, Paramount Network Television, 1984-85; executive VP, Paramount Network Television, 1985-86; current post since 1986; m. Vicki Norman, Sept. 1, 1973; child—Jill, 11.

IN BRIEF

Among last-minute scheduling moves in Los Angeles (BROADCASTING, Aug. 19), KABC-TV is reportedly discontinuing production of *A.M. Los Angeles* weekdays at 9-10 a.m., picking up Buena Vista's *Live with Regis & Kathie Lee* from crosstown Disney-owned rival KCAL-TV. Move is effective Oct. 17. No word on what replacement KCAL-TV has for 9 a.m. slot, but sources say another syndicated program is in wings. Tribune's KTLA-TV also has scheduled Tribune's *The Joan Rivers Show* for noon-1 p.m. this coming season, slot in which program was inserted last March. Chris-Craft's KCOP-TV, contrary to speculation from media buyers, will move Paramount's *Star Trek: The Next Generation* from 6 p.m. summer period to key 7 p.m. prime access slot this fall. Previous access occupants *The Cosby Show* (Viacom) and *Night Court* (Warner Bros.) will move to 6-7 p.m. In 5-6 p.m. slot, independent will double run *Mama's Family* (Warner Bros.).

General Instrument's DigiCipher HDTV system received final certification for testing from subcommittee of FCC's Advanced Television Service Advisory Committee. In mid-November, DigiCipher will become first all-digital system to enter

testing process at Advanced Television Test Center in Alexandria, Va. "Our analysis indicates the system will operate in the manner described," said Systems Analysis working party report. Working party of subcommittee rejected GI request that 16 QAM, as well as 32 QAM, DigiCipher modulation scheme be run through transmission tests, ruling they are two distinct systems (see page 32). GI detailed what Rast called "transmission parameters much better than before" in 78-page document and in Aug. 22 presentation to working party, including better interference rejection, "particularly powerful error correction coding...a strong adaptive equalizer" for multipath cancellation and significant movement toward ability to place co-channel digital HDTV transmitters within 100-mile maximum called for by FCC.

News Corp. said last week that for year ending June 30, subsidiary **Fox Broadcasting "nearly doubled its profits,"** while Fox TV station group also had higher profits. Company noted that recessions "depressed many of the company's advertising-based businesses" worldwide but that "diversity of other divisions mitigated the impact of the recessions

and various cost-cutting measures improved margins across all industry segments."

Jim Snyder, Post-Newsweek Stations VP of news, announced his plans to retire Oct. 1.

Snyder's broadcast news career began in 1947 as editor at Group W's KDKA(AM) Pittsburgh, where he was news director from 1954 to 1959. In 1959 he joined Group W's Washington



bureau, serving eventually as bureau chief and also covering White House and directing Group W stations' political convention coverage. In 1965 he joined CBS News in Washington and in 1966 was named Washington producer for *CBS Evening News with Walter Cronkite*. In 1969 he left CBS and joined Post-Newsweek in Washington, organizing all-news format at WTOP(AM) there and heading news operation at then co-owned WTOP-TV (now WUSA). Since 1982 he has been based at P-N Stations' headquarters in Washington. He is also executive producer of *Inside Washington*, syndicated public affairs show.

Nielsen Syndication Service pocketpiece for week ending Aug. 11: *Wheel of Fortune* (King World), 11.1 rating; *Jeopardy!* (King World), 9.7; *Star Trek: The Next Generation* (Paramount), 8.4; *Oprah Winfrey Show* (King World), 8.3; *Entertainment Tonight* (Paramount), 7.7; *Current Affair* (Twentieth), 7.5; *Cosby Show* (Viacom), 6.9; *Donahue* (Multimedia), 5.8; *Columbia Night at the Movies* (Columbia), 5.5; *Inside Edition* (King World), and *Sally Jessy Raphael* (Multimedia), 5.4.

PRIME NETWORK-SPORTSCHANNEL MERGER IMMINENT

A merger of Prime Network and SportsChannel America, as well as an acquisition of SportsChannel Los Angeles by Prime Ticket is likely just a few weeks away.

The holdout on negotiations, Bill Daniels, owner of Prime Ticket and Telecommunications Inc.'s partner in Prime Network, appears to be ready to make both deals happen. According to Roger Werner, president of Daniels's Prime Ventures: "There is a good probability the national merger will get done in the next few weeks." Werner said the deal is a 50-50 equity split between Prime (including minority owners Group W and Houston Sports Authority) and the SC group (NBC and Cablevision Systems), with Prime Network as managing partner.

Werner also said talks between Prime Ticket and SC Los Angeles could finally come to fruition in the next several weeks, with Prime Ticket acquiring SC Los Angeles. How to combine the programming of both networks has not yet been determined, according to Werner. "We are looking at several options," he said, including one in which the L.A. Dodgers and Angels, both seen on the pay service SC Los Angeles, would become pay elements on Prime Ticket, a basic cable channel.

In response to news last week of TCI and SC's plan to create a sports news service, Werner said: "If that plan goes forward, it would be part of the merged entity. [Announcing] it was more a negotiating ploy directed at us than something substantive, just to speed up the merger."

-SDM

Warner Bros. Domestic Television Distribution is claiming that its *The Jenny Jones Show* is largest-selling new first-run talk show in syndication history. Claiming clearances totaling 165 markets (99 of top 100 markets) and 95% U.S. coverage, *Jenny* clearances surpass those of fellow September entries, Group W Productions' *The Chuck Woolery Show* (109 stations, 85% coverage) and Paramount Domestic Television's *The Maury Povich Show* (136/90%).

Public TV stations KQED(TV) Los Angeles and KQSF(TV) San Francisco plan to air *Stop the Church*, controversial film about Catholic Church pulled by PBS due to "inappropriate" content (BROADCASTING, Aug. 19). *P.O.V.*, PBS documentary series that was to have aired film, has authorized both stations to air piece and has received additional inquiries from other public stations interested in airing film.

As promised (BROADCASTING, Aug. 5), Community Antenna Television Association last week asked FCC to amend new "effective competition" rules to exempt rural cable systems in areas with "high saturation" of home satellite dishes. CATA wants FCC to stretch definition to include ready availability of home satellite dishes, primarily rural phenomenon. Also filing for reconsideration was group of cable operators including Adelphia Communications and TCA Cable. It asked for changes that would make it easier for systems to meet six-signal test by allowing them to count low-power stations, translators and noncommercial stations.

Community Antenna Television Association President Steve Effros wrote six-page letter last Friday (Aug. 23) to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) in conciliatory tone to restate association's opposition to retransmission consent proposal in Senate's cable bill (S. 12). Inouye, who authored retransmission consent provision, had harsh words for cable industry on Senate floor before August recess.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), concerned about direction of FCC's review of its TV ownership rules, reminded agency in letter last week that to his thinking national multiple ownership limits and newspaper-broadcast crossownership ban are "well considered, effective rules." He also warned that waivers of newspaper-broadcast ban should "be granted in only the most compelling of circumstances."

Steve Murphy, director of USIA TV and Film Services (also known as World-

FDA PRESCREENING OF VNR'S DEcriED AS CENSORSHIP

A decision by the Food and Drug Administration to prescreen video news releases issued by pharmaceutical companies is being met with considerable protest. First Amendment advocates are alarmed by the specter of government censorship, and at least one top distributor of such releases is planning to take some action against the agency.

The FDA sent a letter on July 24 to pharmaceutical companies stating that video news releases (VNR's) would need to be sent to the federal agency prior to their release, just as the companies routinely submit advertisements and promotional labeling. Video news releases from companies such as Schering-Plough and Upjohn have shown up with increasing frequency on local stations, which use the footage for reports on their newscasts.

"There is no doubt that these materials many times are highly promotional and need to be dealt with as most other promotional materials are," said Kenneth Feather, chief of the FDA's drug advertising regulation branch. "These kinds of activities constitute labeling within the [Food, Drug and Cosmetic Act of 1938] and need to meet the requirements stated by the act."

Among those in the video news release business that plan to take some action against the FDA move is Medialink, which distributes more than 1,500 VNR's each year for a list of clients that, ironically, includes not only pharmaceutical companies but also some government agencies.

"We believe that this is potentially an outrageous infringement on First Amendment principles," said Laurence Moskowitz, president of Video Broadcasting Corp., which operates Medialink. "It makes a mockery of the journalistic profession on the broadcast side, which has been using video news releases in one form or another since 1948."

Video news releases related to medical and health issues are among the most widely used by newsrooms nationally, according to a poll of 700 news directors conducted earlier this year by West Glen Communications, a VNR producer and distributor.

GEORGIA POLITICIANS SEEK WJBF LICENSE REVOCATION

In the latest action aimed at recouping alleged overcharges for campaign spots, a group of 14 Georgia politicians led by Governor Zell Miller (D) asked the FCC to begin license revocation proceedings against WJBF(TV) Augusta, Ga. The group filed a similar complaint last January against WXIA-TV Atlanta (BROADCASTING, Jan. 7).

The attorney for the group, Robert Kahn, said he was "familiar with the monolithic response of the broadcast industry" to what he called specific allegations, including overcharging and rate discrimination between the candidates, both of which are violations of the Communications Act. He said his firm has been retained in 10 other states for similar complaints. "The abuses are pervasive....We're representing candidates in California and Texas. I think the abuses have been going on for awhile. I've looked at records back to 1984, and they've gotten worse in the last few years."

Richard Hildreth, representing WJBF, was surprised by the filing, and said his request for more information was ignored. "WJBF was and is ready, willing and able to discuss this with the candidates. It's not something we're trying to duck. If something is owed, then we'll pay it. What bothers me is this gentleman went ahead [and filed with the FCC], in spite of my assurances that we would be on top of this; I'm not happy that he did not provide to me the information he is now providing to the FCC."

Net), has been moved to newly created position—as yet untitled—under Chase Undermeyer at Voice of America. Move is latest step in massive reorganization at USIA that has seen new faces at head of USIA—Henry Catto replaced Bruce Gelb as USIA director and Undermeyer recently replaced Richard Carlson as VOA director. Former CBS newsman

Bill Eames is acting director until President Bush appoints, and Senate approves, Murphy's successor.

Robert G. (Skip) Tash, former BROADCASTING VP, advertising sales, joins NAB, Washington, as VP, advertising, heading association's new advertising department.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

SEEING RED

For anyone who wondered why radio broadcasters have entreated the FCC to make good on its proposals to relax its station ownership restrictions, they have only to turn to page 17 of this magazine to read it in black and white, but mostly red. The just-released annual NAB/Broadcast/Cable Financial Management Association survey on station financial results makes it painfully clear why many stations could benefit from a corporate umbrella in these stormy financial times.

The survey, based on responses from about 25% of all radio stations, shows that more than half of those stations operated at a pre-tax loss in 1990, and did so even though expenses were actually down from the year before. Median financial results for the four categories—AM daytimers, fulltimers, FM's and AM/FM combinations—showed losses for each category.

The financial picture painted in numbers and bar graphs is gloomy enough, but behind the cash flow margins, amortizations and median average net revenues are personal stories of broadcasters struggling to compete in a tough economy against increasing competition. They need all the help they can get.

EARLY RETURNS

The three-year test of cameras in the federal courtrooms that began July 1 has proceeded with more of a whimper than a bang (BROADCASTING, Aug. 19). Even in active districts, such as those test sites in New York and Massachusetts (Boston area), coverage has primarily been confined to the novelty of opening day. That is in no small part due to the ground rules that confined the test to civil trials, which frequently do not simmer with excitement.

Other reasons for the general dearth of coverage include trials that have been slated for coverage only to be settled out of court or dismissed, judges who have opted not to participate or ruled the cameras intrusive and courts that have been less than helpful in accommodating media equipment. Those obstacles notwithstanding, the perception that broadcasters lack interest in the test is one that the industry should work to dispel.

To that end, we would put the spotlight on the Eastern district of Pennsylvania (Philadelphia), where stations have covered six trials in as many weeks and where the test is doubly important, given that Pennsylvania is among the handful of states that have yet to open their own courts to cameras. That test has already paid big dividends, as witness the comments of the clerk of the Eastern district court: "If the test is whether it's obtrusive or unobtrusive, clearly it has passed with flying colors... The judges fully endorse the concept. It's an idea whose time has arrived." In fact, those judges have granted all requests for coverage and have taken an active role in keeping stations apprised of upcoming proceedings, accord-

ing to Peter Levin, a legal reporter and attorney who is the coordinator for court coverage by the local media.

Levin has the kind of enthusiasm for the test that we wish we could bottle. "I realize civil cases are boring," he concedes, "but if we don't cover these, it will be hard to cover the criminal cases and eventually the Supreme Court.... The cases are there to be found," says Levin, citing ones on age and sex discrimination, prayer in public schools and product liability. He also encourages stations to cover nonsensational cases as proof of interest to the judicial system. "The media just has to be prodded and told why each case is important," he adds.

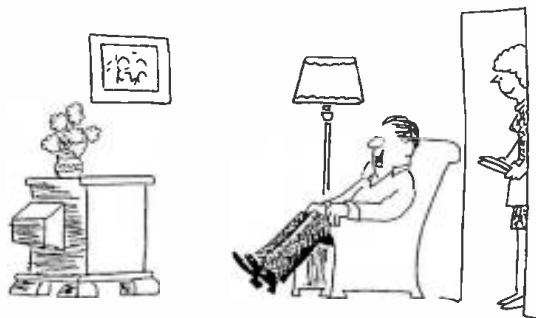
Stations still have the best part of three years to make their case for cameras in the federal courts. So far, Philadelphia appears to be the industry's star witness.

WHO'S ON FIRST

It is summer, and this page's fancy turns once again to an Edward R. Murrow stamp (we know it's hard to believe, but it has been over a year since we last brought up the subject). We have for years lobbied for a stamp honoring the late CBS radio and television journalist, watching as dates to which such a commemorative could be tied have come and gone, while all manner of flora, fauna and what have you made their way onto the nation's correspondence.

Our interest was prompted by the news a week or so back that a series of stamps honoring Abbott and Costello is in the works. Now, we have nothing against Abbott & Costello (or dinosaurs or the Hula Hoop or whatever fad a cash-hungry Post Office is ready to affix its seal to). But if the question is: Who's on [a stamp] first?, we think it should be Ed Murrow—who has come to symbolize for many the best in broadcast journalism—over Bud and Lou, who arguably represent the best in B movie comedy teams.

Apparently, if Ed Murrow had hit his interview subjects between the eyes with a healthy squirt of seltzer or a custard pie he would have had a better shot at meeting the standards for stamphood.

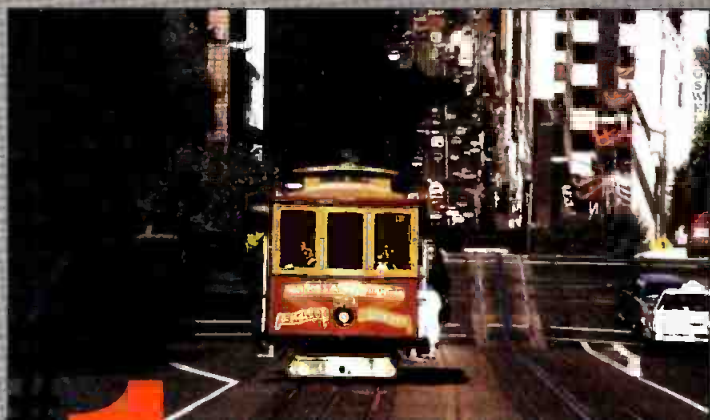


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