

Broadcasting Sep 2

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60th Year 1991

TELEVISION / 19

ABC hunts elusive football fans; 'Cheers' tops Emmy winners

RADIO / 24

'Drive time' Soviet coup kept listeners tuned to their radios

BUSINESS / 31

Survey shows television's bottom line healthy through 1990, especially independents

CABLE / 27

Lifetime bolsters ratings with six original movies in 1991

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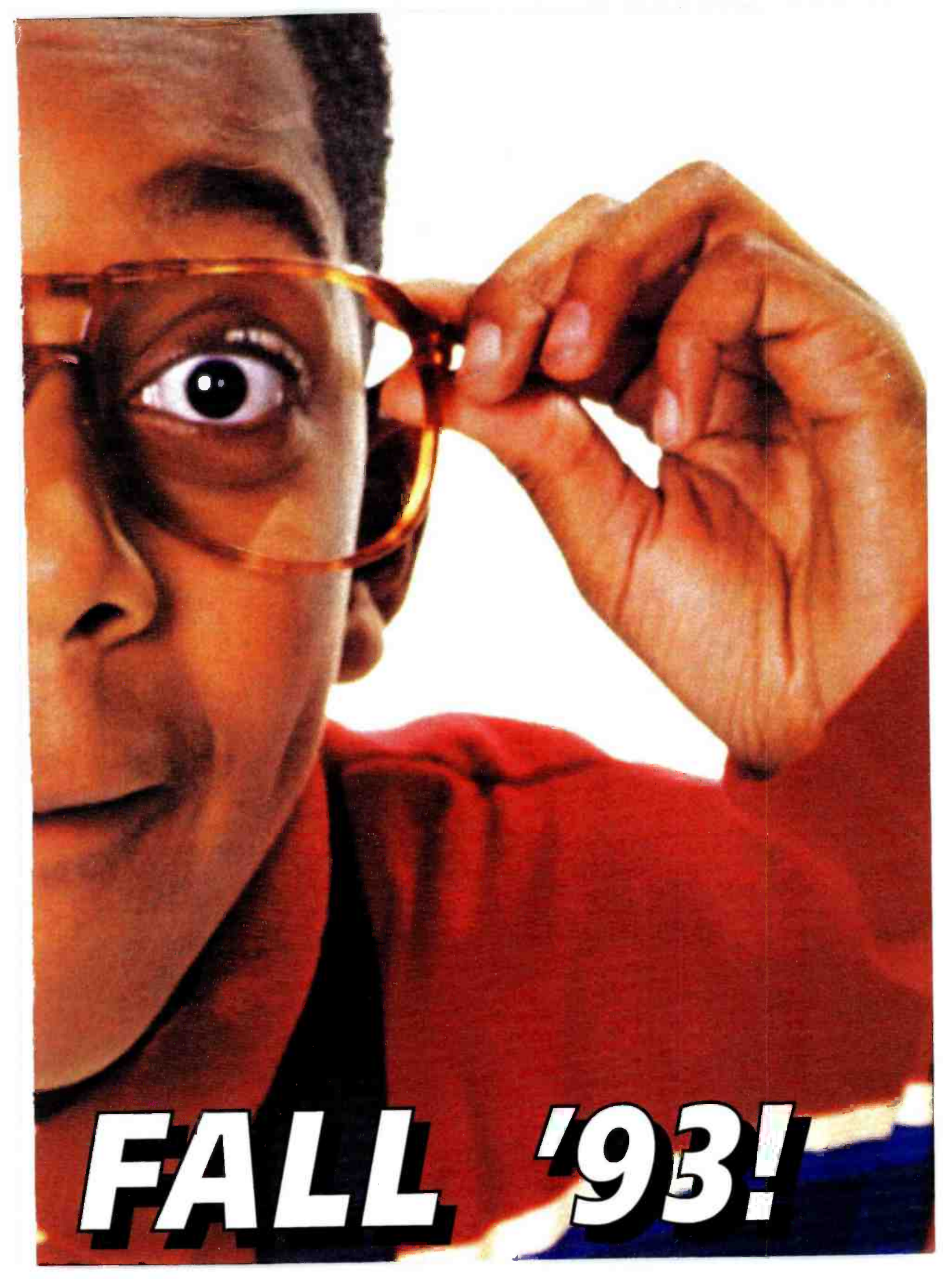
175

Vol. 121 No. 10 \$2.50

Washington's fall season
Green light for KCRA-TV's
prime time precedent
Kulvid reprieve



AVAILABLE



FALL '93!

THIS WEEK

11 / OK TO KCRA

The FCC last week approved, for purposes of a limited experiment, NBC affiliate KCRA-TV's request to move up its prime time schedule one hour and air the *Tonight* show at 10:35 p.m. The Sacramento, Calif. station's move could be the first step toward an earlier prime time by a growing number of affiliates that share KCRA-TV's hunch that early-to-bed, early-to-rise lifestyles of some viewers are demanding it.

11 / AD RESTRICTION DELAYED

In response to a CBS petition, the FCC is expected this week to delay ad time restrictions in children's programming until January 1992. The agency had earlier granted the extension only to independents, who argued that they would be unduly hurt by having to break pre-existing barter agreements during the high-volume fourth quarter. CBS argued that the selective extension put the networks at an unfair disadvantage.

11 / NBC FOR SALE?

Despite a firm denial by NBC, a rumor of its impending sale received wide circulation last week, thanks mostly to three factors: there was no good reason to spread a false story, since unlike most such rumors it would probably not drive up the company stock; GE Chairman Jack Welch has never denied plans to sell the network, and NBC's fortunes are slipping, which flies in the face of GE's intention to keep only businesses that are first or second in their industry.



Back to work: Congress and the FCC return to a full agenda in Washington this month (page 14).

13 / GOLDMAN NAMED AT PARAMOUNT

Steve Goldman has been named president of Paramount Domestic Television, responsible for domestic syndication as well as oversight of TVX Corp. He said that before he makes his own imprint on the company, his top priority is to see that the current shows maintain their positions.

14 / CAPITAL'S FALL SEASON

The FCC and the Hill launch their own fall season after an August recess. High on the roster: debating cable reregulation; improving the quality of AM by encouraging stations to spread out onto the newly available 1605-1705 khz band; HDTV simulcasting; reviewing the new fin-syn rules and relaunching an inquiry to come up with a position on telco entry into the TV business.

16 / COMPENSATION PLAN AT FOX

Fox network and affiliate

board members worked out a compensation arrangement last week that calls for cuts only if the network shows improvement in the key 18-49 demo. If Fox shows no growth in that audience, then compensation will remain unchanged, but an improvement of six-tenths of a point or more could mean a cut of up to 50%.

17 / NO NFL PPV UNTIL AT LEAST '94

Originally hoping to soon test PPV in at least two markets and hinting at the possibility of NFL games on PPV as early as 1992, Commissioner Paul Tagliabue announced last week that there will be no games on PPV while current network contacts are in effect, i.e., until at least 1994. Talk of a test had touched off a series of letters between the commissioner and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who was concerned about games moving to pay TV.

17 / NEW RAB HEAD

The Radio Advertising Bureau ended a five-month search for a new president and CEO with its selection of Gary Fries, president of the Unistar Radio Network. Fries told BROADCASTING that he has no set course of action, but said the association "has to assume the leadership of the radio industry in the 1990's."

18 / UPI BANKRUPTCY

UPI's return to bankruptcy court last week was not unexpected, although the action belies the flurry of behind-the-scenes activity conducted to avert the move. Sources say a long list of foreign investors were approached, most of them news/communications organizations that could have complemented UPI's operations. But failure to find an American partner dissuaded the others and discouraged creditors.

18 / BROKER FOR AMATEUR VIDEO

In an effort to reduce

potential disputes over broadcast rights between amateur videographers and TV news organizations. marketing consultant and engineer Ron Brown has formed the Amateur Video News Network, a broker and clearinghouse for would-be newsgatherers and their footage. News organizations say they like the idea of dealing through a single source, but worry about turnaround time.

19 / GOING FOR THE EXTRA POINT

ABC, hoping to add a full rating point to the show, has asked Nielsen to measure out-of-home viewing of its popular *Monday Night Football*. Nielsen's first such survey, in November 1990, found that 2% of all viewing was done outside the home, and *MNF* was the top attraction.

20 / FOX SCORES WITH EMMY SHOW

The Aug. 25 Emmy Awards show, which saw a 50% improvement in its ratings over last year, gave Fox its biggest week yet. With a year left in its coverage contract, Fox is negotiating to put the network into a four-network Emmy show rotation. Fox will give up next year's rights in exchange for a place on the rota.

22 / START-UP'S BIG SUCCESS

A new station in Augusta, Ga.—Fox affiliate WFXG-TV—has combined promotion, counter-programming and good cable position to place third in its market, beating the local NBC affiliate and compiling what one rep firm called the best start for a new sign-on in 10 years.

27 / LIFETIME'S LIFELINE

Even though its original

series programming has gotten off to a mixed start. Lifetime has managed a ratings gain over last year with the help of original movies. The three films produced so far this year averaged a 3.7 rating. Recognizing that "women at night tend not to watch television alone," Lifetime will be looking to increase its core female audience by attracting other members of the family.

28 / OLYMPIC CHANNEL-CROSSING

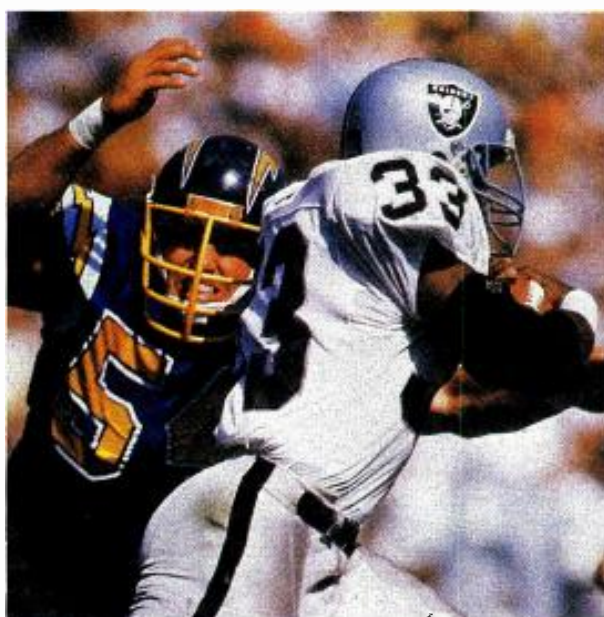
Marty Lafferty, vice president for NBC/Cablevision Systems' Olympic Triplecast, categorizes the cable industry into two groups: those who have been to Triplecast orientation and those who haven't. Standing by to help ease friction between systems and programmers, Lafferty says, are not just NBC/Cablevision but the U.S. Olympic Committee too.

30 / GIVING UP THE GHOSTS

Five proponents of broadcast ghost-canceling technology have agreed to submit their hardware for testing beginning Sept. 16. The step represents a milestone in over-the-air picture-quality improvement that could, according to an NAB executive, "bring some additional technological parity" to broadcasters competing with cable TV. A potential hindrance is cost to the consumer.

31 / TV CASH FLOW

An annual survey reports healthy cash-flow margins for TV stations in 1990: 37% for affiliates and 17.5% for independents. The profit figures are particularly good for independents, more than half of which were showing negative cash flow just three years ago.



NFL has no plans for PPV until at least '94 (page 17); ABC measuring out-of-home viewing of "Monday Night Football" (page 19).

37 / RADIO SERVICES SHINE IN COUP

The performance of Voice of America and Radio Free Europe/Radio Liberty during the Soviet coup probably improved their chances for quick congressional funding. By expanding their Russian-language services and reporting directly to the Soviet people, the services garnered large audiences. Among them: President

Gorbachev, who said he relied on the services during his detention in the Crimea. As the political climate changes, the services are expected to continue in some consolidated form and shift to AM, FM, TV and satellite radio.

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Incorporating

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CLOSED CIRCUIT

WASHINGTON

Fine time

FCC is getting around to levying fines on some of 30 radio and television stations it "audited" in July 1990 for violation of law requiring them to sell commercial time to political candidates at "lowest unit charge." Ready for circulation among commissioner is notice tentatively fining KRON-TV San Francisco for alleged overcharges. In preliminary analysis of audit, FCC found that at 16 of 20 TV stations and four of 10 radio stations, candidates "paid more...than commercial advertisers" in apparent violation of law.

NEW YORK

From Russia, with luck

Call it wishful thinking, but ABC News executives tuned to season opener of *Monday Night Football* tonight (Sept. 2) said they're hopeful Giants will once again run ball primarily and keep game time to minimum. Reason is *National Town Meeting: Presidents Gorbachev and Yeltsin Take Questions From the American Public*, live hook-up between USSR and 11 U.S. cities set to air following game and local newscasts. Although Soviet leaders have not given time limit to network, ABC is targeting 12 a.m. ET start for show, scheduled to run at least an hour long. ABC News President Roone Arledge last week tried to talk Soviet leaders into doing hook-up on different night and in U.S. prime time, but busy leaders balked at idea. ABC News had actually been trying to arrange "town meeting" with Soviet leadership through Gosteleradio for more than four years, but it was not until end of recent coup that Soviets told ABC they wanted to do show. Telecast will feature live audiences in Miami; Houston; Chicago and Lamont, Ill.; San Francisco; Philadelphia; Seattle; Detroit; Atlanta; Los Angeles, and New York City.

On the lookout

Former Westwood One and Metropolitan Broadcasting executive, Mike



Great American Broadcasting was host to reception last week in New York for *The Maury Povich Show*, which WFSB-TV Tampa, Fla., and three other Great American stations are carrying this fall. Among those attending were Great American station managers, executives from rep firms, Telerep and HRP, media buyers and executives from the show's producer, Paramount Domestic Television. Talking with Povich (above, center) were (l-r) Cliff Lachman, vice president of production, Paramount domestic TV; Dorothy Smith, senior associate, Vitt Media; Frank Kelly, executive vice president, programming, and John Nogawski, vice president, eastern manager, both from Paramount Domestic TV.

Kakoyiannis, has formed Odyssey Broadcasting to acquire radio stations in nation's top 30 markets. Odyssey has retained L.N. Gamble & Associates, New York investment firm, to arrange financing for group. Kakoyiannis told BROADCASTING last week that his approach to acquiring and running stations will be "return to fundamental operating values, with emphasis on station management and personnel." Operator has already established "talent pool" of radio executives from which he hopes to staff Odyssey.

Keeping 'Current' current

Look for changes in *A Current Affair*, as it enters its sixth season this fall. According to executive producer Anthea Disney, program will make effort to broaden its story mix beyond trademark violent crime and love triangle stories. Disney said program would broaden mix to differentiate itself from tabloid competitors. She also suggested that society has become numbed by violent news stories. "Five years ago, people seemed to have a much greater appetite for blood and

gore than they have today," said Disney. "We have to reflect society." Disney insisted that "this is not an attempt to make the show softer or gentler. But there are other stories we can do and other approaches that are vital and emotional. We'll still be a tabloid at heart reporting on extraordinary things that happen to ordinary people." Disney also reported that by November sweeps, show will have new set that will get anchorwoman Maureen O'Boyle out from behind desk and roaming around more TV newsroom-style setting.

High on music

Goodman Entertainment, year-old syndication company based in New York, is developing half-hour music series with high-definition TV production house Rebo, also New York. According to company president, David Goodman, show will chronicle musical performers as they gear up for concert tours in major New York music studio. "It would be sort of a cinema verite approach in the 'Truth or Dare' style," said Goodman. Despite fact that

HDTV receivers won't be available in U.S. homes for some time, "it still looks better" than current U.S. standard, said Goodman. "And advertisers want to be on the cutting edge." Goodman hopes to bring show to NATPE convention next January for 1992 launch.

LOS ANGELES

Fox News news

In addition to hammering out new compensation package (see page 16), Fox affiliate board members and Fox executives also revisited topic of national news service at board meeting last week in Los Angeles. Board members were introduced to Paul Amos, newly named executive vice president, Fox News Service, who was hired from CNN two months ago, where he was executive vice president, news programming, and where he was credited with overseeing launch of *Headline News*. Amos recently sent out questionnaires to affiliates to gauge status of their news activities and plans for expansion. Amos hopes to have results by RTNDA convention beginning Sept. 25. Jamie Kellner, president, Fox Broadcasting Co., admits Fox has "bit of credibility problem to work out with affiliates" due to delay of national news service, but says hiring Amos is step in right direction. Kellner said Fox will increase by 50%-75% news investment next year and expects 20-30 stations will have full news operations next year "once they feel we are moving in the right direction."

Sale of Century... 16

Fox has scheduled sales meeting for sometime in next couple of weeks to decide on marketing strategy for latest movie package, Century 16. That could be indication that studio is not holding titles for planned basic cable network, as some have thought. If package is sold, consortium of superstations WGN-TV and WTBS and Gaylord Broadcasting may be first in line to buy. Fox had pulled back from deal for Century 16 with stations last spring, according to Dennis FitzSimons, vice president and general manager, WGN-TV. "They indicated they wanted to sell us the package, and we were interested in buying," he said. Calls from Fox stopped when rumors started of management change, which materialized in appointment of Lucie Salhany. FitzSimons commented that he was surprised Fox wanted to sell to him at all. "We hadn't gotten a call from them

in three years, since the syndication unit started selling mostly to Fox affiliates," he said.

DIC to sign gridiron stars

Newly formed DIC Sports Marketing is expected this week to announce signing of at least two major sports personalities from baseball and football fields, dismissing speculation that firm might be limiting itself to basketball personalities. Questions were raised because initial company clients Billy Owens, Stacey Augmon and Dikembe Mutombo are all hoop stars, and company co-chairman Sonny Vaccaro made his mark signing Chicago Bulls superstar Michael Jordan with Nike. DIC Sports Marketing, division of Los Angeles-based DIC Enterprises, will handle licensing and marketing for top athletes, including various local and national TV projects.

HONG KONG

International flavor

Satellite Music Network continues to expand its international business. Company, which already has presence in China, has just signed deal to provide Metro News, Hong Kong's latest commercial radio venture (three FM channels—"News," A/C-formatted "FM select," and CHR-formatted "Hits Radio") with programming. SMN will provide seven 90-second, daily news features for "News," and three-hour, new A/C-jazz, weekly program, "Harbour Nights," for "FM Select." Company expects to announce additional international deals soon,

with Soviet Union "likely market."

GDANSK

Soviet alert

Events in USSR have executives at Chase Enterprises on alert. Chase, which has franchise to wire neighboring Poland for cable, already passes 15,000 homes in Gdansk and by end of year will have systems running in several additional cities, said company's executive vice president, Roger Freedman. Chase has also signed joint venture with Solidarity to operate bank and insurance company and might tie in operations by having bank accept direct payment of cable bills. Freedman said he hopes instability in USSR may persuade U.S. to further strengthen Polish economy.

KIRKLAND

Dish details

SkyPix equipment wholesaler is now telling consumer electronics retailers they could start getting satellite-delivered video sales training by November and, by January, green light to sell receivers and dishes for 80-channel satellite pay-per-view video store in sky.

Agreements to gain equity to build units could be finalized this week. At press time, Mitsubishi, with stated intent to build receivers and commit reported \$15 million-\$20 million equity, declined comment on prospects for closing deal by Aug. 31 target date. Executives from SkyPix and Home Shopping Network (which would invest \$30 million) could not be reached.

EVERYBODY LOVES YOU WHEN YOU'RE DOWN AND OUT

There seem to have been plenty of media companies willing to be limited partners in the venture to buy UPI (see page 18), but none, it seems, wanted to be the major American partner the consortium needed. Along with Hubbard and Westinghouse, other groups rumor mill says elected to pass—for now at least—included Turner Broadcasting, Meade Data Central (NEXIS and LEXIS) and NBC, which bought FNN earlier this year. The list of companies contacted that at some point expressed an interest in UPI includes Reuters News Agency, Bonneville, Christian Broadcasting Network, British Press Association, Japan's C. Itoh holding company, Toronto Sun Corp., Premiere Radio Network and other Asian and European companies.

The company's liabilities—expiring Wire Service Guild agreement and general uncertainty—are said to have chilled many investors' interest in last month, but the bankruptcy filing has taken much of the pressure off UPI as outstanding debts have been stayed. A creditors committee will be formed next week, while the immediate task at hand is meeting this week with the Wire Service Guild to settle a variety of compensation issues. As has been expected, interest in the service has picked up again, and it is believed many companies previously in contact with UPI are making inquiries again.

MONDAY MEMO

*A radio marketing commentary from Laurence W. Norjean, senior VP,
national marketing, Radio Advertising Bureau, New York*

One-to-one marketing," "maxi-marketing," "niche marketing"—these are just a few labels for the new trends emerging in the advertising and marketing sectors. What they mean to us as broadcasters and how they impact our clients and our bottom lines will have long-term effects on our industry. If we are to control their course, we must shape and define our role as marketers.

The current economic environment and anticipated turnaround dictate that we refine our marketing approach if we are to increase our share of the advertising pie. In light of the tight economy, many advertisers are looking for alternative marketing choices that deliver specific groups of high-potential prospects with minimum waste and maximum cost efficiency. No medium meets those requirements better than radio.

This approach to advertising is here to stay. Advertisers will no longer tolerate the inefficiencies and scattershot coverage of mass media.

Clearly, a tremendous opportunity awaits this industry—but only if we are ready and able to use it to our advantage. *So let's not sell radio....*

This thought is not a career statement made by some June graduate or an altruistic decision made by a PBS broadcaster, rather it's the first half of a premise that I believe must be grasped by every broadcaster if the radio industry is to take advantage of the current marketing climate. The second half of the premise is *...let's market radio.*

The recurring theme we hear from advertisers across the country at trade shows is that they were "sold" a radio package; they feel that the proposals given to them are done on a quantitative rather than qualitative or strategic basis. In essence, our clients feel that our industry has been less interested in helping them meet their marketing goals than in simply selling radio.

For decades, radio was considered too fragmented, too difficult, too confusing to buy. Ironically, what was once our greatest weakness in the advertiser's eye has become our greatest strength. With the power to target groups by characteristics as varied as geography, age, sex and lifestyle, radio is positioned to take advantage of the shift from "mass"



marketing to "target" marketing.

Now, more than ever, our clients need the results the targeted power of radio can generate. Our opportunities have never been greater. The stage has been set for us, but if we are to reach our true potential, we must learn to put ourselves into the shoes of our customers and devise strategies that will utilize our media for their best interest.

Too often stations will try to be "all things to all people." Only rarely, if ever, can one station deliver all the diverse target demos equally well. Recognize the power inherent in your station's unique ability to reach and motivate specific types of consumers, and capitalize on that strength. Recognize also that other radio stations in your community have their own demographic strengths, very likely quite different from yours.

Here's a concrete example. The RAB is working closely with its members to provide them with marketing tools to demonstrate radio's unique benefits of targetability, flexibility and cost efficiency to automotive retailers. We have produced a set of "Auto Profiles" that give the product data and buyer demographic information for every major automotive make and model being sold in the U.S. Using this data, our member stations can align the demographics of their specific audience with the precise buyer profiles of the various makes and models sold by local auto dealers.

Remember to keep your strengths (and limitations) in mind when approaching a potential client. If your sta-

tion's audience in no way mirrors the profile of Volkswagen Jetta buyers, don't try to "sell" that dealer no matter how high your overall numbers. Rather, take the approach of a radio marketing consultant and recommend one or several of the other stations in your market whose formats are more suitable for reaching the Jetta's target audience.

This "marketing consultant" approach will, in the long run, result in additional business for your station and the radio industry as a whole. As the number of automotive makes and models continues to multiply, and more and more dealers become multiple franchisees, your station will eventually have the opportunity to present itself as the ideal vehicle for targeting potential buyers of a specific model or line carried by that dealer. When that happens, your previous honesty and professional approach will ensure a positive reception from the dealer.

Here are some radio marketing guidelines to keep in mind:

- Take the time to learn the client's real marketing goals and objectives.
- Know and communicate benefits that radio in general and your station in particular can provide to meet your client's goals and objectives.
- Emphasize the benefits of radio's flexibility in uncertain economic and retail conditions; radio allows an advertiser to change an advertising message or approach in a timely manner.
- Develop an integrated approach to marketing. See radio as your client sees it: as part of a comprehensive marketing plan that probably includes a variety of advertising and marketing tactics. If you position radio in terms of how it might best support or work in combination with other media, you are more likely to improve the effectiveness of the client's overall marketing effort—and position yourself as a true marketing consultant in the client's eyes.

Given radio's strong performance in these economic times, we truly have a window of opportunity. If we, as broadcasters, begin to market radio as an industry truly in partnership, we will reap the benefits of the opportunities ahead.

*"So let's not sell
radio...let's
market radio."*

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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 television professionals, sponsored by *Society of*

Professional Journalists. Theme: "Broadcasting Ethics and Excellence in the Year 2000—What Is Our Image?" Poynter Institute, Tampa, Fla. Information: Tom Powell, (317) 653-3333.

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

ALSO IN SEPTEMBER

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.

MAJOR MEETINGS

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 2-6, 1992**—*Public Radio* annual conference. Sheraton Hotel, Seattle.

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.

■ **Sept. 11-13**—"Watching the Watchdogs," seminar sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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

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

■ **Sept. 12**—*American Women in Radio and Television, Washington D.C. chapter*, TV fall preview party. Deja Vu, Washington. Information: Linda Curtis, (202) 429-5401.

■ **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 Hills, 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 Programming...Looking Through America's Window." Hollywood. Information: Marlene Godinez, (213) 699-3558.

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ERRATA

Agency mentioned in Aug. 26 story on CBS baseball sales should have been **DBB Needham Worldwide**.

United States Telephone Association was not among organizations filing appeal to U.S. District Court decision to lift information service ban on regional Bell operating companies ("Closed Circuit," Aug. 26).

Self-described "**Industry Observer**" **Bill Russell of Houston**, quoted in Aug. 26 story on highly leveraged transactions, is not same Bill Russell who is former FCC director of Congressional and Public Affairs and current Washington-based consultant.

■ **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**—*USA Network* local ad sales seminar. Hyatt Regency Ohio Center, Columbus, Ohio. Information: Karen Yashon, (312) 644-5413.

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

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TOP OF THE WEEK

Prime time precedent in Sacramento;
reprieve on kid vid; takeover talk at NBC

EARLY TO BED, AND TO TV, IN SACRAMENTO

NBC affiliate KCRA-TV gets exemption from PTAR to begin prime time at 7 p.m. and air 'Tonight' at 10:35; could be precursor of new national habit

For purposes of a "limited experiment," the FCC last week gave the go-ahead to NBC affiliate KCRA-TV Sacramento, Calif., to move up its prime time schedule one hour and air the *Tonight* show at 10:35 p.m., following the station's 10 o'clock news.

The FCC said KCRA-TV could conduct its experiment to gauge its viewers' interest in seeing their favorite shows an hour earlier each evening for the duration of the upcoming season—Sept. 16, 1991, to June 1, 1992.

The KCRA-TV experiment may be the first step toward an earlier prime time by a growing number of affiliates on both coasts that share KCRA-TV's hunch that the early-to-bed-early-to-rise lifestyles of a growing number of viewers are demanding it.

The networks are not particularly excited by the prospect, fearing it could weaken their prime time ratings. But they may be forced to accede to their affiliates' wishes, as NBC did in the case of KCRA-TV. The FCC action will enable KCRA-TV to skirt the prime time access rule by airing nearly three and a half hours of NBC programming between 7 and 11 p.m.

PTAR limits KCRA-TV and other stations in top 50 markets from airing more than three hours of network or off-network programming during prime time and defines prime time as 7-11 p.m. in the Eastern and Pacific time zones (6-10 p.m. in the Central and Mountain).

FCC attorney Eugenia Hull said the

action did not constitute a waiver of the prime time access rule, but merely a "redesignation" of prime time for KCRA-TV from 7-11 p.m. to 6-10. Because KCRA-TV's *Tonight* broadcasts will fall outside of its newly designated prime time, it will not count toward the

Continues on page 12.

PUTTING OFF THE INEVITABLE IN KID'S REVENUES

CBS tells commission that extension of October deadline, similar to one given to indies, is needed for affiliates to avoid drop in fourth-quarter sales

The FCC is expected this week to grant a CBS petition seeking a delay on new restrictions in the amount of advertising time allowed in children's programs. The restrictions, due to take effect Oct. 1, will most likely be delayed until January 1992.

The commission earlier granted independents with barter children's programs similar relief, after the Association of Independent Television Stations argued that the group would suffer severe revenue losses in the fourth quarter if it had to break pre-existing barter agreements. The fourth quarter, leading up to the



CBS hopes to keep 'Garfield' on healthy diet of holiday spots

holiday buying season, is traditionally the heaviest period of children's advertiser spending.

In making its case to the commission, CBS argued that the networks would be at an unfair competitive advantage to independents if the latter group were allowed to introduce what amounts to extra national and local spot inventory in the fourth quarter.

CBS said in its filing that shortly after reports surfaced of the commission's likely granting an extension to independents, "two of CBS's advertisers withdrew previously agreed-upon commercial schedules for fall children's programs worth in excess of \$1.5 million. While we are unable to ascribe this unusual activity conclusively to the commission's action, we believe it likely that the withdrawal of advertising reflected anticipation of better deals for newly available inventory on independent stations."

Sales executives contacted at other

Continues on page 13.

TO SELL OR NOT TO SELL: THE QUESTION AT NBC

Network's own chairman contributes to rumor speculation; those disposed to believe disagree on which Davis would buy

Last week's rumors about the possible sale of NBC found a receptive audience among a news-starved pre-Labor Day media industry. That the story received attention despite an absolute denial by NBC says much about the public perception of NBC's parent company, General Electric, and about NBC's own declining near-term prospects. As of Friday, none of the rumor



Will it be Marvin...



...or Martin?

assertions had been confirmed by any third party.

The talk started when Dan Dorfman, a business journalist who has broken stories about Marvin Davis investments, wrote that the Beverly Hills-based financier was in "hush-hush negotiations" to buy NBC. Dorfman repeated his story that evening on NBC's CNBC. Several days later, Dorfman's associate wrote follow-up details asserting that Davis, to buy the network and its owned stations, was seeking \$4.5 billion in financing consisting of 35% equity, 25% subordinated debt and the rest in commercial bank loans. The story added that Davis was "understood to be seeking a partner in his NBC quest."

NBC's denial was immediate and definitive. Said Joe Rutledge, vice president, corporate communications: "The likelihood of NBC having held negotiations with Marvin Davis is as great as the likelihood of our having held similar negotiations with Sammy Davis and Betty Davis." But the Dorfman stories received follow-up play by a press waiting out a late August news drought.

There were other reasons that observers, while skeptical, did not dismiss the Marvin Davis assertions. One reason: unlike typical buyout rumors, including past assertions involving CBS or Capital Cities/ABC, neither Davis nor stock speculators had much to gain from starting or spreading the NBC rumor, since NBC's sale would likely not budge the stock or options of the gigantic GE.

Another reason is that NBC's chairman, GE Chairman Jack Welch, has never read from a script denying plans to sell NBC. Ken Auletta, whose just-released book *Three Blind Mice* provides the first detailed look at GE's purchase of NBC, told BROADCASTING: "In my last interview with Welch, he told me he was looking at the possibility of doing an asset play at NBC. Ideally he would prefer to do an alliance with a Holly-

wood studio, but I don't think the FCC's resolution of financial interest and syndication came out satisfactorily from his point of view. He said he was open to selling it [NBC] all or keeping it and buying something else in addition."

Then there is the oft-repeated Welch homily about GE's intent to keep only businesses that are first or second in their industry. In the narrower industry of broadcast television, NBC is no longer first and may soon be in third place. Welch himself has said the TV network in 1991 may lose money. In the wider television industry NBC's rate of growth and profitability may soon be much further behind, and its efforts to get into cable have so far yielded only losses.

The idea that NBC might form an alliance with a studio is why many people, before they had actually read the Dorfman story, assumed that the Davis referred to was Martin Davis, chairman of Paramount Communications. That studio-publishing company/group owner is associated with its own rumors, including one claim that six months ago Paramount and GE were in negotiations regarding NBC. However, six months ago, one observer pointed out, was when there was still a chance the FCC would totally eliminate fin-syn restrictions on network syndication.

That GE itself did not issue the denial about NBC seemed strange but, said an NBC spokesman, was in keeping with the company's policy of not commenting on rumors. Some securities lawyers think NBC President Bob Wright, under whose name NBC's denial was issued, could potentially be liable if the network were sold soon. Speaking in general terms, Harvey Pitt, partner at Fried, Frank, Harris, Shriver & Jacobson and former SEC general counsel, said one reason for not commenting on rumors is "you avoid any obligation to correct the marketplace's misleading impression should conditions change." —CF

FCC IN SACRAMENTO

Continued from page 11.

station's three-hour PTAR network programming limit.

Like KCRA-TV, Hull said, the FCC is only interested in a trial to discover viewer preferences. "We want this to be very limited," she said. "The FCC is not intending to grant these to anyone who walks in the door."

That day may come. If after its eight-and-a-half-month experiment KCRA-TV finds viewers like the earlier schedule and bedtime, said Bernie Koteen, the station's Washington attorney, "we will come in for a rulemaking to change prime time for the whole West Coast."

The FCC action came over the objections of the Association of Independent Television Stations and the MPAA.

"We don't like monkeying around with PTAR," said INTV President Jim Hedlund. "We are concerned that this may be the opening wedge to redefine what constitutes prime time on the West Coast."

Independents would suffer if West Coast affiliates shifted prime time schedules en masse, Hedlund said. Independents survive by counter programming.

If affiliates moved up their network programming an hour, Hedlund said, many independents would find themselves head-to-head with affiliates with news at 10 p.m. and sitcoms between 7 and 8.

In comments on the proposal, MPAA warned time shifting could harm producers and distributors of so-called access programming, nonnetwork programming that finds its audience on the East and West Coasts between 7 and 8 p.m.—prior to the start of network programming.

Shifting would shut the "access window," MPAA said. "At best, syndication would be shunted off to 10:30 p.m.—a much less desirable and viable time period," it said.

MPAA was reserving comment on grant of the KCRA-TV petition until it had an opportunity to review it.

The hook for critics of KCRA-TV's plan at the FCC was its desire to air *Tonight* at 10:35 p.m. and thus exceed the PTAR on network programming in what is deemed prime time on the West Coast.

According to sources, KCRA-TV would have preferred to air an hour newscast at 10 p.m., but, in trying to strike a deal with NBC, agreed to limit the news to 35 minutes and put *Tonight* on at 10:35. NBC affiliate contracts require affiliates to air network programs between 8 and 11.

"I would not call that accurate," said Koteen. Airing *Tonight* at 10:35 is part of the experiment, he said. "All we are trying to do is what they now do in the Central and Mountain time zones." —HAI

KID'S RULES

Continued from page 11.

networks said they too had had some advertisers reduce their children's commitments. However, they strongly suggested that it was not due to the availability of new inventory from independents. Rather, they said that typically some portion of advertiser "hold" orders made in the upfront market simply fall through or are reduced by the time it comes to actually buy the time.

Officially, ABC, NBC and Fox supported CBS's petition. Privately, however, sources at those networks weren't too impressed with CBS's case. "It's sort of a weak stalking horse..." said one source commenting on CBS's contention that it stood to lose orders as the result of added inventory from independents. "I'd be surprised if the FCC bought that line."

Advertisers frequently overcommit upfront and shave some time off the actual buy, the source said. And other market factors could result in reductions in spending, he said, such as the recent merger of Kenner Tonka Toys into Hasbro.

In the long term, however, the new advertisement quotas for kids' programming are not expected to have an adverse economic impact on the networks, ac-

"It's sort of a weak stalking horse...I'd be surprised if the FCC bought that line."

A network executive, commenting on CBS's claim that it may lose business unless a delay is granted.

ording to both network sales executives and media buyers. In fact, the children's daypart, they said, has held up remarkably well during the recession.

The children's upfront market this year supports that assessment. Network upfront revenue was estimated to be up by a percentage point or two, totaling between \$180 million and \$190 million.

The networks sold time in the children's upfront market based on the reduced inventory loads mandated by the commission and Capitol Hill, which call for no more than 10½ minutes of advertising per hour on the weekends and 12 minutes per hour during the week.

For the networks, that translated into roughly a 5% reduction in children's inventory, or roughly one 30-second spot per hour, leaving them with 9½ minutes

per hour on Saturdays. Affiliate time for Saturday morning remained unchanged in the daypart—two 30's per hour. Combined, network and affiliate time equaled the new weekend limit.

However, the reduction in inventory in the high-demand children's market enabled the networks to make up the difference in rate increases, which amounted to between 10% and 12%, sources estimated.

"The fact that the government arbitrarily cuts the inventory does not affect individual ad budgets," said John Shanley, vice president, daytime sales, ABC Television Group. "And it also makes each commercial a little more dear."

Shanley declined to say exactly how much the network earned in the upfront (estimates are that it did between \$50 million and \$55 million), but said ABC came out "roughly even" compared to a year ago. "We had a good upfront," he said.

Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather, agreed that in the current economic climate, "flat is good." She said her impression was that most advertiser categories in the children's daypart (toys, cereals, fast foods) were "as strong as ever. Rate increases were higher this year, which you can expect when inventory is reduced and demand is strong." —SM

STEVE GOLDMAN NEW PARAMOUNT DOMESTIC TV HEAD

Steve Goldman, an 11-year veteran of Paramount Domestic Television, was named president of the division last week, succeeding Lucie Salhany, who vacated the post earlier this summer to join Fox.

In addition to domestic syndication, Goldman will also have oversight of Paramount's owned-station division, TVX Corp. That represents an expansion of the domestic TV unit's activity. Previously, the station group reported as a separate division to the president of the Paramount TV Group. "There will be some opportunities for cross-pollination," said Goldman. Program development concepts will be tested at the stations, he said. TVX veteran James Boaz, general manager of KTXH(TV) Houston, has emerged as the leading candidate to replace John Trinder as head of the group, reporting to Goldman. An announcement is expected soon.

Goldman, a leading candidate from the outset, was named to the post by Paramount Pictures Chairman Brandon Tartikoff. In making the announcement, Tartikoff said, "In the 1990's the syndicated television business is increasingly driven by marketing.... Steve's extensive background in advertising and at the studio uniquely positions him to make breakthroughs in this area."

Last week, Goldman stressed that before he makes his own imprint on the company, his top priority is to see that the current shows maintain their positions and that the new *Maury Povich Show*, entering syndication this fall, gets off to the strongest launch possible.

Goldman said he hopes to maintain the current management at his division. "We've got a great team here," he said. However, agreements locking in programming head Frank Kelly and general sales manager Greg Meidel are not yet in place. Goldman said he could not comment on when those matters might be resolved.

—SM





Back to Washington: Congress, FCC return to face cable reregulation, fin-syn, telcos, AM, HDTV and more, after summer hiatus.

HILL, FCC FACE FULL AGENDA AFTER AUGUST VACATION

Cable bill expected to pass Senate four to five weeks after recess; fall debates on user fees, telco entry, political advertising legislation to come

Among the priorities of the Senate when it reconvenes Sept. 10 after the August recess will be action on the highly controversial Cable Television Consumer Protection Act of 1991 (S. 12)—a measure packed with tough new regulations on cable.

Although the cable industry has vowed to stop it, most believe the measure, which includes a provision granting broadcasters retransmission consent rights, will win passage. But with appropriations bills and other legislation higher on the priority list, the vote is expected no earlier than late September.

If S. 12 passes, broadcast and cable TV interests will then turn their attention to the cable reregulation debate in the House, where no retransmission consent provision has been proposed so far. The House is due back Sept. 11.

After the cable bills, the most-watched legislation may be the proposed \$65 million in user fees to be charged to FCC licensees in the House budget proposal and omitted in the Senate's. Broadcasters have been the FCC licensees taking the lead in opposing the fees, said Eddie Fritts, president, National Association of Broadcasters, because "both the cable companies and phone companies can easily pass their charges to the consumer. Broadcasters have no mechanism to do that."

Other significant communications issues expected this fall:

- Senate consideration of the Emerging Telecommunications Technologies Act of 1991 (S. 218), to transfer 200 mhz of government-controlled spectrum to private sector for the implementation of new technologies, such as high-definition television, digital audio broadcasting and personal communications services. The bill has been reported out of Senate, but Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) promised not to take it to the floor until after hearings on plan introduced by Senator Ted Stevens (R-Alaska) to distribute the spectrum through auctions. The House version of the spectrum bill (H.R. 531) passed without an auctions clause in July.

- The Senate has already passed a political advertising reform bill (S. 3) that would provide all political candidates with nonpre-emptible time at TV stations' lowest pre-emptible rate in most cases. The House could move on companion legislation to S. 3 and other political advertising proposals that have been introduced in separate legislation. "The House is nibbling around the edges of public financing for public campaigns by having a tax on advertising, which gives us a great deal of heartburn," Fritts said.

- Both houses are looking at proposals to either lift or codify the regional Bell operating companies' restrictions on information-service and video delivery contained in the Modified Final Judgment (the consent decree governing the breakup of AT&T) and the 1984 Cable Act. The issue was heightened by U.S. District Court Judge Harold Greene's July 25 decision to lift the information services ban. But further significant congressional action is not expected until next year. A related bill to allow the RBOCs to build telephone equipment also may not come up soon, said Bill McCloskey, manager, media relations, BellSouth. The Telecommunications and Finance Subcommittee, expected to be heavily occupied by banking regulation issues this fall, has not yet marked up the manufacturing bill.

Inouye said S. 12 was ready for a floor vote a week before the start of the August recess. But passage of the 1992 appropriations bills is expected to take up most of the Senate's time in September. Immediately after the appropriations bills, S. 12 is one of dozens of bills that could be called.

The Senate leadership is "extremely interested in the bill. We know they will be pushing for late September or early October for Senate floor action," Fritts said. But that timeframe could easily

slip, he said.

"I have every expectation that there are a whole lot more important things going on in the world right now than the quarrel between broadcasters and cable operators, and I don't anticipate that Congress will be running to the issue of retransmission consent as its first or second or third order of business," said Steve Effros, president, Community Antenna Television Association.

The first session of the 102d Con-

gress, originally scheduled to adjourn in late October, is now expected to last well into November.

The House Telecommunications Subcommittee has held hearings on a similar cable reregulation bill (H.R. 1303) that does not have a retransmission consent amendment. Broadcasters hope to win S. 12 overwhelmingly and use the momentum to push for a House bill with retransmission consent.

Jim Hedlund, president, Association

of Independent Television Stations, said broadcasters should not assume they have plenty of time to pass the House cable bill. "Keep in mind that the second session will be an election year. I wouldn't count on the Congress accomplishing a great deal legislatively in 1992. We shouldn't sit back and assume we have a whole year ahead of us," he said. Hedlund and Fritts said they hope the cable bill reaches the House floor by early next year. -RMS

AM improvement, HDTV, fin-syn top FCC's to-do list; inquiry into telco entry and new political broadcasting rules also face commission

After the FCC awakes from its extended August slumber this month, it plans to move ahead on proposals to improve the quality (and, it is hoped, the fortunes) of AM broadcasting and to set the stage for the introduction of HDTV broadcasting.

And at the urging of Hollywood producers and the broadcast networks, the FCC will review the new financial interest and syndication rules it adopted in April after one of the most contentious proceedings in its history. But the reconsideration is now expected to lead to little more than a confirmation of the rules.

FCC Chairman Alfred Sikes told BROADCASTING he also hopes to relaunch an inquiry before the end of the year to come up with the FCC position on one of the biggest issues facing telecommunications policymakers in the months and, possibly, years ahead: whether and to what extent telephone companies should be allowed into the television business.

Also on Sikes's agenda in 1991 or early 1992: adoption of new rules or guidelines spelling out broadcasters' obligations under the law requiring them to sell spots to political candidates at their "lowest unit charge."

The FCC has other ongoing proceedings it could bring home in the next few months. They include proposals to give banks "security interest" in broadcast licenses, to give "finders" of broadcast channels a preference in winning the license for the channel and to expedite the licensing of wireless cable operations.

At Sikes's initiative, the FCC opened reviews of the broadcast ownership restrictions with the aim of repealing or relaxing them. But the FCC will probably not be ready to make any action on either the radio rulemaking or the TV inquiry until next year.

In the same "wait-till-next-year" category is the FCC's renewed effort to come up with some workable and legally

sustainable must-carry rules requiring cable stations to carry local broadcast signals. At the same time it adopted its new "effective competition" rules determining which stations should be subject to local rate regulation, it began a rulemaking to decide whether must carry should be made part of those rules.

Although the FCC has before it petitions asking for repeal or relaxation of the prime time access rule limiting the amount of networks programming affiliates may air each evening during prime time, Sikes and the other commissioners have indicated they are in no hurry to take up the issue, which has the potential of making life at the FCC as miserable as the fin-syn proceeding did.

Sikes said he has no new major initiatives planned for broadcasting or cable, and for which he makes no apology. "I think we have plenty going on," he said. "Most of the time I'm here under water sucking air with a reed."

Up for action at the FCC's Sept. 26 meeting is a package of proposals designed to improve the quality of AM broadcasting to make it more competitive with FM and recorded audio media.

The central component of the initiative is a plan to "thin out" the existing overcrowded and interference-ridden AM band by encouraging stations to migrate to the new, expanded AM band, 1605-1705 khz. The new band, which became available in the U.S. last year, has enough room for 200-250 stations. By thinning out the existing band, now jammed with some 5,000 stations, the FCC hopes to reduce interference among stations in it and spur the development of AM radio offering higher fidelity than anything on the market today.

The FCC does not expect to adopt a standard for HDTV broadcasting until late 1993, but wants to begin the process of allocating and setting rules for HDTV simulcast channels within the next few months, possibly in October.

The FCC intends to grant each televi-

sion station a second channel in its market so it may begin HDTV broadcasts without disrupting its conventional NTSC service.

According to Sikes, the simulcast-channel proceeding will tackle some important threshold questions. Among them: Will stations be allowed to air different programming on the two channels? How long will stations be allowed to use both channels? What happens to the stations' original channels after the transitional simulcast period?

The fin-syn proceeding split the FCC apart last spring. Sikes and Commissioner James Quello dissented from the decision of Commissioners Sherrie Marshall, Andrew Barrett and Ervin Duggan not to repeal the rule as the networks had demanded, but to relax them.

Taking advantage of the FCC's appeal or reconsideration process, Hollywood last July petitioned the FCC to tighten up the rules, while the networks asked to further liberalize them.

None expects the three-commissioner majority to change radically its rules on reconsideration, but little in the protracted fin-syn proceeding has met expectations. Because of the split vote, the rules could be amended in significant ways if just one commissioner has a change of heart.

Where the FCC stands on telco entry remains an important question and an increasingly urgent one, given the federal district court decision last July lifting the prohibition against the regional Bell operating companies offering cable and other "information services." (The prohibition was contained in the consent decrees that led to the spin-off of the RBOC's from AT&T in 1984.)

To answer the question, the FCC will reopen its telco-cable docket in the next few months to accept comment from the affected industries. Sikes said he will begin talking with the other commissioners in upcoming weeks about the shape the telco-cable inquiry will take. -NAJ

FOX, AFFILIATES DEVISE NEW COMPENSATION PLAN

Sliding scale has stations kicking back some money to network to pay for programing if ratings increase by at least six-tenths of a point

Two months after Jamie Kellner, president of Fox Broadcasting Co., announced to affiliates that changes in the compensation plan would be forthcoming, network and affiliate board members Wednesday ironed out a plan based on the network's future performance in the key 18-49 demo. As it was presented to affiliates, if Fox shows no growth in that audience group beginning in January 1992 compared to the levels reached this year, affiliates will have no reduction in their compensation. If, however, Fox improves by six-tenths of a rating point or more, Fox affiliates will relinquish a portion of their compensation—up to 50% of the amount they had been receiving.

At the root of the new compensation formula is Fox's move to a 52-week schedule that will feature original programing on a year-round basis. Fox is expected to spend between \$40 million and \$50 million in additional production costs for extended series orders for hit

shows such as *The Simpsons* and *Married...with Children*, as well as promotion and advertising costs. If Fox's ratings improve next year by at least the required six-tenths of a point, affiliates would kick back 27.3% of the total additional production and advertising costs. The plan therefore could save Fox between \$10 million and \$14 million. There is a staggered percentage compensation return to Fox if the network improves between one-tenth and one-half of a rating point. If the network remains flat next year or declines among adults 18-49, affiliates will continue to receive their full compensation. The 27.3% figure was chosen because that is approximately the percentage of network inventory affiliates control, and the amount of time that would be positively affected if network ratings improve.

Kellner called the plan one example of how Fox has changed the way it is doing business. "Almost to a man or woman affiliates want ratings growth. If

we drive up the ratings they have shown, they will be willing to help with costs. We are not going to be plateaued at this stage. We are going to continue in our efforts to grow in the ratings." The plan has shown immediate results, with original episodes of *Beverly Hills, 90210* airing this summer ranking second in the Thursday 9-10 p.m. time period.

According to Kellner and affiliate board members, the new compensation configuration also gives the entertainment division more latitude in making schedule changes. "In the future, if a show is struggling, we won't leave it on the air to amortize the costs. Instead, we'll pull it and replace it with another show," said Michael Fisher, general manager, KTXL(TV) Sacramento, Calif.

"The other three networks have cut their compensation, but the Fox plan addresses it in a different way," said Larry Blum, president and general manager, WUPW Toledo, Ohio. "We, the affiliates, are going to cooperate in the costs of the shows, but if the ratings don't go up we don't pay. I'd rather give up some of my compensation than remain stagnant," he said.

Another affiliate said the plan enables both the network and the affiliates to grow. "In theory I almost hope I get a lower compensation check because it means it works. That's the business [higher ratings] we're in. I didn't get into this for a compensation check from Fox. Besides, the Fox compensation didn't amount to a hill of beans anyway."

The new plan goes into effect in January with compensation payouts figured on a quarterly basis. For instance, if Fox spends an estimated \$10 million in additional programing costs during first-quarter 1992 and its ratings among adults 18-49 rise six-tenths of a rating point or more, the network will withhold \$2.7 million to cover the additional costs.

"The key is that the business is changing," said Fisher, "and Fox has put their money where their mouth is by saying we all have to get in together for this thing to grow." The series expected to get orders for additional episodes next year are *Beverly Hills, 90210*, up to 30, *In Living Color* (30), *Cops* (40), *America's Most Wanted* (50), *Married...with Children* (24-26) and *The Simpsons* (26). -SC

MUSEUM OF TELEVISION AND RADIO'S NEW HOME READY

Next Thursday (Sept. 5) the Museum of Television and Radio will cut the ribbon on its new 17-story home, said to be four times the size of its current facility and costing \$50 million. The new facility will have 96 TV and radio consoles all with access to a new computerized catalogue. In addition, there are two theaters and several listening rooms, as well as exhibition space for artwork and a museum shop.

First exhibits at the museum include "Jack Benny: The Radio and Television Work," for which a companion book is being published by HarperCollins. Also scheduled are exhibits on how television and radio have captured significant historical events and depicted visual artists.

Also, film critic Andrew Sarris has organized an exhibit on contributions to television and radio from Hollywood and Broadway talent.

At 25 West 52nd Street, New York, the new museum is just down the street from the headquarters of CBS, whose former chairman, William S. Paley, founded the museum in 1975 as the Museum of Broadcasting.



FRIES NAMED TO HEAD RADIO ADVERTISING BUREAU

The Radio Advertising Bureau has named Gary Fries president and chief executive officer, ending a five-month search that examined a field of more than 50 candidates. Fries, who succeeds Warren Potash, is president of the Unistar Radio Network, Colorado Springs. He will assume his new position in New York on Oct. 1.

RAB Board Chairman Rick Buckley, president of Buckley Broadcasting, characterized Fries as a professional who has spent his entire career "on the front lines of the radio industry as a salesperson, sales manager, general manager, group head and network president." Buckley added that Fries "has extensive first-hand sales experience in markets from Grand Island [Neb.] to New York, and is considered a friend by hundreds of radio operators."

Fries told BROADCASTING that he has no set course of action, but stressed that the RAB "has to assume the leadership of the radio industry in the 1990's." Fries said that the radio industry has entered the most challenging period in its history, and stressed that the key to recovery is how radio positions and markets itself in the '90s. "Quite candidly, I don't yet know how we're going to approach these chal-



lenges, but I think we can find some of the solutions. My goal is to do that and guide the organization in those directions."

The selection of Fries "marks a new beginning for the Radio Advertising Bureau," said Paul Fiddick, RAB board vice chairman and president/radio of Heritage Media. "Gary Fries best represents all of the constituencies of the RAB, from local sales on one end to national and network sales on the other," Fiddick said. "The radio business is hurting badly, and this change of leadership gives us reasons to rethink what we're doing. Our aim is to get the RAB refocused and committed, and get people re-enlisted in the cause of RAB and increasing revenues. The timing for this is exquisite: Warren [Potash] did a

wonderful job in his tenure, and Gary is a very worthy successor."

Prior to serving as Unistar president, Fries was president-CEO of the Sunbelt Communications radio division. He also managed stations in Phoenix, Omaha, Little Rock, Ark., Springfield, Ill., and Albuquerque, N.M. Fries began his radio career at KFOR(AM) Lincoln, Neb.

-RB

NO NFL PPV UNTIL AT LEAST 1994

Tagliabue says league will not change its television situation before then due to depressed ad market; he also says World League will be back

National Football League Commissioner Paul Tagliabue last week tackled two pressing questions surrounding the league's TV rights, saying: (1) Contrary to rumors, the World League of American Football is expected to return next season, and (2) there will be no NFL games on pay per view until at least 1994.

Tagliabue, who earlier this year had hinted at the possibility of the NFL on PPV as early as 1992, said Tuesday (Aug. 27) the league's perspective has changed because of the slumped advertising marketplace.

"We don't think at this point that any new wrinkles in our television arrangements, even experimental wrinkles, should be made during the present contracts," said Tagliabue. "In short, it's really down the road."

The NFL had originally hoped to test pay per view in two markets, supplementing its existing TV packages with one or two additional games per month. Such talk had touched off a series of letters between the commissioner and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who was concerned about the migration

of games from over-the-air to pay TV.

"We've never considered any form of pay per view that would remove any games from broadcast or cable television," said Tagliabue. "And at this time, given our priority, which is to support our five network contracts [ABC, CBS, NBC, TNT and ESPN], we've made the decision not to do any experimentation at least through the 1993 season."

The NFL is currently in the second of four-year contracts with each of the five networks. The five together pay the league an average of \$900 million per year. The NFL also collects a total of about \$17 million per year from ABC and the USA cable network for rights to the World League of American Football, but that revenue has been put into some question as the NFL teams decide on the future of the struggling league.

"There are a lot of rumors going around," said Rob Correa, director of sports acquisitions for the USA Network. The rumors are not surprising, since USA and ABC both showed disappointing ratings, and the NFL backers reportedly lost several million dollars in presenting the inaugural season of the

international league. Any rumors will likely cease on Sept. 12, when the 26 NFL teams that finance the WLAFF meet to discuss its future.

Tagliabue said last week he remained confident of the WLAFF's future even though some NFL clubs have suggested suspending the league. He acknowledged, however, there would likely be some operational changes. Among the ideas kicked around at a meeting of the NFL owners earlier this month in Dallas was the possibility of opening expansion teams in Ohio, Texas and other domestic sites.

"The timing of how they continue, the number of teams, the format, the player stocking arrangement—those are things that the World League board and shareholders are going to have to decide, not me," said Tagliabue. "But I think the best barometer right now is the board of directors, which is chaired by [Pittsburgh Steelers President] Dan Rooney, and is strongly in favor of proceeding with the 1992 season."

Added Bob Harlan, president of the Green Bay Packers: "It's a little premature to say it's in trouble.... I know an awful lot of people want it."

-RB

WIDE INVESTOR SEARCH PRECEDED UPI BANKRUPTCY

Failure to find American partner dissuaded foreign investors, discouraged creditors

UPI's hopes that an international media consortium would buy the troubled wire service and save it from its second bankruptcy filing in six years were dashed last week when investors holding stock from the 1985 bankruptcy publicly sought to cash in \$2 million in stock options. That the sale did not materialize last week wasn't for lack of trying.

Despite liabilities of approximately \$65 million and assets of \$22 million, Pieter VanBennekom, UPI president and chief executive officer, has continued to work for most of the year trimming costs by reducing staff, winning wage concessions from the Wire Service Guild (as much as a 35% cut in salary at one time), negotiating with vendors and trying to pull together a buyer group. What has eluded him and his brokers, including former UPI President Milton Benjamin, is a major American partner. Without such a partner, foreign investors were unwilling to commit to the consortium.

Over the last several months, several American companies were reportedly contacted by Benjamin and possibly others. One company was Stanley Hubbard's Conus Communications, but because Hubbard was planning to invest over \$50 million in a joint direct-broadcast satellite venture, Conus was financially unable to even consider UPI. Group W has also been named as a potential UPI partner, although sources said Group W's parent company, Westinghouse Broadcasting, was unwilling to be the American anchor in a UPI consortium.

Since late 1990, following financial troubles of UPI parent company Infotech, the UPI survival plan has been to acquire new partners who could provide equity, expertise and equipment.

Infotech's problems could not have come at a worse time as far as UPI was concerned. The recession was beginning to be felt in both the newspaper and broadcast industries (UPI earns more than half its revenues from broadcast services). VanBennekom had taken over, and the company had just completed, but not yet fully implemented, a massive structural and editorial revamping. UPI managed to close 1989 with losses of only \$3.3 million, as compared to over \$15 million in 1988 and \$27 million in 1987.

UPI has a long history of losing money. In the last 20 years that Scripps Howard owned the service (E.W. Scripps founded UPI in 1907 and sold the wire service in 1982), UPI lost \$17 million. A spokesman for Scripps told BROADCASTING in 1980 that UPI was never run as a "profit center."

In the three years after Scripps sold UPI to Nashville-based Douglas Ruhe and William Geissler, UPI services were sold off to eliminate debt, but revenue losses outpaced savings (by about \$1 million a month), and in 1985 UPI went into bankruptcy for the first time. In

1986, Mexican Mario Vazquez-Rana bought UPI out of bankruptcy for about \$41 million and poured millions more into the service, but revenues never caught up with operating costs.

But the service may not be dead. VanBennekom is still trying to pull together a group, and there continue to be rumors that two, if not more, American companies have been waiting to buy UPI out of bankruptcy. Those companies are said to be willing to pay no more than 50 cents on the dollar, or about \$30 million, considerably less than what was twice paid for UPI in the mid-1980's. **-PJS**

AMATEUR VIDEOGRAPHER NETWORK FORMED

As TV news organizations incorporate more amateur video into their newscasts, they are finding themselves increasingly at odds with local videographers over rights to the footage. At least one organization has cropped up to avoid such disputes, the Amateur Video News Network (AVNN), which is aggressively pitching itself as a clearinghouse and broker for amateur videographers.

TV newsgathering operations have been particularly concerned about rights to amateur footage since one such cameraman, George Holliday, demanded money and threatened legal action against the many networks and stations that he said did not have permission to air his footage of police brutality in Los Angeles (BROADCASTING, June 10). The network legal departments quickly shot down Holliday's request, and his lawyer has failed to take any legal action since raising the issue, but the threat nevertheless continues to loom over news executives.

Conus Communications, for example, promptly paid an amateur cameraman who recently demanded money for footage that had been distributed nationally by the news cooperative. Conus had been told by one of its member stations that rights had been secured, according to senior managing editor Steve Cope, but the cooperative was not about to take any chances when the videographer started to complain.

Hoping to avoid such confrontations

through clearly worded contracts is the AVNN, a support organization for any would-be newsgatherers among the nation's estimated four million camcorder owners. AVNN organizer Ron Brown, a Denver-based marketing consultant and video engineer, went on a multi-city media tour last week to spread the word about the organization.

AVNN is designed to help amateurs protect the stories they tape by brokering the tape to multiple sources and eventually making the footage available through its archives (Brown said last week, for example, that the organization supplied archival amateur footage to *Inside Edition* and *The Home Show*). As designed, stations obtaining amateur footage through AVNN would pay similar or lower rights fees than the \$50-\$100 currently paid to amateurs for rights to a particular video, he said.

Conus's Cope said it would be more convenient to deal with one source for amateur video, but he added that he would be concerned about the ability of such a clearinghouse to properly secure rights and to turn material around quickly.

"It could be positive if it could in some way organize and rationalize the fairly incoherent set of circumstances we have right now," said David Bartlett, president, Radio-Television News Directors Association. "If, however, it makes it more difficult to get amateur video, it might be a bad thing." **-RB**

PROGRAMING

ABC TACKLES ELUSIVE FOOTBALL FANS

Nielsen looks to broaden out-of-home research

In an effort expected to boost its *Monday Night Football* ratings by at least one full rating point, ABC has contracted with the A.C. Nielsen Co. to measure out-of-home viewing of its games this season. The audience measurement company is said to be pitching a broader out-of-home study to all of the networks for 1992, but there appears to be some reluctance on the part of network executives to commit to the project.

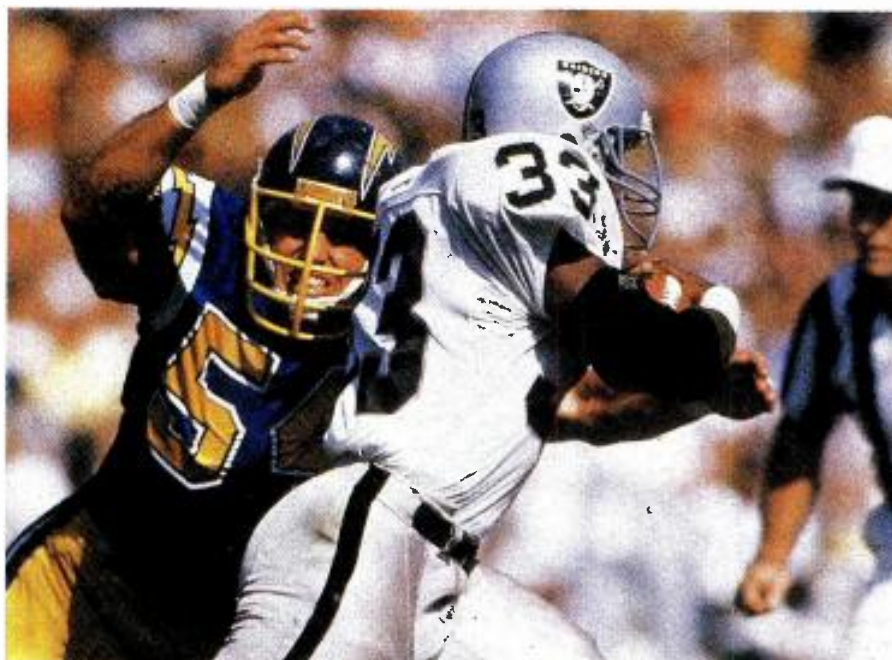
Nielsen, which has located millions of uncounted viewers through past out-of-home studies, has proposed to the three-network Network Television Association that a new study be conducted. But at least one top network research executive said he was not interested in spending any more money to prove what past research has already shown.

The network researcher argued that the focus should instead be placed on improving the existing peplemeter system of audience measurement, which, according to prime time telephone coincidental studies, fails to measure one-half of visiting viewers in residential homes. ABC's out-of-home study for *MNF* will utilize weekly diaries rather than the peplemeter system.

ABC is hoping its out-of-home study for *MNF* will boost the ratings for the popular telecast even higher than its 17.2 average last season, and is willing to pay Nielsen about \$250,000 to conduct the research, said Richard Montesano, vice president of market research, ABC Television Network.

"To document more than a rating point, we think that's a good investment," said Montesano, among those at the forefront of the charge to improve out-of-home measurement. He estimated that well over \$1 million has been spent on out-of-home research in recent years.

Nielsen in November 1990 released the results of its first national out-of-home study, which found that 2% of all viewing was done outside the home. Most of those viewers watched TV at the workplace (33%), while other top locations included colleges (21%), hotels



'Monday Night Football' is tops in outside-the-home viewing.

(17%) and bars and restaurants (9%). The study, commissioned by ABC, NBC, ESPN and Nielsen, determined that ABC's *MNF* was the number-one network series viewed outside the home, with almost 1.3 million men aged 18 and older watching outside the home during an average game.

ABC's new out-of-home study for *MNF*, which goes into effect beginning tonight, will focus on men aged 18 and older. ABC will have access to the numbers on a regular basis throughout the season and will be able to use the information in the marketplace, which currently pays the network about \$250,000 per 30-second spot. But the question remains just how much impact the research will have on advertisers.

"Anyone would subscribe to the fact that there is tremendous viewing outside the home," said William Sherman, vice president, network supervisor, McCann-Erickson. "What I would have a problem with would be the attention levels. I'm not sure that the people are the same."

ABC's out-of-home study for *MNF* is likely to be an anomaly, because it would not be economically feasible to measure each and every program separately, said Nicholas Schiavone, vice president, sales and marketing research, NBC, and chairman of the Committee on Nationwide Television Audience Measurement.

NTA president and CEO Peter Chrisanthopoulos said the association has received a letter from Nielsen suggesting a broader out-of-home study, but has not yet been given a detailed proposal by the ratings company. While NTA has made no commitment to a new study, he said the association maintains an interest in more precise measurement of total out-of-home viewers.

"Out-of-home viewers are valuable impressions for the networks and the advertising community," said Chrisanthopoulos. "If Whittle Communications has been able to sell to the advertising industry through his place-based media, out-of-home viewers appear to be clearly more valuable prospects." —RB

EMMY SHOW WINS FOX ITS HIGHEST WEEKLY RATING

Network might trade final year of coverage contract for spot in four-network rotation

Thanks to record numbers from the 43rd Annual Primetime Emmy Awards on Sunday, Aug. 25, Fox was the number-one-rated network during prime time that night and scored its highest weekly rating and share in its four-year history. The 12.6 rating and 22 share for the three-hour telecast was a more than 50% improvement over last

year's ceremony (8.2/14) and powered the network to a number-one ranking among adults 18-49 for the entire week, the first time the network has so dominated that sought-after demographic group. Although Fox finished in its usual fourth place among the networks, it trailed third-place CBS by less than a rating point by averaging an 8.2/16.

Also benefiting from the Emmy performance was *Roc*, the new Fox comedy, which was given a sneak preview in the 7:30-8 p.m. time slot. *Roc* was the number-two-ranked show in the time period, behind the second half-hour of CBS's *60 Minutes*. The 6.5/14 that *Roc* garnered was the highest share Fox has captured in the time period since *Parker Lewis Can't Lose* premiered almost a year ago.

The night wasn't all giddy numbers for Fox, as the network issued a terse statement on Monday apologizing for the one minute and 40 second masturbation monologue by comedian Gilbert Gottfried. The Fox statement called the comedian's off-hand remarks "irresponsible and insulting to the audiences both in the theater and across the country. While we edited the comments from the taped version aired on the West Coast, we apologize to those who saw the live telecast and were offended." According to a spokesman for the Academy of Television Arts and Sciences, both Fox and ATAS are discussing the possibility of adding a legal clause to the contracts of future performers on the show that would hold them legally liable for any unscripted departures. Gottfried began the unscripted remarks by questioning Pee-Wee Herman's arrest for allegedly exposing himself in an adult movie theater and added that if masturbation were a crime, "I should already be on death row."

While the numbers for the awards show were the highest Fox has achieved in its five years of televising the event, this may be the last year Fox has exclusive coverage, even though there is a year left on its contract with ATAS. The two parties are currently in negotiations on a plan that would put the telecast back on a revolving basis among all four networks. Apparently, Fox would agree to give up its final year of coverage in the contract to put the show on a four-network cycle. If Fox is excluded from the rotation, it would not relinquish its final year.

Finally, the red ribbons worn by most of the performers and presenters on the telecast were part of the Ribbon Project, which was designed to show compassion for people living with AIDS and help bolster support for research and treatment for the disease.

ABC was far and away the winner for total number of Emmys with 26, followed by CBS (15); NBC (13); PBS

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HOUSE OF CARDS

Writing in a mini-series—Andrew Davies
Mobil Masterpiece Theatre
A Co-Production of BBC-TV/WGBH-Boston.

SUMMER'S LEASE

Lead actor in a drama mini-series—Sir John Gielgud
Mobil Masterpiece Theatre
A Co-Production of BBC-TV/WGBH-Boston.

BBC
CO-PRODUCTIONS

(12); HBO (5); Disney, Fox and TNT (one each) and syndicated programmers (2—both for Paramount's *Star Trek: The Next Generation*).

Top winners among program producers were Paramount, Republic, Twentieth Television (Fox) and Warner Bros. with six each, followed by HBO Pictures and MGM/UA (five each); Lorimar (four); Disney (three); Columbia, NBC Productions and Universal (two each), and CBS Enterprises, Carsey-Werner, MTM and Orion (one each).

A list of winners of the major categories follows:

Outstanding drama series—**L.A. Law** □ NBC
 Outstanding comedy series—**Cheers** □ NBC
 Outstanding drama/comedy special and mini-series—**Separate But Equal** □ ABC
 Outstanding lead actor, comedy series—**Burt Reynolds** □ **Evening Shade** □ CBS
 Outstanding lead actor, drama series—**James Earl Jones** □ **Gabriel's Fire** □ ABC

Outstanding lead actress, comedy series—**Kirstie Alley** □ **Cheers** □ NBC
 Outstanding lead actress, drama series—**Patricia Wettig** □ **thirtysomething** □ ABC
 Outstanding lead actor, mini-series/special—**John Gielgud** □ **Masterpiece Theatre** □ PBS
 Outstanding lead actress, mini-series/special—**Lynn Whitfield** □ **The Josephine Baker Story** □ HBO
 Outstanding supporting actor, comedy series—**Jonathan Winters** □ **Davis Rules** □ ABC
 Outstanding supporting actor, drama series—**Timothy Busfield** □ **thirtysomething** □ ABC
 Outstanding supporting actor, mini-series/special—**James Earl Jones** □ **Heart Wave** □ TNT
 Outstanding supporting actress, comedy series—**Bebe Neuwirth** □ **Cheers** □ NBC
 Outstanding supporting actress, drama series—**Madge Sinclair** □ **Gabriel's Fire** □ ABC
 Outstanding supporting actress, mini-series/special—**Ruby Dee** □ **Hallmark Hall of Fame Decoration Day** □ NBC
 Outstanding guest actor, comedy series—**Jay Thomas** □ **Murphy Brown** □ CBS
 Outstanding guest actor, drama series—**David Opatoshu** □ **Gabriel's Fire** □ ABC

Outstanding guest actress, comedy series—**Colleen Dewhurst** □ **Murphy Brown** □ CBS
 Outstanding guest actress, drama series—**Peggy McCay** □ **The Trials of Rosie O'Neill** □ CBS
 Outstanding directing, comedy series—**James Burrows** □ **Cheers** □ NBC
 Outstanding directing, drama series—**Thomas Carter** □ **Equal Justice** □ ABC
 Outstanding directing, variety/music program—**Hal Gurnee** □ **Late Night with David Letterman** □ NBC
 Outstanding directing, mini-series/special—**Brian Gibson** □ **The Josephine Baker Story** □ HBO
 Outstanding writing, comedy series—**Gary Dentzig**, **Steven Peterman** □ **Murphy Brown** □ CBS
 Outstanding writing, drama series—**David E. Kelley** □ **L.A. Law** □ NBC
 Outstanding writing, variety/music program—**Hal Kantor**, **Buz Kohan**, **Billy Crystal**, **David Steinberg**, **Bruce Vilanch**, **Robert Wuhl** □ **The 63rd Annual Academy Awards** □ ABC
 Outstanding writing, mini-series/special—**Andrew Davies** □ **Masterpiece Theater House of Cards** □ PBS
 Outstanding individual performance, variety/music program—**Billy Crystal** □ **63rd Annual Academy Awards** □ ABC —SC

FOX AFFILIATE SPRINGS OUT OF THE STARTING GATE

Georgia station combines promotion with good cable position to take third place

A new sign-on station allied with Fox—WFXG-TV—has shaken things up in the Augusta, Ga., market. In the July book, the station's first measured ratings period, it averaged a 4.0 rating and a 10 share in both the Arbitron and Nielsen rankings, beating NBC outlet WAGT(TV) and placing third overall. According to research by the rep firm Seltel, the numbers represent the best start for a new sign-on television station in the last 10 years.

The station's general manager, Steve Friedheim, credited the strong start to several factors, including a major promotional campaign for the station's counter-programming strategy and a willingness to compensate cable operators in exchange for favorable channel positioning in a market with over 60% cable penetration.

The station's strong signal in the market has also improved Fox's presence there. The licensee, Pezold Broadcasting, spent \$4 million on facilities, including a 2.5-million-watt transmitter, the strongest in the market. The previous Fox affiliate in the market was a low-power station with a small fraction of that power. WFXG-TV, which went on the air May 23, is the first commercial over-the-air independent in Augusta, the 111-ranked market.

Pezold Broadcasting is controlled by Jack Pezold, a McDonald's restaurant

franchise owner based in Columbus, where the company bought its first station—WXTX(TV)—late last year. Also a Fox affiliate, WXTX(TV) was acquired in bankruptcy from Media Central. Since the beginning of the year, WXTX(TV) has grown from a 4.0 to a 9.0 share, also beating the NBC affiliate there (sign-on to sign-off).

Friedheim, who also holds the title of executive vice president and chief operating officer, Pezold Broadcasting, joined Pezold as a partner last December and is responsible for both stations.

The station spent about \$80,000 during the six weeks prior to launch on an ad campaign created by Cleveland-based Manheim Advertising, used by a number of powerhouse stations around the country, including KTVU-TV San Francisco. They devised a campaign around the theme, "Fox 54...Coming on Strong."

The station came on strong, relying on a mix of new and old programming and a counter-programming strategy. "We were the only ones with entertainment programming at 6:30 p.m.," said Friedheim. "The others had news." The station used the mid-1970's Norman Lear comedy *Good Times* in the time period and placed third, beating *NBC Nightly News* by 10 share points.

The station also surprised its market competitors by stripping *Gunsmoke* at 10 p.m. and winning fairly consistently.

In prime time, WFXG-TV averaged a 12 share, a close fourth to WAGT's 13 share average. And the station was competitive in demographics, tying ABC affiliate WJBF(TV) for first among men 18-49 and with just two share points off WJBF's lead among women 18-49.

In part, said Friedheim, the station's strong book was due to its ability to negotiate low channel positions (2-13) throughout most of the heavily cabled market. "Basically we're on network row," he said. In some cases the good positioning was achieved by agreeing to pay for whatever additional equipment systems would need to put the station on a lower channel. The station also agreed to buy ads on some systems, as well as inserts in bill stuffers.

The management team at the new station includes a number of market veterans, including Stan Marinoff, who was general manager of WRDW(TV), the CBS affiliate in Augusta. Marinoff, a former chairman of the National Association of Television Program Executives, serves as director of programming and operations for both of the Pezold stations. Friedheim persuaded Mary Mixon to jump ship from WRDW, where she was general sales manager, to the same capacity at WFXG-TV. Production manager Don Matthews was lured away from WAGT, where he also served in the same capacity. —SM

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Aug 19	ABC 9.6/17			38. NFL Pre-Season Football—Miami Dolphins vs. Denver Broncos [9.6/17] 8.6/16 9.4/17 10.4/18 9.5/16			10.1/17	9.6/17	
	CBS 12.1/21			35. Evening Shade [10.1/18]	20. Major Dad [11.3/20]	10. Miss Teen USA [12.8/22] 10.6/17 12.5/20		12.8/21	15.1/28
	NBC 11.2/19			23. Fresh Prince [10.9/20]	31. Blossom [10.2/18]	8. Cheers [13.1/22]	15. Dear John [11.8/19]	13. Cheers [12.2/20]	48. News: Svt Coup [8.7/16]
Tuesday Aug 20	ABC 11.7/21			9. Full House [13.0/24]	7. Who's the Boss? [13.3/23]	1. Roseanne [16.1/27]	3. Coach [13.8/23]	63. Thirtysomething [7.0/13] 7.5/13 6.4/12	
	CBS 9.9/18			26. Rescue: 911 [10.6/19] 10.2/19 11.0/19		38. CBS Tuesday Night Movie—When He's Not A Stranger [9.6/17] 8.0/14 8.5/14		10.7/19	11.0/21
	NBC 11.5/20			20. Matlock [11.3/20] 10.7/20 11.9/21		17. Heat of the Night [11.5/19] 11.2/19 11.8/20		16. Law and Order [11.7/21] 11.5/20 12.0/23	
Wednesday Aug 21	ABC 10.4/19			36. Dinosaurs [10.0/20]	24. Wonder Years [10.7/20]	11. Doogie H. M.D. [12.5/22]	17. Davis Rules [11.5/20]	46. Anything But Love [9.3/17]	51. Married People [8.3/17]
	CBS 7.6/14			72. Police Squad! [6.1/12]	82. Morton & Hayes [4.2/8]	45. Jake and the Fatman [9.4/17] 8.6/15 10.2/18		51. 48 Hours [8.3/16] 8.7/16 7.9/16	
	NBC 10.1/19			3. Unsolved Mysteries [13.8/27] 12.8/25 14.7/28		51. NBC Spec—Soviet Coup [8.3/15] 9.1/16 7.5/13		51. Quantum Leap [8.3/16] 7.8/14 8.7/17	
Thursday Aug 22	ABC 6.9/13			79. Gabriel's Fire [4.6/9] 4.4/9 4.8/9		67. Fr Dowling Mysteries [6.6/12] 6.5/12 6.8/12		38. Primetime Live [9.6/18] 9.5/18 9.7/19	
	CBS 7.4/14			57. Top Cops [8.0/16] 7.0/14 8.9/17		65. Trials of Rosie O'Neill [6.7/12] 6.3/11 7.0/12		60. S. King's Golden Years [7.6/15] 7.4/14 7.9/16	
	NBC 11.0/20			22. Cosby [11.1/23]	28. A Different World [10.5/20]	5. Cheers [13.5/24]	17. Wings [11.5/20]	38. L.A. Law [9.6/18] 9.5/18 9.7/19	
	FOX 8.9/17			50. Simpsons [8.5/17]	58. True Colors [7.9/15]	38. Beverly Hills 90210 [9.6/17] 9.2/16 10.0/18			
Friday Aug 23	ABC 9.4/19			26. Family Matters [10.6/23]	30. Growing Pains [10.3/21]	4. Perfect Strang. [9.5/19]	51. Hi Honey I'm Home [8.3/16]	47. 20/20 [8.9/18] 8.7/17 9.1/19	
	CBS 8.1/16			61. Fantastic Facts [7.2/15]	64. Primetime Pets [6.8/14]	48. CBS Friday Night Movie—In The Best Interests Of The Child [8.7/17] 7.3/15 8.1/16		9.5/19	9.9/20
	NBC 6.2/13			70. NFL Preseason Football—San Francisco 49ers vs. Seattle Seahawks [6.2/13] 5.0/11 6.0/13 6.5/13 6.3/13			6.5/13	6.6/13	
	FOX 4.0/8			77. America's Most Wanted [5.1/11] 5.0/11 5.1/10		83. Comic Strip Live [2.9/6] 3.0/6 2.8/5			
Saturday Aug 24	ABC 7.0/14			78. Young Riders [4.9/11] 4.7/11 5.1/11		56. ABC Saturday Night Movie—Columbo Goes To College [8.1/16] 6.3/13 7.7/15		8.9/18	9.6/20
	CBS 6.3/13			80. Top Cops [4.4/10] 4.2/9 4.5/10		62. NFL Preseason Football—Buffalo Bills vs. Chicago Bears [7.1/15] 6.2/13 7.0/14		7.9/16	8.0/16
	NBC 9.7/20			38. Golden Girls [9.6/22]	28. Golden Girls [10.5/22]	13. Empty Nest [12.2/24]	31. Dear John [10.2/20]	58. Sisters [7.9/16] 8.0/16 7.9/16	
	FOX 5.9/12			74. Cops [5.9/13]	65. Cops 2 [6.7/14]	75. Totally Hdn. Video [5.7/11]	76. Best of the Worst [5.4/10]		
Sunday Aug 25	ABC 10.3/19	80. Life Goes On [4.4/9] 4.1/9 4.7/10		31. Am. Fun. H. Videos [10.2/19]	37. Am. Fun. People [9.9/17]	6. ABC Sunday Night Movie—Sudden Impact [13.4/23] 12.6/21 13.0/22		14.0/24	13.8/25
	CBS 11.3/20	2. 60 Minutes [14.1/30] 13.7/30 14.6/30		24. Murder, She Wrote [10.7/19] 10.5/20 10.9/19		31. CBS Sunday Night Movie—Aftermath: A Test Of Love [10.2/17] 9.7/16 10.1/17		10.5/18	10.7/19
	NBC 6.1/11	73. NBC Movie Of The Week—Camp Cucamonga [6.0/12] 4.9/11 6.0/13 6.3/12			6.7/12	70. NBC Sunday Night Movie—Gremlins [6.2/11] 5.8/10 6.2/10		6.3/11	6.4/12
	FOX 11.0/20	69. Simpsons [6.4/14]	68. Roc* [6.5/14]	11. Primetime Emmy Awards [12.5/22] 10.5/20 12.3/22		13.7/23	13.7/23	13.0/22	12.2/22

WEEKLY PRIME TIME AVERAGE

ABC 9.4/18

CBS 9.1/17

NBC 9.2/17

FOX 8.2/16

YELLOW =
1/2 HR WINNER

SEASON PRIME TIME AVERAGE

ABC 11.3/20

CBS 11.3/20

NBC 11.5/20

FOX 6.3/11

*—PREMIERE

NIGHTLY RATING/SHARE

RANKING/SHOW [PROGRAM RATING/SHARE]

HALF-HOUR RATING/SHARE

SOURCE: A.C. NIELSEN

RADIO

RADIO'S SOUND STANDS UP TO TV'S SIGHT

Failed coup attempt brought out best of radio, news, say executives

While the nightly television news last week showed pictures of Russian leaders poking through the wreckage of the Soviet political infrastructure, some U.S. reporters and news executives hailed the week's historic events as a coup, of sorts, for radio.

Brad Kalbfeld, deputy director-managing editor of AP Radio News in Washington, said the value of radio in covering sudden events is best described by Soviet President Gorbachev's own dependence on radio to follow the coup. "I was particularly impressed with the way that [Gorbachev] kept in touch with what was going on by listening to the Voice of America, Radio Liberty and the BBC," Kalbfeld said. "From what I understand, they found a couple of shortwave radios and that's how they got their information."

Similarly, many people around the world were getting their news from radio broadcasts, which Kalbfeld said often receive less credit than they are due. "Radio is the medium that provides the greatest opportunity for instantaneous updates," Kalbfeld added. "You don't have to be sitting in a chair watching it in order to find out what's going on: you can be driving in the car, lying at the beach, working in the office, and get an update. You have to credit radio for bringing the sounds of the ideologies and decisionmakers to the ear of the public."

"Despite television's attempts to catch up with the immediacy of radio, we still can get things on the air that much faster and more efficiently than some TV broadcasts," said Rich Rieman, vice president/news at Unistar Radio Networks. "In this case, because of the timing, people were best able to keep up to date with the changes by listening to the radio, because so much of this story broke in drive time." As a result, radio was able to reach its largest audience with the latest information much better than could television, Rieman added.

Rieman characterized the claim to being first on this, or any, story as a game

played by network executives. "There's always been an over-emphasis on who got the story first, while the emphasis really should be on who got it right first," he said.

"Radio listeners don't tune across the dial to see who has something first; what they want is accurate information," Rieman said. He acknowledges television's

"It was radio as it always is: all you need is a phone.

We had two correspondents on an open phone virtually the whole time."

**Bart Tessler, News Vice President
NBC Radio/Mutual Broadcasting**

role in offering the general public updated reports, but claims that radio plays a vital role in providing a quick news fix for those who want one. "If people have access to a TV set, they'll generally turn it on for longer coverage, particularly now in the era of CNN," he said. "But people don't want to seem stupid, and radio prevents them from sounding stupid when they get to work because they know what's going on."

In a world that increasingly accepts the old adage that a picture is worth a thousand words, William Buzenberg, National Public Radio's vice president of news and information, said that sometimes the thousand words carry a greater value when reporting important world events. "On radio you could hear the people on the streets of Moscow; you could hear what was going on," he said. "A camera can show what's happening in the square, but it's even more compelling to have someone down in that square who can speak Russian and is talking to people and giving you the sense of fear and courage, what it meant

to them to stand up and say 'truth is too important; the freedom we had is too important.' That is very moving, very important, and you can't beat that with any picture. It's very vital information, which radio conveys with great intimacy."

The Persian Gulf war was different from this story because news organizations had five months to plan for it, and because the coup attempt was short-lived. "For the war story, we were able to get money from our stations to support our eight people in the area," Buzenberg said. "The coup began at midnight on Sunday and we had two people there—but because it was short we're not going to go into financial ruin over it."

Larry Cooper, CBS vice president of radio news, said that so far 1991 has been an expensive year for news coverage. "After the Gulf war and all the cutbacks that were experienced by the network news organizations, we still gave the public a hell of a good show," he said. "Everyone on this story did an excellent job—but thank God it was as short as it was."

Cooper said that CBS was preparing for Hurricane Bob, which never made the air, when the coup attempt began unfolding. "When this story broke, we were getting all our troops in order for the storm, and while the coup made for a much better—and bigger—story, it made us rethink things. In the past we would have been packing troops in from New York and Washington, but in this case whoever was the closest were the ones who went in." The days of chartering a plane and flying in a lot of people to cover a story are over, he noted.

Bart Tessler, NBC Radio/Mutual Broadcasting news vice president, said that the Soviet coup once again demonstrated the immediacy and mobility of radio news. "It was radio as it always is: all you need is a phone. We had two correspondents on an open phone virtually the whole time. They could run out in the streets, see what's going on, record their story, run back to the phone and file it."

—REB

RIDING GAIN

FORMAT TRACKING

The top four formats continue to be adult contemporary/soft rock, country, contemporary hit radio and album-oriented rock/classic rock, according to research conducted by the Interop Radio Store in Arbitron-rated markets.

The number of stations programming oldies/classic rock have leveled off in the past year, following significant gains in the last five. All news/news-talk stations have increased since 1987 and show no signs of fading.

Formats being programmed by fewer stations include easy listening, CHR and middle-of-the-road/nostalgia. Easy listening stations are switching to soft contemporary by dropping instrumental music and adding contemporary vocals. News/news-talk posted significant gains in the winter 1991 survey. However, the Gulf war's conclusion made additional listening shares disappear. AOR/classic rock moved into the top six among adults 35-plus.

Another format winner from fall and winter was country, which improved in younger demos: 18-14, 18-49 and 25-49; ranking among the top five formats with adults 18-34, 18-49, 25-49, 25-54, 35-64 and 65-plus.

CHR was up only slightly from the winter months, and down from the fall.

FOOTBALL SIGNINGS

Los Angeles-based IDB Communications Group Inc. has signed four new radio rightsholders for backhaul transmissions of football games for the 1991-92 season. The stations, and teams, added: KFAN(AM)-KEEY-FM Minneapolis (Minnesota Vikings), WHK(AM)-WMMS(FM) Cleveland (Cleveland Browns), WQYK-AM-FM Tampa, Fla. (Tampa Bay Buccaneers) and WBZ(AM) Boston (New England Patriots).

IDB uses a 42-city network of fixed satellite uplinks across the country, Sports Satellite Interconnect, to provide point-by-point transmission of major league sports. IDB has begun installation of fiber optic lines along its heavily

used routes to reinforce its satellite capacity.

BANDING TOGETHER

Three Boston rock stations have formed a joint sales group to serve area agencies and their clients exclusively. WBOS(FM), WFNX(FM) and WCGY(FM) compose the

Boston Rock Network. The effort will be headed by Mary Menna, currently with WBOS(FM), and Donna Burns, formerly with WBCN(FM) Boston.

SPOT BILLINGS DOWN

National spot billing for July 1991 was \$93,453,700, a 24.3% decrease

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FORUM
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Highlights
BUSINESS RADIO NETWORK





Sonny Bloch, now celebrating 12 years on the air.

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate, and life, would like to work for you for free. He offers 18 hours of live programming 6 days per week (take all or part), plus a daily afternoon business news show with plenty of openings for your local news, traffic, and weather reports.

Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years.

The answer is simple: The audience loves the show, the sponsors love the show, 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
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Fax (212)593-0963

compared with the unadjusted figure of \$123,483,000 for July 1990, and a 5.4% decrease compared with the adjusted figure of \$98,786,400. Year-to-date 1991 was \$623,641,200, a decrease of 2.6% versus the year-to-date 1990 figure of \$640,477,700. Radio Expenditure Reports Inc. provided the figures, based on information collected from the top 15 rep agencies.

NPR SPECIAL EXAMINES AFFIRMATIVE ACTION

Marking the 30th anniversary of affirmative action in the United States, National Public Radio this month is airing a series of reports that examine the successes, controversies and challenges that have accompanied the policy.

"The Great Divide: Affirmative Action in America" will be broadcast Sept. 15-22 as part of NPR's *All Things Considered*, *Morning Edition* and *Weekend Edition* programs. The series will conclude with a nationwide call-in program co-anchored by NPR special correspondent Susan Stamberg and *Horizons* host Vertamae Grosvenor. Issues include:

- Workplace Dynamics, studying whether affirmative action programs sour relations among co-workers, what programs are effective and at what employee level they work.

- Political Dilemma of Race in America, examining the role of affirmative action as a political strategy in the 1992 presidential

campaign.

- History of Affirmative Action as a Political Idea.

- Diversity Consulting, a new method by which companies and employees learn to deal with the confusion and conflict that may accompany a multicultural workforce.

- Affirmative Action on Campus, a study of race tensions at the University of California, Berkeley.

- The Economics of Affirmative Action.

ALL NIGHT TALK

Las Vegas-based Art Bell is syndicating his overnight talk show via satellite. The five-hour program airs Tuesday-Saturday, 1-6 a.m., PT, and originates at KDWN(AM) Las Vegas. *Coast to Coast AM* is distributed by Chancellor Broadcasting. Listeners participate using a toll-free phone number. The program centers around news and current affairs, and features national and international figures as guests.

ON HIS OWN

Craig Scott, former vice president of programming for Memphis-based Plough Broadcasting, has opened a programming consultancy. Scott will specialize in adult-oriented formats, including country, adult contemporary, oldies and classic rock. Scott, who will be based in Memphis, plans to work with a limited number of stations on a market-exclusive basis.

TRACKING L.A. RADIO SPENDING

American Express increased its radio expenditures in the Los Angeles market by 407% in the first half of 1991, compared to the same period last year. According to figures compiled by Miller, Kaplan, Arase and the Southern California Broadcasters Association, for the Los Angeles Radio X-Ray report, 13 of the top 15 Southern California advertisers increased their radio expenditures in the first half of 1991 versus the first half of 1990. The second largest increase was Southwest Airlines (186%).

Following are the top 15 radio advertisers, their 1991 spending and the percentage increase from the first half of 1990: Pacific Bell, \$3,177,000, 132.1%; Lucky Stores, \$2,495,000, 15.5%; Southland (7-11 Stores), \$1,971,000, 95%; Anheuser Busch, \$1,821,000, 18.7%; KABC-TV, \$1,811,000, 21.6%; Broadway, \$1,762,000, 12.2%; Southwest Airlines, \$1,675,000, 186%; California State Lottery, \$1,415,000, down 35.4%; Von's, \$1,403,000, 38.9%; Los Angeles Times, \$1,385,000, 22%; McDonald's, \$1,377,000, down 2.5%; Miller Brewing Co., \$1,359,000, 48.9%; American Express, \$1,339,000, 407.3%; Coca Cola, \$1,333,000, 112.4%; and Ralph's, \$1,308,000, 26%.

CABLE

ORIGINAL MOVIES BOOSTING LIFETIME'S FORTUNES

Network walks fine line in trying to raise ratings and satisfy niche female audience

A mix of programing ups and downs will accompany Lifetime Television's fall season debut. In spite of only qualified success with its original series, the network's ratings continue to rise, thanks mostly to a slate of original movies. For the first and second quarter of 1991, prime time ratings were 1.1 and 1.3, respectively, compared with 0.8 and 0.9 for the same periods last year when Lifetime had yet to produce original movies.

Lifetime's first night of original series, which premiered in July, has gotten off to a mixed start. The one-hour *Veronica Clare* will be removed from the schedule after the nine episodes ordered have aired. Pat Fili, Lifetime senior vice president, programing, hopes to have a new writer breathe life into the show, which was averaging a 0.8 rating in Lifetime's universe of 51 million homes. Fili said she does not yet know what program will temporarily replace *Veronica Clare*, if the show returns at all. Another original show would not be ready to air for at least another six months, the time needed for placing a developing show on the channel, said Fili.

The two other Tuesday night original series, *Confessions of Crime* and *The Hidden Room*, are averaging a 1.1 and 1.0 rating, respectively. Both have 13-episode commitments, and a determination on reordering is due the middle of this month, said Fili. The original night's working women demographics, which Lifetime prizes, started out high for the first night, reaching 68 working women viewers per 100 viewing households (VPVH). That number now hovers in the high 40's and low 50's.

As it makes its programing decisions, Lifetime must ask how to reach its niche female audience while attracting a large audience overall. Lifetime bills itself as a women's network, but Fili said she recognizes that, to attract women in prime time, programing needs to be suitable for other members of the family as well—namely, men. "Women at night tend not to watch television alone," she said. Lifetime's attempts to reach that audience have been evident in the net-



Lifetime's 'Hidden Room' (l) and the upcoming 'Silent Motive'

work's promotional spots for its Tuesday night lineup, spots that actively encourage women to watch the program with their male companion.

The trick, though, is to make sure Lifetime does not dilute its coveted female demographics. According to Erica Gruen, associate media director, senior vice president, Saatchi & Saatchi, "Privately, Lifetime probably is trying to attract men to build an audience of women." But, she said, the network is not playing up male demographics to advertisers, nor do they want the male audience to dilute the female audience. Lifetime ends up walking a fine line that, if crossed, could get them into trouble, said Gruen. "If Lifetime had a dual audience, they would be more competitive with TNT and USA."

One rival cable programmer thinks Lifetime has of late made a conscious decision to alter programing to attract more men so it can attract more women. The programmer points to the recently acquired *Unsolved Mysteries* as the first proof of that change. He contends that the Tuesday night original series were developed before this decision was made

and that future original, as well as acquired, series will be more enticing to both male and female audiences. To attract a broader and larger audience, he said, Lifetime will "go in the direction of moderate action programing. A year from now, they will be a hotter service."

Bringing *L.A. Law* to the network last year was already something that made Lifetime hotter, and the show provides a lead-in for the network's acquired and original movies. *L.A. Law* continues to do well, although its performance may not have been quite all the network had hoped. When *L.A. Law* first appeared on Lifetime in August 1990, it was averaging a 1.3 rating, and at the time Fili predicted its ratings would grow until they reached a peak six weeks later (BROADCASTING, Sept. 24, 1990). The peak did not get any higher, though: *L.A. Law* averaged a 1.3 to 1.4 rating its first year on Lifetime. As it enters its second year, the show is averaging a 1.0 to 1.2 rating. Fili said she is pleased at the limited erosion of the show, and notes it will be freshened up with the addition of 22 more episodes this fall.

Prime access has proved troublesome. *Great American TV Poll*, an original strip that ran for 65 episodes at 7 p.m. weekdays starting last March, was taken off the air in August. "We were pleased with the show [which averaged a 0.5 rating], but we weren't pleased with the way it was performing," said Fili. Lifetime has an option to renew for the fourth quarter, but "if we renew it, we will want major changes," she said.

Duet and *Open House* continue at least through the end of this year to share the 7:30 p.m. slot, and *Unsolved Mysteries* will take that space when it becomes available in September 1992. *China Beach* is the one major acquisition on the way, Fili said, adding that she was not in negotiations for any other off-network series. A deal with Warner Bros. for *China Beach* and a movie package is expected in the next 30 days.

What seems to be driving Lifetime's prime time ratings increases over last year are its movies, particularly original movies. The network, which produced

its first three movies in 1990, will do six originals this year and plans six for 1992. The three movies produced so far this year averaged a 3.7 rating or better on their premiere airing. Still to come this year are *The Last Prostitute*, with Sonia Braga, *Silent Motive*, with Patricia Wettig, and *Wildflower*, directed by Diane Keaton.

"Our original movies have ratings three times higher than acquired movies," said Fili. They premiere with better than a 3 rating, compared with theatricals, which do a 1.2-1.4 rating. Additionally, "The originals hold up very well over a number of runs," she said. VPVH's for women 18-49 are also higher—68-70 per 100 households—for originals compared with theatricals, which average 45 women 18-49 per 100 households.

Lifetime continues to be interested in theatrical releases as well, but like other basic cable networks says it is trying to get the message across to studios that those films are not worth as much as

they once were. Lifetime, which reportedly paid \$1.5 million per title for 20 Warner titles last year, is now looking at paying \$450,000 to \$500,000 for titles shared in alternating windows with Chris-Craft independent stations (BROADCASTING, July 15).

"Exclusivity doesn't always make sense for the amount of money you have to pay," said Fili. "Broadcast/cable consortiums make sense for some movies, if the economics are reduced accordingly."

Lifetime is also experiencing the economic and promotional benefits of co-ventures with the broadcast networks. It already has a deal with ABC in which that network will air Lifetime's original movie *Stop at Nothing* this summer, and says it has had discussions with both ABC and CBS about partnering on other possible projects. Fili has been firm, though, about having a show's first window on Lifetime, since the channel reaches a much smaller audience than do the broadcasters. —SDM

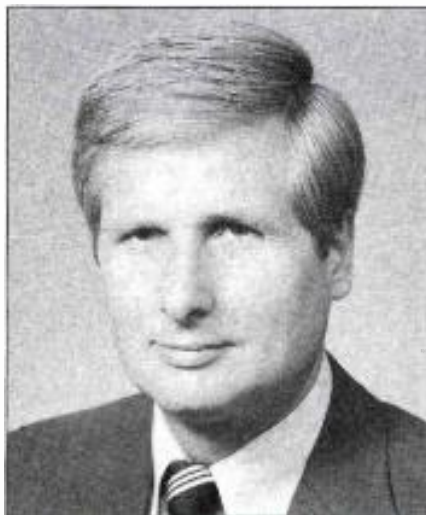
MAKING READY TO JUMP THE PPV OLYMPIC HURDLES

With less than one year to go before the start of the 1992 summer Olympic games, Marty Lafferty, vice president, NBC and Cablevision Systems' Olympics Triplecast, talked with BROADCASTING about the challenges and tasks that he, his team and the cable industry face if they hope to make the pay-per-view event a success.

How do you characterize the response you and NBC are getting to the Olympics from cable operators? What is their attitude toward the event?

The world of cable affiliates has two kinds of people. One are those who are fully exposed to the tools we have to offer—to be specific, [those who have] gone to one of our Triplecast training camps, which we offer in conjunction with regional trade shows, in major DMA's and at the behest of MSO's.

Unfortunately, there are also those who haven't gone through the process yet. We're doing everything we can to reach them. Our issue right now is reaching the entire industry with a team of only 12 members. On Labor Day, we begin using United Artists' outbound telemarketing in Denver to call cable systems in the country and answer their questions. Next week, we begin producing a one-hour video, which basically puts Triplecast training on television, and at the beginning of October we'll release a CSR training tape. So again,



NBC-Cablevision's Marty Lafferty

we're doing everything we can with our resources. But with whatever coverage we have, we can't change the will of a cable operator. At the end of a day, it is operators' personnel, investment and, finally, will to decide to either take advantage of the opportunity or not. We're asking the industry to meet us at least halfway and decide they want to do it.

It's important that operators get their orders [for traps and addressable equipment] in early—and the tools are available to take them through every step of budgeting for that equipment. It's a question of having the will to get started.

After a certain time, it will be difficult to get started. And if they are not addressable and need to get channels cleared, then they need a longer amount of time. Everyone who has attended the training camps has come away recognizing he needs to get started soon to do a first-class job.

With cable operators forced to find their own channels since a national channel solution involving Discovery and Family has fallen through, how much help can NBC offer in finding channels?

The 10 cents we're offering [to systems for every subscriber who is offered the Triplecast] and the impending announcement of CNBC and AMC having a composite feed will be some help. There will also be incentives on a videoplexer that takes two or more audio insensitive channels—alphanumeric channels—and combines them into one channel.

We put out four options on channel clearance. The industry, not us, decided they preferred bottom up, figuring out the channels system by system. The industry said: "We don't want that" about the national channel clearance plan, not us. And there is a way to get those channels. We know, for example, that Cox has 23 systems, and so far has found a way to clear the Triplecast on 21. Newhouse tells us they can clear the channels on all their systems. TCI is

finding a way to clear the event on all systems. What's different at Cox or Newhouse that they can solve the problem? They don't have more channels or people. They have the will, and they wanted to prove that the top-down option is unnecessary.

How crucial is TCI's support to the Olympics?

It certainly is great that TCI is getting into pay per view, and their six million homes are key. We're very grateful for their support and leadership to other MSO's. Like others, they will find channels system by system. They'll be in line with the rest of the industry to do the bottom-up approach.

Could NBC get some negative publicity if systems create friction with programmers or franchise authorities in trying to clear channels?

On a system-by-system basis, we'll provide as much help as we can. We'll share practices among systems to make the process as smooth as possible. And the U.S. Olympic Committee stands ready to help with franchise authorities and convince them this is important to the cause of the Olympics.

What about some industry skepticism that a 10% buy rate is not achievable?

To help them figure out their budgets, we're telling MSO's to multiply their base subscriber count by \$10. That's being conservative and assuming an 8.75% buy rate. Our research has always told us 10% is achievable. In Los Angeles, where we actually sold the event, it was a 4.8% buy rate in just a month, 13 months before the games. We continue to hear skeptics decrying the 10% buy rate, but everyone, including some sophisticated researchers, who has taken the time to study the research and methodology has concurred with it. From the casual observer's point of view, it sounds aggressive.

Will the Triplecast be a watershed event for pay per view? Could it hurt the category if it fails?

We can be sure of a couple of things. First, the legacy we will leave. Thanks to a very large marketing campaign, the American public will universally come to be familiar with the category and the name in a very positive light. This is the most important sporting event on earth. It will mean complete awareness of pay per view. Second, it will add seats to the theater. With TCI and others coming on board, taking advantage of [discounts on addressable equipment such as the] Zenith paymaster, the size of the pay-per-view universe will dramatically increase.

-SDM

CABLE CHANNEL EYES GROWTH WITH LOCAL NEWS

Nielsen and Arbitron disagree on Rochester's numbers, but advertisers like the prices

Rochester cable channel WGRC's newscast has either doubled its reach or experienced no growth at all in the 15 months it has been on the air. It depends on whom is asked.

In the July Nielsen book, WGRC's 10 p.m. news had a 2.0 rating/4.0 share, compared with a 1.3 rating in May and a .8 rating in July 1990. The rating is based on the entire designated market area (DMA), of which WGRC reaches only half. Perennially low-rated CBS affiliate WROC-TV, which reaches the entire DMA, had a 3 rating/4 share for its 11 p.m. news. To John Orr, WGRC's general manager, the comparison means that "if we were in the whole market we'd have a 4 rating, and we'd beat them." WGRC, programed by Time Warner's Greater Rochester Cablevision, has the only 10 p.m. newscast in the market.

But the Arbitron July book gives the newscast only a 1.0 rating/1.0 share, "the same as it's done for five out of the last six ratings books," said Gary R. Bolton, vice president and general manager, WROC-TV. "And Arbitron has reflected more accurately what every station in town is doing," he said. Bolton added that "WGRC's news is there as a community service. It shouldn't try to be on the same playing field as the [network] affiliates' news."

Local ad agencies seem pleased enough with WGRC's performance. "I've had some good results from them," said Lou Ciccolone, general manager of Doan Ford Inc. "The numbers and market shares aren't phenomenal, but the prices are very reasonable," he said.

The channel plans to expand its half-hour newscast by five minutes, starting Oct. 1, to incorporate national news from its Headline News anchor. In addition to its own newscast, WGRC provides 14 HL News inserts each day.

Since its news operation started last year, WGRC has added a newsmagazine show and has plans to add a sports show. The news show *Metro*, seen Sundays at 6:30 p.m. and 10:30 p.m., expands on stories covered for the daily newscast. *High School Ticket* launches this fall, and will cover area high school sports. Both programs "are done with no added cost factor. They are done by

utilizing existing video," said news director Pete Dobrovitz.

WGRC is averaging 1.0-2.0 Nielsen ratings for its 8-10 p.m. movie. Early fringe and prime time access still present a problem. Last fall, it replaced weak performing *Knight Rider* and *The A-Team* with *Alf* and *Perfect Strangers*. They have been "a disappointment," said Orr, and WGRC plans to put *Knight Rider* and *The A-Team* back on this fall. The only new addition to the fall lineup will be *The Hogan Family*, which was already in WGRC's library. The channel has not acquired any additional off-network series.

Orr would not comment on his projections made last year (BROADCASTING, Jan. 8, 1990) that the channel would bring in \$1 million in local and \$1 million in spot advertising in 1990. He would only say that "1990 was a good year" and that WGRC this year "is doing as well as can be expected, given the current economic climate."

-SDM

PRICE RISE FOR SPORTS IN COLUMBUS, OHIO

Warner Cable and SportsChannel Ohio have settled into a \$4.95 pricing scheme for the regional network in Columbus, a substantial increase from the earlier \$1.95 and \$2.95 pricing structures that were limiting revenues for Warner and SportsChannel.

Jim Ballard, SCO vice president and general manager, said penetration has dropped only slightly (4.8%), while overall revenue has increased dramatically (60%) since the change. The service had 7,840 subscribers in January, when it cost \$2.95 per month. SCO added Cincinnati Reds games, five more Cleveland Cavalier games and a college basketball tournament to coincide with a rate increase to \$4.95.

When the price hike went into effect in April, subscribers dropped to 7,463, and rose to 7,492 in May. Meanwhile, monthly revenue jumped from \$23,000 in January to \$37,000 in April.

TECHNOLOGY

NTSC GHOST-ZAPPING TESTS BEGIN THIS MONTH

Tests toward standard to end by February 1992, but economics remain unclear

Five proponents of television ghost-canceling technologies have agreed to submit their hardware to six weeks of field tests beginning Sept. 16 in Washington—a milestone on the road to adoption of a U.S. NTSC video multipath echo correction standard, perhaps as soon as next year.

However, the economics of implementation, particularly in receivers, remain uncertain.

By the end of January 1992 the independent industry specialist group that designed the tests—and last week added two weeks of cable tests at the request of Cable Laboratories—hopes to pass on field, computer simulation and laboratory test analysis reports to the FCC's Advanced Television Systems Committee (ATSC), which is charged with selecting a voluntary standard.

Proponents and broadcast executives expressed confidence last week that the technology will prove effective and immediately implementable (as it has in Japan since 1988), and affordable to broadcasters, who would invest "a few hundred dollars to \$10,000, depending on existing station equipment," said the National Association of Broadcasters.

Although the technology could minimize microreflection ghosts incurred between the cable headend and homes, participants in the testing process said purveyors and viewers of terrestrial TV stand to benefit most.

"Of all the improvements possible for over-the-air television transmission, we believe ghost canceling is the most effective and achievable," said Lynn Claudy, director of advanced engineering and technology for NAB. "It is an extremely important improvement [that] could bring some additional technological parity" to broadcasters competing with cable TV—before and after the introduction of HDTV in the U.S.

In the meantime, however, consumers and TV set manufacturers would also have to go along with an investment in NTSC ghost-zapping.

According to Shageo Matsura, director of Hitachi America's advanced television systems laboratory, virtually all

Japanese broadcasters are now transmitting a standard digitized ghost-canceling reference (GCR) signal, and, despite a \$700 retail price tag, set-top converters are selling well in Japan, where over-the-air TV dominates and multipath is a significant problem.

"We've got to get that [consumer] price down...by a factor of five or so" in the U.S., said Tony Uytendaele, corporate director of TV technology for Capital Cities/ABC, which chairs the specialist group. "The technology promises a definite plus for broadcasters; cable too," he said.

Agreeing that ghost cancellation must be built into U.S. sets, Charles Dieterich, senior member of the technical staff of the David Sarnoff Research Center, argued that integrating the hardware into sets will prove cheaper. "A lot of the cost of the converter in Japan is the tuner and the box; the actual signal processing is relatively cheap," he said.

The Electronic Industries Association is participating with NAB, Cable Labs and the Association for Maximum Ser-

vice Television in the testing process.

D. Joseph Donahue, senior vice president for Thomson Consumer Electronics, said the systems would initially be incorporated only in RCA's premium sets, and only "if broadcasters really put in" a system that is better than marginal.

Since the Broadcast Technology Association of Japan (BTA) demonstrated its system in the U.S. last year (BROADCASTING, June 25, 1990), U.S., European and Korean groups (most of them HDTV proponents) have also developed the hardware to be tested this month: AT&T/Zenith, Sarnoff/Thomson, Philips Labs and Samsung Electronics.

In general, the systems transmit a GCR in the vertical blanking interval of a video signal and, at the receiving end, compare a stored, clean copy of the GCR with the received GCR to evaluate multipath distortion and calculate echo cancellation from that. Each proponent believes it has created a unique GCR and receive hardware.

Correcting ghosts is "the only real major improvement left to make in NTSC," said Steve Herman, senior member of Philips Labs, adding that Philips is "committed" to the belief that the technology works well enough to create a new consumer market.

The tests in Washington will comprise simultaneous transmission of each proponent's GCR within VHF (WRC-TV, ch. 4), low UHF (WDCA-TV, ch. 20) and high UHF (WFTY, ch. 50) signals. A mobile facility carrying several expert viewers will test receive equipment at about 100 sites in the Washington area.

Canada's Communications Research Center, which is now conducting computer simulations of the technology, will sponsor hardware lab tests immediately following the conclusion of field tests.

Confident that final reports will go to the ATSC by next February, Uytendaele said the comparative effectiveness of the five systems will certainly affect the pace of the standard-setting process. "If one system is a head above the others, it will be clear-cut. If not," he said, "maybe the proponents will work together."

—PDL

EQUIPMENT TURNAROUND PROJECTED

The cable TV equipment industry is hitting "the bottom of its business cycle in 1991," but will turn around next year on its way to a new high in 1995, concludes a new 484-page Frost & Sullivan analysis.

Big increases in sales of addressable control-data products (from \$94 million in 1990 to a projected \$256 million in 1995) and fiber cable (\$65 million in 1990 to \$224 million in 1995) will offset a drop in the current leading product category, addressable converters (\$480 million in 1990 to \$250 million in 1995). The analysis, priced at \$2,950, can be obtained from Frost & Sullivan, (212) 233-1080.

BUSINESS

TELEVISION BOTTOM LINE HEALTHY THROUGH 1990

Just-released NAB-BCFM survey shows improvement in independent stations' cash flow, while network affiliates maintained their margins

The television station business was still very healthy, at least through last year. According to the annual survey by the National Association of Broadcasters and the Broadcast-Cable Financial Management Association, the mean average cash flow margin of an affiliated TV station in 1990 was 37%, while that of an independent was 17.5%. The survey found particular improvement among independent stations.

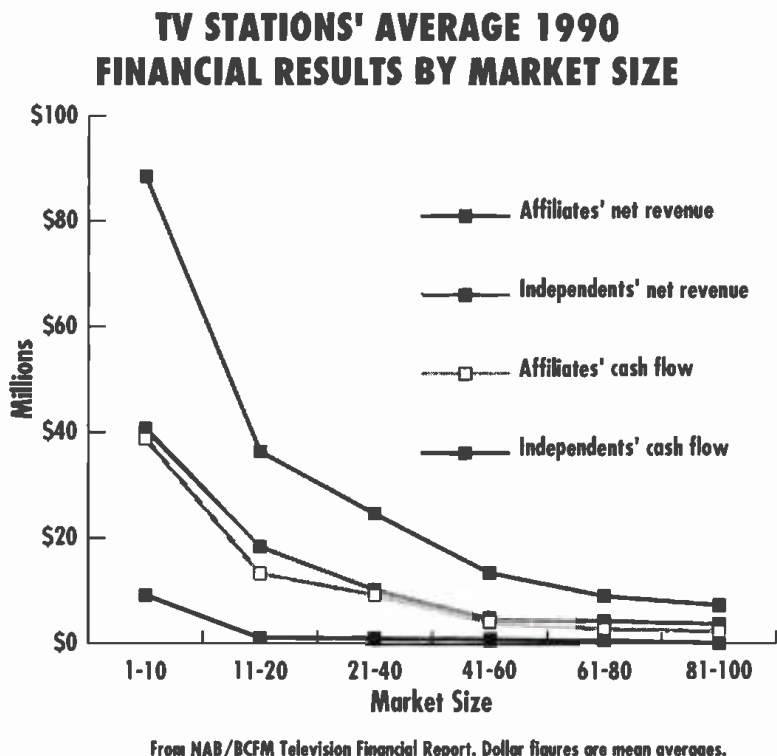
Among affiliates, margins were strong across a range of stations. According to NAB-BCFM, at least three-quarters of affiliates had 22%-or-better margins of cash flow—defined as pre-tax profit plus interest, depreciation and amortization.

Among independents, healthy margins were concentrated in the top 10 markets, where the mean average was 23%. In markets 11-20 the margin was less than half that. Part of the explanation may be the preponderance of VHF facilities in large markets and also the fact that independent expansion in smaller markets was more likely to outstretch the markets' revenue. On the other hand, smaller markets are less likely to have non-Fox independents, which, as a generalization, have been having a more challenging time.

Still, the improved bottom lines of independents are noticeable compared to several years ago. The 17.5% independent margin in 1990 is almost four percentage points higher than the 13.6% registered the previous year. Last year's median average of 6.7% is almost triple the prior year's median of 2.4%. Only three years ago more than half of independent TV stations were showing negative cash flow.

As for the components of revenue and expense, the NAB-BCFM survey shows little change compared to several years ago. The national-local ad dollar split last year for affiliates was 47-49 and for independents, 46-54. Network compensation for independents has grown from 0.2% of revenue in 1987 to 0.6% last year, reflecting payments from Fox.

Independents also have been spending more on news, which accounted for a



mean average of 5.3% of their expenses, up from 3.5% several years ago. Still, independents' news operations are concentrated in the top 20 markets, and more than half spend nothing on news.

Other expense areas for independents were engineering, 5.6% of the mean total;

program/production, 53%; sales, 8.2%; advertising/promotion, 5.3%, and general/administration, 22.6%.

For affiliates: engineering, 7.8%; program/production, 25.5%; news, 19.8%; sales, 8.6%; ad/promotion, 4.5%, general/administration, 33.8%. —GF

NORTHWESTERN EXPOSURE

Ackerley Communications said in a just-released SEC filing that it has defaulted on over \$200 million in debt and is currently in talks with lenders to resolve the situation. The Seattle-based group owner of five TV's, four FM's, two AM's, outdoor and airport advertising operations and the Seattle SuperSonics basketball team has missed more than \$6 million in principal and interest payments owed to banks and insurance companies. The SEC filing added that Ackerley was not in compliance with those loans' financial covenants, including failing to maintain a cash-flow-to-total-interest-expense ratio of at least 1.4-to-1. Cash from operations through the first half of 1991 was down by almost three-quarters, to \$1.7 million.

AD PULLOUTS MAKING AGENCIES MORE 'GUN-SHY'

Saatchi VP says sponsors and networks should cooperate to end skirmishes over content

While some advertisers are prognosticating about which nights the networks will win or lose, or the networks' individual rankings at the end of next season, Betsy Frank, senior vice president and associate director of research for Saatchi & Saatchi, says she doesn't care who ends up number one. Frank, in a luncheon address to the Hollywood Radio and Television Society (HRTS), said it was more important for advertisers and the networks to

end "skirmishes" over program content.

Emphasizing that she has never been provided with a "hit list" from advertising clients, Frank said that advertisers have expressed "preferences" for programs they want to buy. Miller Brewery or Anheuser-Busch, she says, might be more "sensitive" about making advertising buys within *Cheers*, but have not held them back because of the show's content.

But in response to a question regarding advertisers boycotting an episode of *thirtysomething* this season in which two gay men were shown in bed together, Frank said it is the "prerogative" of advertisers to decide where they want dollars spent.

"I am not responsible for the \$1 million in ad pullouts for *thirtysomething*," said Frank. "It is what the client wanted to do, and it's his money. I can say that a small amount of programing may be controversial to the advertiser, but it's usually because of the considerable press attention."

Frank says that Saatchi & Saatchi employs one person who prescreens each of the episodes to be aired by the broadcast networks, who is "aware of the informal sensitivities of our clients" and points out potential conflicts. "Have we become more gun-shy?" asked Frank. "Perhaps so. If it means we're erring on the side of the conservative, perhaps so. But we won't bow to the pressure groups, and we don't want homogenized programing."

Instead, Frank suggested that advertisers should not be mere critics of new programing, but more like advisers who work with networks on marketing and direct development of new programing.

Paul Schulman, who owns an advertising firm bearing his name, said he did not think advertisers should "bite the bullet" in providing ad dollars to save the recently canceled ABC series *thirtysomething* and *China Beach*. "Both shows were great, but they narrowcast to select audience," said Schulman.

The ability to develop a larger diversity of programing that appeals to a mass audience has suffered in the last few years, according to Schulman, due to what he says are long-term "rum-and-scotch deals" the networks sign with "hot" producers. In the several examples in which he said big-name producers signed multi-series deals with networks, the practice "locked out" time periods in which other independent producers could be selling series orders.

"*Fresh Prince* is dying for a companion show, let me just say obliquely, from its [NBC's] Thursday night schedule that would fit better together than it will with *Blossom*," said Schulman, perhaps referring to *A Different World* as the companion show. "The only problem is that NBC has a multi-series deal with Carsey-Werner [which produces *The Cosby Show* and *A Different World*] that would block such a move." —MF

JULY TV REVENUE DOWN FROM LAST YEAR

Television stations' July revenue was down 11% compared to July 1990, according to one unaudited survey of several score station owners. That compares to a 3% decline in June and a 7% decline in May. According to the survey, national sales were hurt the most, down 17%, while local sales were off 6%. The gap between affiliates and independents narrowed some, with the former off 11.6% and the latter down 9.4%.

Similar results were reported by Pulitzer Broadcasting, which said revenue for the month was off 8%, and Gannett, which reported a 14% drop in TV revenue. The latter group owner added that preliminary figures for August "suggest no improvement."



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CHANGING HANDS

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

KFIG-AM-FM Fresno, Calif. □ Sold by KLOK Radio Ltd. to Headliner Radio Inc. for \$2,116,640. Terms: \$100,000 cash at closing, \$400,000 escrow deposit, \$595,000 five-year promissory note at 14%, \$855,000 trust deed note at 9% and \$166,640 assumption of outstanding note. **Seller** is headed by Philip C. Davis, and has no other broadcast interests. **Buyer** is headed by Ron Ostlund, and has no other broadcast interests. KFIG(AM) is fulltimer with adult contemporary format on 1430 khz with 5 kw. KFIG-FM has adult contemporary format on 101.1 mhz with 50 kw and antenna 310 ft.

KUHL(AM)-KXFM(FM) Santa Maria, Calif. □ Sold by Great Electric Communications Inc. to Blackhawk Communications Inc. for \$1,145,653. **Seller** is headed by C. Andrew Whatley and Mike Reichert and also owns KSBL(FM) Carpinteria (Santa Barbara), Calif. **Buyer** is headed by Roger R. Blaemire and has no other broadcast interests. KUHL has news-talk format on 1440 khz with 5 kw day and 1 kw night. KXFM has CHR format on 99.1 mhz with 2.3 kw and antenna 1,906 feet above average terrain. **Broker:** William A. Exline Inc.

KFGO-AM-FM Fargo, N.D. □ Sold by KFGO Inc. to Mid-States Development Inc. for \$1 million worth of Otter Tail Power Co. common stock. **Seller** is owned by Richard C. Voight and Carroll J. Voight, husband and wife, and Larry A. Ristvedt and Robert Escen, who have no other broadcast interests. **Buyer** is headed

by N. Bruce Thom. Minnesota Dakota Generating Co., of which 96% is owned by Otter Tail Power Co. (publicly held), owns 100% of Mid-States Development. KFGO(AM) is fulltimer with C&W format on 790 khz with 5 kw. KFGO-FM has adult contemporary format on 101.9 mhz with 100 kw and antenna 866 ft.

WWJY(FM) Crown Point, Ind. □ Sold by Meyer Broadcasting Corp. to Brown Brothers Communications Inc. for \$1 million cash. **Seller** is headed by John Meyer and has no other broadcast interests. **Buyer** is headed by Willis F. and Willis E. Brown, father and son (each 50%), and has no other broadcast interests. WWJY has easy adult contemporary format on 103.9 mhz with 3 kw and antenna 330 ft.

KXSS-AM-FM Waite Park (St. Cloud), Minn. □ Sold by Genesis Broadcast Professionals Inc. to Sioux Valley Broadcasting Co. for \$800,000 in assumption of debt. Price includes \$200,000, five-year noncompete covenant. **Seller** is headed by Robert J. Linder and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is licensee of KLIZ-AM-FM Brainerd and KLLR(AM)-KLLZ-FM Walker, Minn. Ingstad has interests in KGFX(AM) Pierre, S.D.; KBU(AM)-KKJQ(FM) Garden City, Kan.; KKO(AM)-KKPR(FM) Kearney, Neb., and KOPR-FM Albert Lea and KDHL(AM)-KQCL(FM) Faribault, both Minnesota. KXSS has CHR format on 1390 khz with 2.5 kw day and 1 kw night. KXSS-FM has CHR format on 103.7 mhz with 3 kw and antenna 328 ft. **Broker:** Johnson Communications Properties Inc.

KXBS(FM) Santa Paula, Calif. □ Sold by Richard C. Phalen Jr., receiver for Radio Ventura Inc., subsidiary of RSB Communications Inc., to Peter F.M. Daradics for \$775,000. Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara and KKAM(AM)-KBOS(FM) Fresno-Tulare, both California. **Buyer** has no other broadcast interests. KXBS has adult contemporary format on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain. **Broker:** Media Services Group Inc.

WFXG(TV) Augusta, Ga. □ Sold by Howard A. Myrick to John D. Pezold for \$525,000 in transfer of control within licensee Augusta Family Broadcasting Inc. Terms: \$200,000 cash at closing and \$325,000 due one year from closing. **Seller** has no other broadcast interests. **Buyer**, Pezold, is head of Augusta Family Broadcasting, and also owns WXTX(TV) Columbus, Ga. WFXG is independent on ch. 54 with 4,517 kw visual, 451 kw aural and antenna 1,120 feet above average terrain.

YTD MARKETS

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Fairbanks

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$687,600 □ 5

FM's □ \$1,891,000 □ 5

AM-FM's □ \$6,002,293 □ 7

TV's □ \$525,000 □ 2

Total □ \$9,105,893 □ 19

Year to Date:

AM's □ \$58,365,080 □ 186

FM's □ \$149,773,646 □ 181

AM-FM's □ \$166,333,972 □ 130

TV's □ \$730,824,000 □ 56

Total □ \$1,105,296,698 □ 553

For 1990 total see Jan. 7, 1991 BROADCASTING.

FOCUS ON FINANCE

Media stocks were mixed during week in which market-wide indices were up between 1% and 2%. Last-minute quarterly filings affected some trading. QVC Networks gained 15%, to 14 $\frac{3}{4}$, in week in which it reported net earnings of 11 cents per share, compared to 26-cent loss in prior-year's second quarter. Dow Jones wire service said results were higher than some analysts' expectations. On negative side,

Ackerly Communications has lost 43% of value over last three weeks, declining again last week to 1 $\frac{1}{2}$. In SEC filing, company said it defaulted on most of outstanding debt (see box, page 31). Other stocks showing noticeable moves last week were Lee Enterprises, down 7%, to 23 $\frac{1}{2}$; King World Productions, up 9%, to 28 $\frac{3}{8}$, and Telemundo, which has lost 36% over last three weeks.

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

Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	55	1/4	55	1/4	00.45	-6	1,533
N (CCB) Cap. Cities/ABC	441	7/8	436	5	7/8	01.34	17 7,317
N (CBS) CBS Inc.	160	1/2	159	5/8	7/8	00.54	71 2,112
A (CCU) Clear Channel	13	1/4	13	1/8	1/8	00.95	1312 76
O (JCOR) Jacor Commun.	211/16	2	11/16		00.00	-2	24
O (OSBN) Osborn Commun.	6	7/8	7	-	1/8	-01.78	-9 47
O (OCOMA) Outlet Comm.	5	1/2	5		1/2	01.10	-7 32
N (PL) Pinelands	13	3/8	13	1/4	1/8	00.94	-30 226
A (PR) Price Commun.		3/8	1/4		1/8	50.00	3
O (SCRIP) Scripps Howard	52		47		5	10.63	21 485
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1 1
O (TLMD) Telemundo	2	5/8	2	3/4	-	1/8	-04.55 -1 62
O (UTVI) United Television	28	1/4	28		1/4	00.89	3 304

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	5/8	29	3/4	7/8	02.94	22 556
A (AK) Ackerly Comm.	1	3/4	1	7/8	-	1/8	-06.67 -1 28
N (AFL) American Family	24	1/4	23	3/8	7/8	03.74	15 1,907
O (ACOMA) Assoc. Comm.	15	3/4	15	1/2	1/4	01.61	140 578
N (CCN) Chris-Craft	27		27			00.00	10 689
O (DUCO) Durham Corp.	32	1/4	32		1/4	00.78	16 270
N (GCI) Gannett Co.	45	5/8	45	1/4	3/8	00.82	20 6,477
N (GE) General Electric	74	1/8	72	3/4	1	3/8	01.89 14 63,336
O (GACC) Great American	1	3/4	1	13/16	-	1/16	-03.45 91
A (HTG) Heritage Media	2	7/8	3		-	1/8	-04.17 -3 136
N (JP) Jefferson-Pilot	47	7/8	47	7/8		00.00	10 1,652
N (LEE) Lee Enterprises	24		25	1/4	-	1	1/4 -04.96 13 581
N (LC) Liberty	30	5/8	40	1/8	-	9	1/2 -23.68 13 315
O (LINB) LIN	70	3/4	75	3/4	-	5	-06.61 -39 3,893
N (MHP) McGraw-Hill	54	1/4	54	3/4	-	1/2	-00.92 15 2,684
A (MEGA) Media General	20	3/4	20	7/8	-	1/8	-00.60 21 540
N (MDP) Meredith Corp.	25	3/4	25	3/8	3/8	01.47	13 427
O (MMEDC) Multimedia	28	1/4	28		1/4	00.89	20 969
A (NYTA) New York Times	21	7/8	22	3/8	-	1/2	-02.24 31 1,729
N (NWS) News Corp. Ltd.	14	5/8	15		3/8	-	02.50 8 4,027
O (PARC) Park Commun.	15	1/4	14	3/4	1/2	03.38	17 305
O (PLTZ) Pulitzer Pub.	24	1/4	24	1/4		00.00	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	31	3/8	32	5/8	-	1	1/4 -03.84 26 4,192
N (TRB) Tribune Co.	46	3/8	46	3/8		00.00	32 2,975
A (TBSA) Turner Bcstg. 'A'	15	3/8	15	3/8		00.00	-36 2,332

Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	224	216		8	03.70	17 2,565
N (WX) Westinghouse	24	23	3/8	5/8	02.67	43 7,329

PROGRAMING

O (IATV) ACTV Inc.	2	1/4	2	3/8	-	1/8	-05.27 2
O (AACI) All American TV		5/8		3/4	-	1/8	-16.66 1
N (CRC) Carolco Pictures	6	3/8	6	3/4	-	3/8	-05.56 21 194
O (DCPI) dick clark prod.	5	1/4	5	1/4			00.00 18 43
N (DIS) Disney	118	3/8	116	3/4	1	5/8	01.39 20 15,188
A (FE) Fries Entertain.		5/16		5/16			00.00 1
A (HHH) Heritage Ent.		13/16		11/16		1/8	00.00 1
N (HSN) Home Shop. Net.	5	5/8	6		-	1/8	-06.25 -75 522
O (IBTVA) IBS		1/2		1/2			00.00 6 1
N (KWP) King World	27	5/8	26	1/8	1	1/2	05.74 11 989
O (KREN) Kings Road Ent.		1/4		1/4			00.00 -1 1
N (MC) Matsushita	112		119		-	7	-05.89 14 247,547
A (NNH) Nelson Holdings		9/16		9/16			00.00 2
O (NNET) Nostalgia Net.		7/16		7/16			00.00 2
N (OPC) Orion Pictures	2	1/2	2	1/4	1/4		01.11 50
N (PCI) Paramount Comm.	38	3/4	38	1/8	5/8		01.63 29 4,485
N (PLA) Playboy Ent.	7	3/8	7	1/2	-	1/2	-01.67 83 138
O (QNTXQ) Quintex Ent.		1/8		1/8			00.00 83 138
O (QVCN) QVC Network	14		12	1/2	1	1/2	01.12 -21 220
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00 -6 85
O (RPICA) Republic Pic. 'A'	7	3/4	7	1/2	1/4		-03.30 37 32
A (SP) Spelling Ent.	4	3/4	4	7/8	1/8		-02.57 34 161
O (JUKE) Video Jukebox	4	1/8	3	5/8	1/2		13.79 -24 38
O (WONE) Westwood One	2	1/8	2	1/16	1/16		03.00 -1 30

CABLE

A (ATN) Acton Corp.	4	3	3/4	1/4	06.66		5
O (ATCMA) ATC	44	1/2	44	1/4	1/4	00.56	37 4,826
A (CVC) Cablevision Sys. 'A'	24	1/8	24	1/4	-	1/8	-00.52 -2 544
A (CTV) Century Comm.	7	7/8	8		-	1/8	-01.57 -8 591
O (CMCSA) Comcast	13	3/4	13	1/8	1/4	04.76	-8 1,517
A (FAL) Falcon Cable	8	3/8	8	3/8		00.00	-4 53
O (JOIN) Jones Intercable	8	3/4	8	3/4		00.00	-2 104
N (KRI) Knight-Ridder	55		54	5/8	3/8	00.68	19 2,701
T (RCI.A) Rogers 'A'	12		12			00.00	-9 395
O (TCAT) TCA Cable TV	15	1/2	14	3/4	3/4	05.08	54 361
O (TCOMA) TCI	13	1/2	13	3/4	-	1/4	-01.82 -19 4,846
N (TWX) Time Warner	84		83	3/4	1/4	02.98	-6 4,815
O (UAECA) United Art. 'A'	13	3/8	13	5/8	-	1/4	-01.84 -11 1,912
A (VIA) Viacom	29	3/8	29	3/4	-	3/8	-01.27 -41 3,487

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March 28, 1990
Volume 3, Number 1

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Wed
Aug 21

Net
Change

Percent
Change

P/E
Ratio

Market
Capitali-
zation
(000,000)

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	87	86	1/8	7/8	01.01	14	18,914
N	(ARV) Arvin Industries	23	7/8	24	1/8	-	1/4	-01.04 18 454
O	(CBL) C-Cor Electronics	5	3/4	5	1/2	1/4	04.54	550 24
O	(CTEX) C-Tec Corp.	14	5/8	14	1/4	3/8	02.63	-18 234
N	(CHY) Chyron	7/16	9/32	5/32	55.55	-4	5	
A	(COH) Cohu	11	1/8	11	1/8	01.13	8	21
N	(EK) Eastman Kodak	43	5/8	43	1/2	1/8	00.28	20 14,116
N	(HRS) Harris Corp.	23	1/4	23	3/4	-	1/2	-02.11 33 923
N	(IV) Mark IV Indus.	14	3/4	14	3/4	05.35	8	200
O	(MATT) Matthews Equip.	4	1/8	4	1/8	03.12	200	23
O	(MCDY) Microdyne	9	1/8	9	1/8	00.00	-11	37
N	(MOT) Motorola	67	5/8	67	5/8	00.00	18	8,910
A	(PPI) Pico Products	1	7/8	2	1/2	-	5/8	-25.00 -3 8
N	(SFA) Sci-Atlanta	13	1/4	14	1/4	-	1	-07.02 14 321
N	(SNE) Sony Corp.	41	1/8	43	3/8	-	2 1/4	-05.19 21 14,686
N	(TEK) Tektronix	30	1/8	29	3/8	3/4	02.55	-27 856
N	(VAR) Varian Assoc.	39	3/4	38	3/8	1	3/8	03.58 87 726
O	(WGNR) Wegener	1	1	1/8	-	1/8	-11.12	-3 8
N	(ZE) Zenith	5	1/2	5	7/8	-	3/8	-06.39 -2 171

Closing
Wed
Aug 28

Closing
Wed
Aug 21

Net
Change

Percent
Change

P/E
Ratio

Market
Capitali-
zation
(000,000)

SERVICE

O	(AFTI) Am. Film Tech.	3	5/8	3	1/4	3/8	11.53	-10 35
O	(BSM) Burnup & Sims	7	1/2	7	3/8	1/8	01.69	-22 93
A	(CLR) Color Systems	3	3	1/4	-	1/4	-07.70	-4 37
N	(CQ) Comsat	32	1/4	31	5/8	-	5/8	01.97 -35 596
N	(CDA) Control Data	8	5/8	9	1/4	-	5/8	-06.76 77 395
N	(DNB) Dun & Bradstreet	44	3/4	44	1/8	1/4	01.41	16 7,883
N	(FCH) Foote Cone & B.	25	1/4	26	3/8	-	1 1/8	-04.27 12 288
O	(GREY) Grey Adv.	128	1/4	128	-	9 3/4	-07.07	12 156
O	(IDBX) IDB Commun.	12	1/8	11	3/4	3/8	03.19	106 74
N	(IPG) Interpublic Group	47	3/4	46	3/4	1	02.13	20 1,766
N	(OMC) Omnicom	29	7/8	28	3/8	1	1/2	05.29 14 795
O	(RTRSY) Reuters	43	7/8	43	3/8	1/2	01.15	15 18,814
N	(SAA) Saatchi & Saatchi	7/8	13/16	1/16	07.69	-1	1,358	
O	(TLMT) Telemation	3/16	3/16	00.00	0			
O	(TMCI) TM Century	7/32	7/32	00.00	-10	4		
A	(UNV) Unifil Video	8	1/4	8	1/8	1/8	01.53	10 12
O	(WPPGY) WPP Group	3	1/8	3	5/8	-	1/2	-13.80 1 156

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WILY(AM)-WRXX(FM) Centralia, Ill. □
Sold by Heartland Broadcasting Inc. to
Centralia Radio Communications Inc. for
\$450,000. Terms: \$75,000 cash at closing

and \$375,000 promissory note. Seller is
headed by Ed Hancock and Ronald R.
Hamilton. Hancock has interests in
KCFI(AM)-KHKE(FM) Cedar Falls, Iowa.

Buyer is headed by James C. Warner, and
has no other broadcast interests. WILY has
adult contemporary format on 1210 khz
with 1 kw day. WRXX has modern country
format on 95.3 mhz with 3 kw and antenna
217 feet above average terrain.

KORL(AM) Honolulu □ CP sold by Hawaii
Broadcasting Corp. to Coral Communica-
tions Corp. for \$375,000. Terms:
\$150,000 cash at closing and \$225,000
note. Seller is headed by Michael Jordon
and has no other broadcast interests. Buy-
er is headed by George A. Vandeman,
who owns 50% of NRG Twin Cities Inc.,
proposed assignee of KNOW(AM) Minne-
apolis. KORL is fulltimer allocated to 650
khz with 10 kw.

WJPW(AM) Rockford, Mich. □ Sold by
Jack Lee Payne to RDL Productions Inc.
for \$327,000. Terms: \$2,000 cash at clos-
ing, \$25,000 escrow deposit and \$300,000
payable at \$5,000 per month with no inter-
est. Seller has no other broadcast interests.
Buyer is advertising agency owned by
Randy C. Disselkoen. WJPW has talk for-
mat on 810 khz with 500 w day.

KZIQ-AM-FM Ridgecrest, Calif. □ Sold by
Bel Air Broadcasting to Jim Knudsen for
\$250,000. Sale of station to Blessing
Broadcasting Co. for \$682,500, granted by
FCC, did not close ("For the Record,"
March 18). Seller is headed by Robert
Rosenthal, who has no other broadcast in-
terests. Jim Knudsen is radio executive in
Riverside, Calif.; this is his first radio ac-
quisition. KZIQ(AM) is fulltimer on 1360
khz with oldies/classic rock format and 1
kw. KZIQ-FM has lite adult contemporary
format on 92.7 mhz with 1 kw and antenna
1,295 ft. Broker: Jorgenson, Chapin &
Co.

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WASHINGTON

VOA, RFE/RL VICTORIOUS AFTER FAILED SOVIET COUP

Government-sponsored radio services, hailed by Russians during takeover, are expected to consolidate and hasten shift from shortwave to AM, FM, TV and satellite radio

Proposed funding for the Voice of America (VOA) and Radio Free Europe/Radio Liberty (RFE/RL)—approximately \$200 million each—is expected to pass in Congress with little controversy and with high praise for their coverage of the failed Aug. 19-21 coup in the Soviet Union. The two U.S.-government-funded radio services emerged from the coup with bolstered support in Washington and new supporters in Moscow.

In the aftermath of current events in the Soviet Union and Eastern Europe, some form of U.S.-sponsored radio—albeit reorganized—is expected to continue in Europe long after Communism declines. A consolidation of the groups is now being planned, along with an expansion from mostly shortwave transmissions to more AM and FM broadcasting. In 20-30 years VOA also expects to have extensive television and direct satellite radio services.

"Nobody will be happier than myself when we reach the point where these broadcasts aren't necessary. I just don't think we're there yet," said Gene Pell, president, RFE/RL. In the near future, RFE/RL will be needed not only to transmit a Western version of the news but to cover stories current Eastern European news organizations do not have the manpower and facilities to cover, he said.

"If you had asked me the question a month ago, I probably would have said there is no doubt in my mind about that," Pell said when asked whether RFE/RL would be in operation in 10 years. If recent movements in the region continue, the service's lifespan could be shortened, he said.

No one is predicting any future closing of VOA. "The coup in the Soviet Union underscored the need to have the ability to broadcast anywhere in the world when you need to," said VOA Deputy Director Robert T. Coonrod. "The attention of the world was focusing on Moscow, but six weeks ago the issue was the change of government in Ethiopia. Last year it was the Gulf cri-



RFE/RL President
Gene Pell

sis, and if you go back to 1989 it was the events in China."

VOA and RFE/RL were both praised by the government of the Russian republic. Both services expanded their Russian-language services during the three-day crisis and had reporters in Moscow reporting directly to the Soviet people by way of shortwave transmitters in the West. The restored Soviet president, Mikhail Gorbachev, said he kept track of events during his three-day detention in the Crimea by listening to the BBC, VOA and Radio Liberty over a make-shift shortwave radio.

A message broadcast on the All-Russian State Television and Radio Broadcasting Company from the republic's director of International [radio] Service thanked VOA for coverage of the coup: "Millions of Soviet people denied the possibility of receiving information from Russian sources listened to your Voice. It inspired them with faith and determination to fight dictatorship. In the future, we hope for continued fruitful cooperation with the Voice of America."

Russian President Boris Yeltsin issued an order last Tuesday (Aug. 27) to allow RFE/RL to open a permanent Moscow bureau. The mayor of Moscow was ordered to provide office space, and the republic's bureaucracy was told to give



VOA Deputy Director
Robert Coonrod

RFE/RL reporters full accreditation. (VOA has operated a Moscow bureau for the past three years.) Yeltsin's order recognized RFE/RL for "its role in objectively informing [Russian] citizens and the world at large about the course of the democratic processes in Russia."

Critics of VOA and RFE/RL are difficult to find on Capitol Hill. The only expected budget debate involving either of them this fall will be over the level of capital spending for new VOA facilities planned for Morocco and Thailand. "For the capital account, the number is \$98 million in the House and it's \$108 million in the Senate, so they'll have to go to conference," Coonrod said.

There is government interest in reorganizing the radio services to fit the changing world political scene. Following a review of the radio services by the National Security Council and at the request by House Foreign Affairs Committee Chairman Dante Fascell (D-Fla.), President Bush formed a bipartisan task force to study how to reorganize. The main task written into the group's charter is development of a consolidation plan for the services.

"We have not had a meeting since last week, and you never know what's going to happen. But our charter assumes that U.S. government broadcast-

ing is important, and we will need to have the capability to do all kinds of broadcasting we do now," said Edward Dillary, executive director of the task force. The task force expects to release its report and recommendations in late November.

The consolidation of the radio services is likely to include Radio and TV Marti along with VOA and RFE/RL. The unified organization is likely to take one of two forms. All parties use the BBC, a government-funded broadcast service with a long tradition of editorial freedom, as the ideal model for the new unified U.S. broadcast service. Some envision it as a government-controlled agency under the U.S. Information Agency (as VOA is currently administered), the State Department or the NSC.

An alternative suggested by some as a means of preserving editorial independence for the radio services is formation of a private, nonprofit organization funded by the Congress but not directly controlled by any federal agency, similar to RFE/RL, which is operated by the presidentially appointed Board for International Broadcasting. "Surrogate broadcasting as it has been practiced by RFE/RL for the past four decades cannot be effectively undertaken under direct

government supervision or control," Pell said.

Conrod claimed VOA's broadcasts demonstrate how editorial independence can be maintained for a government agency. "Our congressionally mandated charter gives us the legal obligation and the authority to report the news in a balanced, comprehensive and objective manner. We have the editorial freedom we need to provide listeners around the world with an accurate picture of what's happening," he said.

The reorganization issue will become a more prominent issue for Congress after the task force report is released. "We're saying to members: 'Keep your powder dry until the report is in and then we'll start looking at it from there,'" a House Foreign Relations staff member said last week. Hearings on the reorganization in the House International Operations Subcommittee, chaired by Howard Berman (D-Calif.), are expected early in the second session of the 102nd Congress, perhaps as early as February 1992.

A trend toward different transmission technologies for the radio services is expected to progress simultaneously with the consolidation. In the near future, shortwave will be abandoned in favor of

AM and FM, especially in the Soviet Union and Eastern Europe, where there is a large audience of AM and FM listeners. RFE/RL dropped its shortwave service to Czechoslovakia soon after it began broadcasting in AM last fall. AM service has been available in Poland since June 1, and closing of the Polish shortwave service is anticipated in a few weeks.

"We certainly increased our audience in Czechoslovakia [since offering AM service]. We just completed an in-country rating study there a couple of months ago, and we have become the predominant Western broadcaster," Pell said. "We were always number one in every Eastern European country except Czechoslovakia because the jamming was so intense there."

"For the foreseeable future we're going to continue to need an effective shortwave capacity. We have to concurrently develop the other means of reaching the audience: more effective use of medium wave, FM to some degree and looking at the prospects for television," Conrod said. The future of international broadcasting will be mixed media. Each country will receive transmissions in the technology that will reach the largest audience, he said. —RMS

CBS AFFILIATES ENTER FIN-SYN VENUE FRAY

It opposes Media Access Project's petition to move court appeal from Chicago to San Francisco; denies MAP charge it conspired with Schurz Communications

The CBS Television Network Affiliates Association last week opposed the Media Access Project's motion to move the appeal of the FCC's new financial interest and syndication rules from the U.S. Court of Appeals in Chicago. It labeled as "utterly baseless" MAP's charge that the affiliates group and group broadcaster Schurz

Communications conspired to skew the lottery that assigned the case to Chicago (BROADCASTING, Aug. 19).

South Bend, Ind.-based Schurz also objected. "This court should resist [MAP's] attempt to create a vehicle for disappointed losers in the lottery to undertake post-selection battles..." it said.

Because appeals were filed by competing parties in three federal appeals courts (Washington, San Francisco and Chicago), the law required a lottery to determine which would hear the case. Chicago was the winner. But worried that concerned Chicago may not be "congenial" to its arguments that the new fin-syn rules are too liberal, MAP, on behalf of the Arizona Consumers Council, asked the Chicago court three weeks ago to invalidate the lottery and order a new one to choose between Washington and San Francisco, MAP's preferred venue.

In its motion, MAP argued that the CBS affiliates group and Schurz, a member of the affiliates group, are a "single party in interest" and should not have been allowed to file in two separate courts—Schurz in Chicago and the affiliates group in Washington. By doing so, MAP contended, the two skewed the lottery and unfairly reduced MAP chances of getting the case heard in San Francisco. Contrary to

FUTURES LEADERS

Richard Ferguson, president, NewCity Communications, Bridgeport, Conn., and Michael Conly, senior VP, Harte Hanks Communications, San Antonio, Tex., were named chairmen of the NAB's new industry futures committees. The formation of the committees was approved by the NAB board last June to study technological, government-policy and business developments likely to affect broadcast radio and TV.

The groups' first meetings are expected to convene this month, and presentations of initial findings are planned for next year's NAB winter board meeting in La Quinta, Calif., and at the 1992 NAB convention in Las Vegas.

Ferguson was named chairman of the 10-person radio futures committee, which includes executives from CBS radio, Group W, Viacom Broadcasting and Westwood One. Conly is heading the 10-person TV futures committee.

MAP, the affiliates group and Schurz believe the new fin-syn rules are too restrictive.

"MAP fails to make its case that the affiliates group and Schurz are a single entity," the affiliates group said. "Stripped of its rhetoric...[MAP's] charges amount to a claim that the lot-

tery was unfair because ACC lost."

Other filings in the case held no surprises. Hollywood's Coalition for the Preservation of the (fin-syn) Rule, which shares MAP's view that the rules are too liberal, supported MAP's motion. Fox and Capital Cities/ABC, which believe the rules should be struck

down by the courts, opposed it. The FCC, which will have to defend the rules, took the middle ground, saying the validity of the lottery depended on whether Schurz fronted for the affiliates group or merely collaborated with it. The Justice Department said it had no position on the matter. —NAJ

WASHINGTON WATCH

TECHNICAL TALK

Technical demonstrations of fiber optic network communications, personal communications services (PCS), medical applications of high-definition television and computer storage and transmission of full-motion video are expected to be draws for the United States Telephone Association's Public Relations Imperative for the '90s seminar at Washington's ANA Westin, Sept. 10-13. Motorola, an innovator of cellular and PCS equipment, plans to exhibit what it claims is the world's smallest portable telephone. A scheduled Sept. 13 PCS session will include representatives from Motorola, NYNEX, Northern Telecom and McCaw Cellular Communications.

ON TAP AT NAB

Peggy Charren, president, Action for Children's Television, will be the luncheon speaker at an Oct. 24 all-day symposium on children's television at the National Association of Broadcasters in Washington. Topics will include new FCC children's TV rules, related license renewal issues and programing and promotion ideas. FCC Mass Media Bureau Chief Roy Stewart and FCC staff attorney Regina Harrison are scheduled participants. On Oct. 23, NAB will present its Service to Children Awards honoring content and creativity in children's programing. Symposium registration is \$200 for NAB members and \$350 for nonmembers. Also on NAB's October calendar is its sixth annual "Hundred Plus Exchange" seminar in Washington for TV managers at small-to-medium-market stations, featuring a keynote address from FCC Commissioner Ervin

Duggan. Robert Ward of Miller Brewing Co. will also appear at the seminar to speak on advertising spending trends. NAB members will be charged \$356 for the three-day (Oct. 6-8) event; nonmembers, \$500.

NBMC FILES AWAY

The National Black Media Coalition filed a petition to deny Emmis Broadcasting's sale of WAVA(FM) Washington to Salem Communications because of Salem's "dismal history of employment of Afro Americans at its currently owned stations." NBMC said Salem would likely

"continue [its] policy of employing few if any Afro Americans.... Afro Americans are a significant portion of the population at large as well as the labor force that are part of the listening audience of the station."

NBMC also filed petitions to deny license renewals for four Philadelphia radio stations—WIP(AM), WMMR(FM), WWDR(FM) and WXTU(FM)—because they have "underutilized Afro Americans and other minorities during the past [license] term.... Each of these stations does not appear to be operating EEO programs that have or will enhance [minority] employment opportunities."

COURT: NO REHEARING ON INDECENCY

The U.S. Court of Appeals in Washington last week rejected the FCC request for a rehearing on the court's ruling last May striking down the FCC's 24-hour-a-day ban on indecent broadcasting. The action sets the stage for a possible Supreme Court review of the FCC's indecency enforcement policy.

The FCC had requested a rehearing by the three-judge panel that handed down the May decision or the full court.

The agency now has two options, according to Renee Licht, FCC deputy general counsel. It may follow the instructions of the appeals court and begin a proceeding to establish a period each day when stations may air indecent material—a so-called safe harbor—or it may ask the Supreme Court for review, she said.

The decision on which way to go will flow from discussions among the FCC commissioners and staff and between them and the U.S. Solicitor General, who represents the government before the Supreme Court.

Should the appeals court decision stand, the FCC will find itself in the same position it was in three years ago when the appeals court in an earlier case called into question the narrowness of the midnight-6 a.m. safe harbor. At the time, the court said, the FCC had the authority to enforce restrictions on indecency, but only if it created a safe harbor—a period when children are least likely to be in the audience.

Before the FCC could begin a proceeding to define a safe harbor, Congress, prompted by Senator Jesse Helms (R-N.C.), passed legislation eliminating any safe harbor by banning indecency 24 hours a day. The FCC adopted the statutorily mandated total ban in November 1988, but because of court challenges it has limited its indecency enforcement to broadcasts between 6 a.m. and 8 p.m.

FOR THE RECORD

As compiled by BROADCASTING from August 19 through August 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KFIG-AM-FM Fresno, CA** (AM: BAL910809EE; 1430 khz; 5 kw-U; FM: BALH910809EF; 101.1 mhz; 50 kw; ant. 310 ft.)—Seeks assignment of license from KLOK Radio Ltd. to Headliner Radio Inc. for \$2,116,640. Seller is headed by Philip C. Davis, trustee for M. Philip Davis, and has no other broadcast interests. Buyer is headed by Ron Ostlund, and has no other broadcast interests. Filed Aug. 9.

■ **WFXG(TV) Augusta, GA** (BTCCT910808KE; ch. 54; 4,517 kw-V; 451 kw-A; ant. 1,120 ft.)—Seeks transfer of control within licensee Augusta Family Broadcasting Inc. for \$525,000. Seller is Howard A. Myrick. Buyer, John D. Pezold, is head of Augusta Family Broadcasting, and also owns 100% of Columbus Family Broadcasting Inc., licensee of WXTX(TV) Columbus, GA. Filed Aug. 8.

■ **WKGQ(AM)-WSKS(FM) Milledgeville-Sparta, GA** (AM: BAL910805GS; 1060 khz; 1 kw-D; FM: BALH910805GT; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Alexander Mitchell Communications Corp. to Middle Georgia Radio Inc. for \$240,000. Seller is headed by James A. Karrh and has no other broadcast interests. Buyer is headed by Charles W. Hubbard Jr., and has no other broadcast interests. Filed Aug. 5.

■ **KORL(AM) Honolulu** (BAPL910807EA; 650 khz; 10 kw-U)—Seeks assignment of CP from Hawaii Broadcasting Corp. to Coral Communications Corp. for \$375,000. Seller is headed by Michael Jordon, and has no other broadcast interests. Buyer is headed by George A. Vandeman, who owns 50% of NRG Twin Cities Inc., proposed assignee of KNOW(AM) Minneapolis. Filed Aug. 8.

■ **KRCD-FM Chubbuck, ID** (BAPLH910806GR; 98.3 mhz; 150 w; ant. 1,350 ft.)—Seeks assignment of CP from Chubbuck Community Broadcasters Inc. to Calvary Chapel of Costa Mesa Inc. for \$103,500. Seller is headed by Joyce Mathis and Thomas W. Mathis, and is also licensee of KRCD(AM) Chubbuck, ID. Seller also has interests in KBRV(AM)-KFIS(FM) Soda Springs, ID, and KTLA-AM-FM Tooele, UT. Buyer is headed by Chuck Smith, and is licensee of KWVE(FM) San Clemente, CA. Filed Aug. 6.

■ **WILY(AM)-WRXX(FM) Centralia, IL** (AM: BAL910808HA; 1210 khz; 1 kw-D; FM:

BALH910808HB; 95.3 mhz; 3 kw; ant. 217 ft.)—Seeks assignment of license from Heartland Broadcasting Inc. to Centralia Radio Communications Inc. for \$450,000. Seller is headed by Ed Hancock and Ronald R. Hamilton. Hancock has interests in KFI(AM)-KHKE(FM) Cedar Falls, IA. Buyer is headed by James C. Warner, and has no other broadcast interests. Filed Aug. 8.

■ **WWJY(FM) Crown Point, IN** (BTCH910802GL; 103.9 mhz; 3 kw; ant. 330 ft.)—Seeks assignment of license from Meyer Broadcasting Corp. to Brown Brothers Communications Inc. for \$1 million. Seller is headed by John Meyer, and has no other broadcast interests. Buyer is headed by Willis F. and Willis E. Brown, father and son (each 50%), and has no other broadcast interests. Filed Aug. 2.

■ **KNHN(AM) Kansas City, KS** (BTC910805ED; 1340 khz; 1 kw-U)—Seeks transfer of control from Carol Russell to William R. Johnson and Susan P. Johnson, husband and wife, for \$71,600. Russell is 50% shareholder of Greystone Broadcasting Inc., 50% general partner of licensee KCBR-AM Ltd. Greystone Broadcasting is also licensee of KUII(AM) Dallas; Johnsons each have 25% interest in Greystone Broadcasting. Agreements have also been executed which, upon FCC approval, would allow Russell to indirectly acquire Johnsons' interests in KUII. Filed Aug. 5.

■ **WHAA(FM) Madison, ME** (BAPH910806GQ; 97.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Tanist Broadcasting Corp. to Innovative Advertising Consultants for \$6,000. Seller is headed by T. Barton Carter, and has interests in WFAU(AM)-WKCG(FM) Augusta and WTBM(FM) Mexico, both Maine. Buyer is headed by Daniel F. Priestley, and is permittee of WGUY(FM) Dexter, ME. Filed Aug. 6.

■ **KXSS-AM-FM Waite Park (St. Cloud), MN** (AM: BAL910807EC; 1390 khz; 2.5 kw-D; 1 kw-N; FM: BAPH910807ED; 103.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license and CP from Genesis Broadcast Professionals Inc. to Sioux Valley Broadcasting Co. for \$800,000. Seller is headed by Robert J. Linder, and has no other broadcast interests. Buyer is headed by Robert E. Ingstad and is licensee of KLIZ-AM-FM Brainerd and KLLR(AM)-KLLZ-FM Walker, MN. Ingstad has interests in licensees of KGFX(AM) Pierre, SD; KBUF(AM)-KKJQ(FM) Garden City, KS; KKO(AM)-KKPR(FM) Kearney, NE, and KQPR-FM Albert Lea and KDHL(AM)-KQCL(FM) Fari-bault, both Minnesota. Filed Aug. 7.

■ **KZKL-AM-FM Albuquerque-Rio Rancho, NM** (AM: BAL910809EB; 1580 khz; 10 kw-D, 47 w-N; FM: BALH910809EC; 101.7 mhz; 3.2 kw; ant. 99 ft.)—Seeks assignment of license from AM/FM Communications Inc. to Kool Broadcasting Partners Ltd.; purchase agreement to be filed as amendment when originals are received by parties. Seller is headed by John D. Emery, and has no other broadcast interests. Buyer is headed by John B. and Barbara A. Frankhouser, husband and wife, and limited partner New Mexico Consolidated Investments Inc., and has no other broadcast interests. Filed Aug. 9.

■ **WGGT(TV) Greensboro, NC** (BALCT910802KF; ch. 48; 1000 kw-V; 100 kw-A; ant. 1,695 ft.)—Seeks assignment of license from Guilford Telecasters Inc., debtor-in-possession, to Guilford Telecasters Inc.; application is filed as result of submission of shareholders reorganization plan, confirmed by bankruptcy court. Guilford Telecasters is headed by James Thrash, Robinson Everett (38.1%), Melvin Shimm (22.9%), Roy Rodwell (15.2%), Jake Froelich (11.45%), George Lyles (11.45%) and Thomas Cookerly (.9%). Everett, Froelich and Lyles have 37.5%, 12.5% and 12.5% interests, respectively, in WJKA(TV) Wilmington, NC. Everett also has 50% interests in both WFCT(TV) Fayetteville, NC, and KECY-TV El Centro (Yuma,

AZ), CA. Rodwell is 100% shareholder of WHNC(AM) Henderson, NC. Cookerly has 15% interest in WUY(FM) Hilton Head, SC. Filed Aug. 2.

■ **WTOE(AM) Spruce Pine, NC** (BAL910805EC; 1470 khz; 5 kw-D, 100 w-N)—Seeks assignment of license from WTOE Inc. to Mountain Valley Media Inc. for \$140,000. Seller is headed by Fred T. Boyd and John J. Dobson, and has no other broadcast interests. Buyer is headed by Remelle K. Sink (75%) and J. Ardell Sink (25%), 25% and 75% stockholders, respectively, of Mark Media Inc., licensee of WKY-K(AM) Burnsville, NC. Filed Aug. 5.

■ **KFGO-AM-FM Fargo, ND** (AM: BTC910729EA; 790 khz; 5 kw-U; FM: BTCH910729EB; 101.9 mhz; 100 kw; ant. 866 ft.)—Seeks transfer of control from KFGO Inc. to Mid-States Development Inc. for \$1 million worth of Otter Tail Power Co. common stock. Sellers are Richard C. Voight and Carroll J. Voight, husband and wife; Larry A. Ristvedt and Robert Escen, and have no other broadcast interests. Buyer is headed by N. Bruce Thom. Minnesota Dakota Generating Co., of which 96% is owned by Otter Tail Power Co. (publicly held), owns 100% of Mid-States Development. Filed July 29.

■ **KVLR(FM) Langdon, ND** (BTCH910801GM; 95.7 mhz; 3 kw; ant. 100 ft.)—Seeks transfer of control within Continental Broadcasting Inc. for \$6,500. Seller is Dana R. King, and has no other broadcast interests. Buyer is Scott Bornholdt, and has no other broadcast interests. Filed Aug. 1.

■ **KGLB-TV Okmulgee, OK** (BAPCT910805KF; ch. 44; 2996.8 kw-V; 559.4 kw-A; ant. 1,251 ft.)—Seeks assignment of CP from KGLB Television Inc. to Broadcasting Systems Inc. for \$10; Broadcasting Systems Inc. agrees to pay sellers 20% of all net revenues attributable to CP. Seller is headed by R.L. Hollis and James R. Brewer; Brewer has interests in KOL-AM-FM Okmulgee, OK. Buyer is headed by Kenneth Casey, and has no other broadcast interests. Filed Aug. 5.

■ **WKDY(AM) Spartanburg, SC** (BAL910802EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Charles P. Edwards to Associated Broadcasting Corp. for \$80,000. Seller has no other broadcast interests. Buyer is headed by Charles A. Brooks (70%), and is 25% stockholder of Professional Radio Inc., licensee of WNMX-FM Newberry, SC. Filed Aug. 2.

■ **WDSG(AM) Dyersburg, TN** (BAL910802EB; 1450 khz; 1 kw-U)—Seeks assignment of license from Robert Ward, administrator of the estate of Joann Ward to Dr Pepper/Pepsi-Cola Bottling Co. for \$21,000. Seller has no other broadcast interests. Buyer is headed by W.E. Burks (55.36%). Dr Pepper/ Pepsi Cola Bottling Co. of Dyersburg Inc., which is also licensee of WTRO(AM)-WASL(FM) Dyersburg, TN, intends to surrender its license for WTRO when this transaction closes. Filed Aug. 2.

■ **WGBA(TV) Green Bay and WEUX(TV) Chippewa Falls (La Crosse-Eau Claire), both Wisconsin** (WGBA: BALCT910717KG; ch. 26; 2,510 kw-V; 251 kw-A; ant. 1,229 ft.; WEUX: BAPCT910717KH; ch. 48; 640 kw-V; 64 kw-A; ant. 334.8 ft.)—Seeks assignment of license from Family Group Ltd. III, debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for \$7.6 million ("Changing Hands," Dec. 3, 1990). Principals in Aries sold their stock, and application is being filed requesting transfer to Aries reflecting new corporate structure. Sale includes WLAX(TV) La Crosse, WI ("For the Record," Aug. 12). Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Woltzky and Donald Clark. Buyer is headed by Clark and Martin, who each have 5% interest in and are two of five general partners of seller Family Group Ltd. III. Filed July 17.

Actions

■ **KRGO(AM) Fowler, CA** (BAPL910702EA; 1220 khz; 250 w-D)—Granted assignment of CP from Robert Hawks, Chapter 7 trustee, to KACARR Communications Inc. for \$130,000. Seller has no other broadcast interests. Buyer is headed by Raymond L. Carrasco (46.8%), and has no other broadcast interests. Action Aug. 13.

■ **KJDN(FM) Madera, CA** (BAPH900320GV; 107.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Madera FM Inc. to Patrick R. Ryan for no financial considerations (sale is transfer of CP for new FM). Seller is headed by Manuel Jimenez and has no other broadcast interests. Ryan has no other broadcast interests. Action Aug. 13.

■ **KADY-TV Oxnard, CA** (BTCCT910703KE; ch. 63; 1,782 kw-V; 513 kw-A; ant. 1,800 ft.)—Granted transfer of control from McGregor Holding Corp. (voting interest) and E-II Holdings (beneficial interest) to HBC Holdings Inc. for \$3.8 million. Seller has no other broadcast interests. Buyer is headed by John D. and Erica Trevor Huddy, husband and wife (each 50%). John Huddy is president and CEO of Riklis Broadcasting Corp., licensee of KADY-TV, and permittee of KBBL(TV) Big Bear Lake, CA. John and Erica Huddy are also president and program director, respectively, of KADY-TV. Action Aug. 16.

■ **KESP(AM) Santa Barbara, CA** (BAL910311EA; 1290 khz; 500 w-D, 122 w-N)—Granted assignment of license from Malcolm Morehouse, receiver, to Joyce Erway for \$15,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 15.

■ **WOOD-AM-FM Grand Rapids, MI** (AM: BAL910422GE; 1300 khz; 5 kw-U; FM: BALH910422GF; 105.7 mhz; 265 kw; ant. 810 ft.)—Granted assignment of license from United Artists Broadcast Properties to Holberg Partnership for \$10.5 million. Seller is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were their only broadcast properties. Buyer is president of radio division of group owner TAK Communications, which owns WJQY(FM) Fort Lauderdale (Miami), FL; KITV(TV) Honolulu; WKIO(FM) Urbana, IL; WGRZ-TV Buffalo, NY; WUSL(FM) Philadelphia; WOOW-TV Eau Claire; WXOW-TV La Crosse, WKOW-TV Madison and WAOW-TV Wausau, all Wis. Action Aug. 19.

■ **KBJJ(FM) Marshall, MN** (BALH910625HP; 107.1 mhz; 3 kw; ant. 242 ft.)—Granted assignment of license from Cd Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for \$350,000. Seller is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, ND; KOHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, HI. Dahl also has interests in WWTC(AM) Minneapolis. Buyer is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. Action Aug. 13.

■ **WZJY(AM) Mt. Pleasant, SC** (BTC910624EA; 1480 khz; 1 kw-D, 44 w-N)—Granted transfer of control from Magdalene Williams to Edward Lee Johnson; purchase agreement to be filed as amendment in near future. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 9.

■ **WLOD(FM) Loudon, TN** (BALH910415HG; 99.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Loudon Broadcasters Inc. to C-K Inc. for \$185,000. Seller is headed by Gene Chrusciel and Doyle F. Lowe, and is licensee of WLOD(AM) Loudon, TN. Buyer is headed by Eugene Chrusciel (50%) and Charles R. Ketron (50%). Chrusciel is president and 50% owner of assignor, Loudon Broadcasters Inc. Action Aug. 15.

■ **KTLE(AM) Tooele, UT** (BAL910628EA; 1010 khz; 50 kw-D)—Granted assignment of license from Thomas W. Mathis to Vida Spanish Broadcasting Inc. for \$30,000; station will remain silent while transfer is taking place. Seller has interests in KTLE-FM Tooele,

UT, and KBRV(AM)-KFIS(FM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. Buyer is headed by Maria S. Alaniz (33.3%), and has no other broadcast interests. Action Aug. 13.

■ **WISM(FM) Altoona, WI** (BAPH910610HH; 98.1 mhz; 6 kw; ant. 55 ft.)—Granted assignment of CP from Dri-Five Inc. to Alpenglow Communications Inc. for \$395,000. Sale includes WISM(AM) Eau Claire, WI ("For the Record," Aug. 12). Seller is headed by Dale G. Ganske. Buyer is headed by William T. Brooks and Clifford E. Brane, et al. Brooks and Brane own 55% and 45% of stock, respectively, of Brooks Broadcasting Inc., licensee of KARS-AM-FM Belen, NM. Action Aug. 9.

■ **WXCE(AM) Amery, WI** (BAL910701EC; 1260 khz; 5 kw-U)—Granted assignment of license from Monday Media Inc. to Murray O. Ritland for \$22,500. Seller is headed by Todd J. Garamella, and is licensee of KXLV(FM) Cambridge, MA. Garamella has interests in Garamella Broadcasting Co., licensee of KJJG(FM) Spencer, IA, and KSCR-AM-FM Benson, MN. Buyer has no other broadcast interests. Action Aug. 12.

NEW STATIONS

Applications

■ **Marquette, MI** (BPED910731MA)—Northern Michigan University seeks 91.5 mhz; 2 kw; ant. 42 m. Address: Cohodas Administrative University, Marquette, MI 49855. Principal is headed by Mr. Hugh E. Jarvis and 17 other board members. Northern Michigan University is licensee of WNMU-FM-TV Marquette, MI.

■ **Laramie, WY** (BPH910730MD)—Centennial Broadcasters seeks 104.5 mhz; 3 kw; ant. 290 m. Address: P.O. Box 90357, Atlanta, GA 30364. Principal is headed by Steven D. King and Daryl L. Fredine. Fredine is 24% stockholder in Baraboo Broadcasting Inc., licensee of WRPQ(AM) Baraboo, WI. Filed July 30.

Actions

■ **North Little Rock, AR** (BPH890209MB)—Granted app. of North Little Rock Broadcasting Ltd. for 101.1 mhz; 3 kw; ant. 100 m. Address: 121 Dexter Rd.,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
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.

North Little Rock, AR 72116. Principal has no other broadcast interests. Action Aug. 12.

■ **Orcutt, CA (BPH880620MB)**—Granted app. of Radio Representatives Inc. for 95.7 mhz; 3.39 kw H&V; ant. 277 m. Address: 2624 Ocotillo, P.O. Box 5457, Santa Maria, CA 93456. Principal is headed by N. James Patterson Jr., Sherwood H. Patterson, G. Daw Delgatty, Sharon A. Patterson and Myrlyn C. Patterson, and is permittee of KGDP(AM) Orcutt, CA, and KIDH(AM) Eagle, ID. N. James Patterson and Sharon Patterson own 50% of New Life Enterprises Inc., licensee of KIRV(AM) Fresno, CA. Action Aug. 13.

■ **Oxnard, CA (BPH880505NB)**—Granted app. of Kext Broadcasters Inc. for 102.1 mhz; 3 kw H&V; ant. 100 m. Address: 1025 N. Oxnard Blvd., Ste. 7, Oxnard, CA 93030. Principal is headed by Mario M. Ramirez and Alfredo L. Pascencia, and has no other broadcast interests. Action Aug. 12.

■ **Santa Rosa, CA (BPED890111MB)**—Granted app. of Rural California Broadcasting Corp. for 91.1 mhz; .17 kw; ant. 223 m. Address: 5850 Labath Ave., Rohnert Park, CA 94928. Principal is headed by Lounibos Leroy, and has no other broadcast interests. Action Aug. 13.

■ **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. 5.

■ **Copeland, KS (BPED880823MA)**—Granted app. of Great Plains Christian Radio Inc. for 99.1 mhz; 100 kw; ant. 293 m. Address: 218 E. Carthage, P.O. Box 370, Meade, KS 67864. Principal has no other broadcast interests. Action Aug. 12.

■ **Copeland, KS (BPH880825OC)**—Granted app. of Sound Broadcasting Inc. for 98.1 mhz; 100 kw H&V; ant. 240 m. Address: 37 Martin St., Rehoboth, MA 02769. Principal is headed by Dana J. Puopolo, and has no other broadcast interests. Action Aug. 12.

■ **Liberal, KS (BPH901116MC)**—Granted app. of Alpha Broadcasting Inc. for 105.1 mhz; 50 kw; ant. 150 m. Address: 2250 N. Rock Rd. #121, Wichita, KS 67226. Principal is headed by David Brace and Fred Samuelson. Brace is president of New Life Fellowship Inc., non-profit corp., which is licensee of non-commercial educational KGAM(FM) Wichita, KS (see Minneapolis, KS, below). Action Aug. 13.

■ **Minneapolis, KS (BPH900829MD)**—Granted app. of Belinda S. Ohlmeier for 92.7 mhz; 6 kw; ant. 100 m. Address: 2734 Colonial, Apt. A-4, Hays, KS 67601. Principal has no other broadcast interests. Action Aug. 13.

■ **Minneapolis, KS (BPED900830MA)**—Dismissed app. of New Life Fellowship Inc. for 92.7 mhz; 6 kw; ant. 100 m. Address: 5015 E. 29th St., Wichita, KS 67220. Principal is headed by David G. Brace, and is licensee of non-commercial KGAM(FM) Wichita, KS. Action Aug. 13.

■ **Minneapolis, KS (BPH900831MH)**—Granted app. of Rebecca S. Hoeflicker for 99.1 mhz; 100 kw; ant. 293 m. Address: 218 E. Carthage, P.O. Box 370, Meade, KS 67864. Principal has no other broadcast interests. Action Aug. 12.

■ **Dennysville, ME (BPH880720MJ)**—Granted app. of Brian E. Lamont for 102.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 373, Presque Isle, ME 04769. Principal is 10% shareholder of Four Season Communications Inc., licensee of WFST(AM)-WDHP(FM) Caribou-Presque Isle, ME. Action Aug. 12.

■ **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 for 100.5 mhz; 3 kw (H&V); ant. 100 m. Address: 1051 Fremont NW, Grand Rapids, MI 49504. Principal is assistant VP of Furniture City Broadcasting Corp., licensee of WFUR-AM-FM Grand Rapids, MI. Action July 31.

■ **Hampton, NH (BPH880505OY)**—Granted app. of Jane E. Newman for 102.1 mhz; 3 kw H&V; ant. 100 m. Address: P.O. Box 280, North Hampton, NH

03862. Principal has no other broadcast interests. Action Aug. 12.

■ **New Durham, NH (BPED880406MO)**—Granted app. of Morning Star Academy for 91.7 mhz; .3 kw H&V; ant. 151 m. Address: 289 Portland St., Rochester, NH 03867. Principal is headed by Sharon E. Malone, and has no other broadcast interests. Action Aug. 9.

■ **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.

■ **Middletown, NY (BPED890427MA)**—Granted app. of WAMC for 91.7 mhz; .75 kw; ant. 208 m. Address: 318 Central Ave., Albany, NY 12206. Principal is headed by David A. Galletly. Action Aug. 15.

■ **Montauk, NY (BPH890921NF)**—Granted app. of Women Broadcasters Inc. for 94.9 mhz; 3 kw; ant. 38 m. Address: 235 E. 73rd St., Apt. 9A, New York, NY 10021. Principal is headed by Gail Trell Barker, and has no other broadcast interests. Action Aug. 12.

■ **Bismarck, ND (BPH910708MC)**—Returned app. of J.B. Broadcasting Inc. for 101.5 mhz; 100 kw; ant. 351 m. Address: 23 Brookwood Ct., Princeton, NJ 08540. Principal is headed by Barbara Kelly and James L. Primm, and has no other broadcast interests. Action Aug. 15.

■ **John Day, OR (BPED901123ME)**—Granted app. of Life Broadcasting Inc. for 91.9 mhz; 1.5 kw; ant. 33 m. Address: 301½ E. Main St., John Day, OR 97845. Principal is headed by Timothy D. Willey, and has no other broadcast interests. Action Aug. 12.

■ **Medford, OR (BPED901029MB)**—Granted app. of First Baptist Church of Medford Inc. for 91.7 mhz; 1.252 kw; ant. -155 m. Address: Grace Christian School, 649 Crater Lake Ave., Medford, OR 97504. Principal is headed by Conrad Morse, and has no other broadcast interests. Action Aug. 9.

■ **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 Nancy Lee 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; 6 kw; ant. 100 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.

■ **Davenport, WA (BPH890206MB)**—Granted app. of Davenport Radio Partnership for 102.5 mhz; 3 kw; ant. 22 m. Address: P.O. Box 4010, Opelika, AL 36803. Principal is headed by John R. Neuhoff Jr., who has interests in Eastern Media Inc., licensee of WESO(AM)-WQVR(FM) Southbridge, MA. John R. Neuhoff Sr., his father, has interests in Eastern Broadcasting Corp., which through subsidiaries has interests in WWAZ(AM)-WFMB(FM) Springfield and WTAD(AM)-WQCY(FM) Quincy, both Illinois; WEST(AM)-WLEV(FM) Easton, WRKZ(FM) Elizabethtown and WRSC(AM)-WQWK(FM) State College, all Pennsylvania; all of Eastern Broadcasting's stations have been sold to TMZ Broadcasting Co. pending FCC approval. Action Aug. 12.

FACILITIES CHANGES

Applications

AM's

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

■ **Dunedin, FL WGUL(AM) 860 khz**—Aug. 8 application for mod. of CP (BP900802AD) to add augmentation to daytime and nighttime patterns.

■ **Chicago WLUP(AM) 1000 khz**—Aug. 12 application for CP to correct coordinates 41 49 04N 87 59

17W.

■ **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 KAOX(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.

■ **Westland, MI WNZK(AM) 690 khz**—Aug. 8 application for mod. of CP (BP871116AF) to modify nighttime augmentation value of 63 degrees (T).

■ **Winston-Salem, NC WSMX(AM) 1500 khz**—Aug. 6 application for CP to reduce day power to 1 kw and change daytime directional pattern.

■ **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.

■ **Gloucester, VA WXGM(AM) 1420 khz**—Aug. 9 application for mod. of CP (BP910328AC) to reduce day power to 740 watts and make changes in antenna system.

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).

■ **Greenfield, CA KSUR-FM 99.5 mhz**—Aug. 5 application for CP to change ant.: 195 m.; change ERP: 30 kw H&V.

■ **North Highlands, CA KEBR-FM 89.3 mhz**—Aug. 6 application for mod. of CP (BPED861023MF) to change main studio location.

■ **Ojai, CA KKUR(FM) 105.5 mhz**—Aug. 9 application for CP to change ERP: .327 kw H&V.

■ **San Jacinto, CA KWRP(FM) 96.1 mhz**—Aug. 9 application for CP to change ant.: 458 m.; TL: approximately 5.1 km N of San Jacinto, CA.

■ **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.

■ **Key Largo, FL WZMQ(FM) 103.9 mhz**—July 25 application for mod. of license to increase ERP: 6 kw H&V (pursuant to Docket #88-375).

■ **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 ant.: 227 m.

■ **St. Simons Island, GA WPFI(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 kw H&V; ant.: 54 m.; other: correct coordinates: 32 53 48N 85 09 24W.

■ **Pekin, IL WBNH(FM) 88.5 mhz**—Aug. 5 application for CP to change ERP: 7 kw H&V.

■ **Decatur, IN WQTZ(FM) 92.7 mhz**—Aug. 5 application for CP to change ER: 13.4 kw H&V; ant.: 137 m.; change TL: S side of Monroeville Rd., 275 m E of Franke Rd., 3.9 km NE of Hoagland, IN, change to channel 286B1, install DA (per docket #88-284).

■ **Perry, IA KDLS-FM 104.9 mhz**—Aug. 12 application for CP to change ant.: 86 m.

■ **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. Application is to correct information on file dating from 1949; no actual construction is proposed.

■ **Fort Knox, KY** WASE(FM) 105.5 mhz—Aug. 9 application for mod. of CP (BPH8909291B) to change ERP: 3.6 kw H&V; change ant.: 127 m.; change from DA to non-DA.

■ **St. Matthews, KY** WRKA(FM) 103.1 mhz—Aug. 13 application for CP to change ERP: 6 kw H&V; ant.: 95 m.

■ **Alexandria, LA** KWQI(FM) 93.9 mhz—May 3 application for mod. of CP (BPH871203NG) to change ERP: 6 kw H&V; change TL: at W end of Duhon Lane, Alexandria, Rapides Parish, LA.

■ **Howland, ME** WPVM(FM) 103.9 mhz—July 01 application for mod. of CP (BPH881201MI) to change ERP: 53.15 kw H&V; change ant.: 468 m.; TL: atop Passadumkeag Mountain, 6 mi SE of Burlington, ME (Penobscot Cty.); adjacent WHCF(FM), change to class C3 (per docket #90-539).

■ **Kennebunk, ME** WJIB(FM) 99.3 mhz—Aug. 12 application for mod. of CP (BPH850712RK) to change TL: 220 m N of Rte. 9, 0.9 km SW of Clock Farm Corner, Township of Kennebunkport, ME: 43 24 16N 70 26 15W.

■ **Duluth, MN** WNCB(FM) 89.1 mhz—Aug. 7 application for CP to change ERP: 2.4 kw H&V; change freq: from 89.1 to 89.3 mhz; change to class C3.

■ **Winona, MN** KSMR(FM) 92.5 mhz—Aug. 5 application for CP to change ERP: .004 kw H&V; ant.: 43 m.; change TL: Saint Mary's College; Terrace Heights, Winona.

■ **Willard, MO** KZDC(FM) 100.5 mhz—Aug. 8 application for mod. of CP (BPH880126OI) to change ERP: 50 kw H&V; change ant.: 150 m.; TL: .72 km SE of intersection of County Roads 14-9 and 14-10, Polk Township, MO.

■ **Liberty, NY** WVOS-FM 95.9 mhz—Aug. 13 application for CP to change ERP: 6 kw H&V; ant.: 100 m.

■ **New Lexington, OH** WJWM(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).

■ **Pittsburgh** WHTX(FM) 96.1 mhz—Aug. 8 application for CP to change ERP: 43.7 kw H&V; ant.: 159 m.

■ **West Columbia, SC** WSCQ(FM) 100.1 mhz—Aug. 2 application for CP to change antenna supporting-structure height.

■ **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.

■ **Livingston, TN** WXKG(FM) 95.9 mhz—Aug. 13 application for mod. of CP (BPH9003091B) to change ERP: 11.96 kw H&V; change to class C3 (per docket #90-126).

■ **Robstown, TX** KROB-FM 99.9 mhz—July 23 application for mod. of CP (BPH870326IC as mod.) to make changes: Modification of directional antenna pattern.

■ **Santa Fe, TX** (no call letters) 90.5 mhz—July 29 application for mod. of CP (BPH890405MA) 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 (BPH9009111C) 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.

■ **Vinton, VA** WWFO(FM) 106.1 mhz—Aug. 7 application for mod. of CP (BPH880427MA) to change transmitter site.

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

■ **Waunakee, WI** (no call letters) 105.1 mhz—Aug. 1

application for mod. of CP (BPH881212MB) to change ERP: 3.8 kw H&V; change ant.: 74 m.

TV's

■ **Lewiston, ME** WFLA(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 application 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, AL; reduce day power to 600 watts and make changes in antenna system 31 54 30N 85 09 51W.

■ **Rancho Mirage, CA** KCPC(AM) 1200 khz—Aug. 12 application (BMP900405BK) granted for mod. of CP (BP811015AC as mod.) to make changes in antenna system and change TL: 3.9 km NW of Ramon Rd. on Varner Rd., Thousand Palms, CA: 33 50 35N 116 25 39W.

■ **Southbridge, MA** WESO(AM) 970 khz—Aug. 14 application (BP891221AC) granted for CP to add night service with 500 watts; increase day power to 500 watts; install DA-1 and make changes in antenna system.

■ **Bismarck, ND** KBMR(AM) 1130 khz—Aug. 8 application (BMP891030AC) granted for mod. of CP (BP870106AD) to make changes in antenna system.

■ **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

■ **Prescott Valley, AZ** KIHx-FM 106.3 mhz—Aug. 6 application (BPH9102191B) granted for CP to change freq: 106.3 mhz; change ERP: 3.715 kw H&V; change ant.: 492.5 m.; TL: 7.5 mi SW of Prescott, AZ; class: C2 (per docket #88-597).

■ **Wickenburg, AZ** KTIM-FM 105.5 mhz—Aug. 7 application (BPH9012071A) granted for CP to change ERP: 6 kw H&V.

■ **Fort Walton Beach, FL** WJUS(FM) 96.5 mhz—Aug. 13 application (BMPH9007231G) granted for CP to change ant.: 300 m.; change TL: 1.2 km W of State Rte. 189, 5.8 km at 208.7 from Baker in Okaloosa County, FL; class: C (per docket #89-362).

■ **Naples, FL** WBPT(FM) 89.5 mhz—Aug. 2 application (BMPED9107111B) 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 5 application (BPH9103061B) 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 (BMPH9107151A) 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, GA.

■ **Newton, IL** WIKK(FM) 103.5 mhz—910401 application (BMPH9104011B) granted for mod. of CP

(BPH880727MI) to change TL: 2.3 km from Newton, IL, at bearing of 90 degrees. 38 59 23N 88 11 19W.

■ **Rockford, IL** (no call letters) 88.3 mhz—July 29 application (BMPED9106071I) granted for mod. of CP (BPE850909MA) to change ERP: 5.4 kw H&V; ant.: 99 m.; class: A (per docket #87-158).

■ **Seymour, IN** WQKC(FM) 93.7 mhz—July 8 application (BMPH9107091E) returned for mod. of CP (BPH8703021G) 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).

■ **Elizabethtown, KY** WQXE(FM) 100.1 mhz—Aug. 14 application (BPH9104151F) granted for CP to change freq: 98.5 mhz; change ERP: 1.90 kw H&V; ant.: 179 m.; change to channel 253 (per docket #88-31).

■ **Grayson, KY** WUGO(FM) 102.3 mhz—Aug. 14 application (BPH9008171A) granted for CP to correct coordinates of record.

■ **Topsham, ME** WLLB(FM) 95.5 mhz—Aug. 12 application (BMPH9003091F) granted for mod. of CP (BPH860507PX) to change TL: Southside of River Rd., 1 mi W of 195.

■ **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 (BPH9104251C) 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 (BPH9010181A) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.

■ **Flint, MI** WFBE(FM) 95.1 mhz—Aug. 2 application (BMPH9010171F) 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 (BMPH9102281C) 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 (BPH9102261E) granted for CP to change ERP: 25 kw H&V; HAAT 100 m.; TL: .5 mi S of Hwy. 442 Sec. 7, MS; class: C3.

■ **Springfield, MO** KWFC(FM) 89.1 mhz—Aug. 9 application (BPE9008091B) granted for CP to change ERP: 100 kw H&V; ant.: 112 m.

■ **Newark, NJ** WHTZ(FM) 100.3 mhz—July 31 application (BPH9101171B) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York** WNCN(FM) 104.3 mhz—Aug. 2 application (BPH9101161B) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York** WXRK(FM) 92.3 mhz—Aug. 5 application (BPH9101161H) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York** WSKQ-FM 97.9 mhz—Aug. 5 application (BPH9101161I) granted for CP to change ERP: 6 kw H&V; change ant.: 415 m.

■ **New York** WNEW-FM 102.7 mhz—Aug. 5 application (BPH9101161E) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York** WLTW(FM) 106.7 mhz—Aug. 5 application (BPH9101161F) granted for CP to change ERP: 6 kw H&V; ant.: 415 m.

■ **New York** WQXR-FM 96.3 mhz—Aug. 5 application (BPH9101161G) 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 (pursuant to docket #88-375).

■ **New Bern, NC** WZYH(FM) 94.1 mhz—Aug. 6 application (BMPH9101251C) 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.

■ **Windsor, NC** WDRP(FM) 98.9 mhz—Aug. 9 application (BMLH900418KC) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Meyersdale, PA** WQZS(FM) 93.3 mhz—Aug. 13 application (BMPH910604ID) granted for mod. of CP (BPH880808MP) to change ERP: .63 kw H&V; ant.: 294 m.; TL: E side of N Wolf Rock Rd., .3 km NW of intersection with State Rte. 55008 in Elk Lick Township, PA.

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

■ **Hormigueros, PR** WBOZ-FM 92.1 mhz—June 26 application (BPH910523IA) returned for CP to change ERP: 6 kw H&V.

■ **Surgolinsville, TN** WEYE(FM) 104.3 mhz—Aug. 13 application (BPH910412IB) granted for CP to change ERP: 4.4 kw H&V.

■ **Monahans, TX** KGEE(FM) 99.9 mhz—Aug. 12 application (BPH910402IC) granted for CP to change ERP: 98.4 kw H&V; change ant.: 175 m.; other:

replace existing FM Broadcast antenna system with new Harris ERI-FMH-10-AC antenna system and add Beam Tilt.

■ **Wheeler, TX** KPDR(FM) 90.5 mhz—Aug. 12 application (BPED900806MH) granted for CP to change ERP: 10 kw H&V; ant.: 147 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).

■ **Platteville, WI** WKPL(FM) 107.1 mhz—Aug. 12 application (BMLH900820KI) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

TV's

■ **Castle Rock, CO** KWHD(TV) ch. 53—Aug. 16 application (BPCT910613KF) granted for CP to change ant.: 193 m; change TL: 5,000 kw H&V; antenna: Harris TWSC-20BP(DA)(BT).

■ **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.

■ **Lake Charles, LA** KVHP(TV) ch. 29—Aug. 16 application (BMPCT900730KZ) granted for mod. of

CP (BPCT880316KE) to change ERP: 2,507 kw (vis); antenna: BASC SC-28M-T(DA)(BT).

■ **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.

ACTIONS

■ **Solicited comment** on whether FCC should continue to exempt television satellite stations from national multiple ownership rule. Comments are due Oct. 10, replies Oct. 25. (MM docket 87-8 by Second NPRM [FCC 91-247] adopted Aug. 1 by Commission.)

■ **Oroville, CA** Denied joint request by Golden Eagle Communications, Inc., and Golden Feather Broadcasting Corporation, for review of decision by Mass Media Bureau which denied Golden Eagle's request for an extension of time to construct station KCEO-TV, canceled its construction permit, and deleted call sign. (Report MM-569, Mass Media Action Aug. 12, 1991, by Memorandum Opinion and Order [FCC 91-264].)

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RADIO

HELP WANTED MANAGEMENT

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).

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.

GSM—Hands-on, aggressive, self starter with team leading experience wanted for Oklahoma major Class C FM station. 5 years experience desired. Salary commensurate with experience. EOE. Reply Box P-1.

KNAC is seeking an experienced radio general sales manager with strong management skills and a proven track record. Major market background and ability to train and motivate a ten member sales staff required. Resumes to: Gary Price, President/General Manager, KNAC, 100 OceanGate, Suite P-70, Long Beach, CA 90802. No calls. EOE.

Florida medium market needs general sales manager. Beautiful market. Excellent opportunity. Successful applicant must lead by example. EOE. Box P-2.

HELP WANTED SALES

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.

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.

HELP WANTED NEWS

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.

"Free skiing" New England Ski Areas Council needs two full-time seasonal broadcasters for ski reporting network. Must be prepared to ski 30-100 days/season. Heavy deadline pressure; no rookies. Mature writer willing to learn necessary style. Good salary, paid vacation, all skiing paid for. Send T&R to: NESAC, 10 Cox Rd., Woodstock, VT 05091. Telephone 802-457-3123. EOE.

Reporter: NPR affiliate seeks energetic, creative reporter to round out four person news department. Bachelor's degree in Broadcasting. Communications or Journalism plus minimum one year professional experience. Responsible for writing, editing and producing long-form news reports in NPR style. Performs general reporting assignments and delivers local news. \$20,000+ and excellent university benefits. Send audition tape (not returnable), two copies of resume, and three references to: Personnel Administration #SW-0081, 101 Annex, University of Utah, Salt Lake City, UT 84112. EOE/AA.

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.

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.

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.

Ownership objective: Prefer Southern New England. Will make immediate investment, work with you, then finalize the arrangement upon your retirement. 508-588-7600.

Profit opportunity. GSM, large Southern market FM, looking for equity possibilities. Seller assisted buy in-buy out or similar deal. Strong management background—strongest in sales and sales management. Need help with a problem property? Considering a sale? Tired of the hassle? Let's talk. Market size secondary. Box P-3.

Self motivated, successful GSM, CRMC. San Francisco based. Seeks new opportunity. Twenty solid years, great track record including experience with network station, news, talk, sports, music, AM/FM, consulting. New business development and event marketing expert. Unique ability hiring, training, motivating sales talent. Wrote the "book" in the West for category selling. NAB/RAB convention speaker. Prior owner/operator. Let's talk. Call Jack at 415-456-9722.

Dark radio station returned to air and positive operating billing achieved in four months. Positive cash certain in six months of turn-on. Thoroughly devastated TV. Went into project with billing and collections at 40% of operating expenses. Positive billing and receipts achieved in seven months. Billing and collections at approximately 240% of operating expenses at end of project (11 months). Also selection of key personnel. Former radio owner. Eight year president-general manager of station taken from serious problems to sale at 2½ times purchase price. I identified buyer. Seeking position with a group of ongoing projects, or small to medium management position with option to purchase. Telephone 704-487-1589 to explore possibilities.

The complete package. 14 year vet. management, sales, promotion, available now! Will relocate, all areas. Call Tom 413-773-8836.

SITUATIONS WANTED SALES

Sales — announcer. Good all around broadcaster. Plenty sales experience. Now retired wants to return. Prefer Country, MOR, Oldies. Reply Box P-4.

SITUATIONS WANTED ANNOUNCERS

Midwest — Over twenty years experience, with solid references. Prefer Country or Easy Listening. Wide news background. Airwork and writing. Present employer best references. 1-507-334-6678.

SITUATIONS WANTED TECHNICAL

Top 100 markets only, looking for chief's position. You will get high integrity routine audio and transmitter maintenance. If I cannot do excellent maintenance nobody can. Experienced all phases—high power AM directional and high power FM, plus super audio, 20 year veteran. Reply Box P-5.

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. 813-849-3477.

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. 813-849-3477.

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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.

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 systems manager: Midwest Fox affiliate seeks experienced Columbine manager to direct a staff of four. This key position combines the coordinating of station programming 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.

Sales manager needed for Fox affiliate; top 75 market. Qualified candidate must have management experience with local and national sales. Upside potential to GSM. Send resume, salary history to Box P-7. EOE.

General sales manager: WRDW-TV has an immediate opening for an aggressive, experienced sales manager. If you enjoy a highly competitive market and enjoy sales training, you may be the right person for this challenging position. Our sales staff is supported by Ron Steiner and The Marketing Communications Group. Send resume to Bill Evans, WRDW-TV 12, Drawer 1212, Augusta, GA 30913-1212. EOE.

Accounting manager for small market affiliate in sunny southwest. Requires knowledge of broadcast accounting, human resources, budgeting, Lotus 1-2-3. Salary and benefits commensurate with experience. Send resume with qualifications and references. All replies confidential. Reply to Box P-6. EOE.

HELP WANTED SALES

TV/radio Southeast sales position. Immediate opening with broadcasting's oldest media/merchandising/sales promotion firm (38 years). TV/radio sales experience required. Full-time travel (Mon.-Fri.). Draw against generous commission. Resume and recent picture to: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Local account executive: WEVV-TV Fox 44, Evansville, IN is looking for Mid-Western, experienced account executives. New business development skills, sales promotion knowledge a must. Send resume and salary history to Andy Dix, WEVV-TV, 44 Main Street, Evansville, IN 47708. EOE.

Advertising salesperson: Bright, young professional with media experience wanted to sell advertising spots for new cable service to start in late fall. Related experience with New York contacts preferred. Contact James Ostrove 212-627-5522, 10 a.m.-5 p.m. EOE.

HELP WANTED TECHNICAL

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.

Videographer/editor: Houston Public Television seeks conscientious, creative individual possessing strong technical skills and a proven track record in electronic field production. BA/BS degree in Telecommunications and four years hands-on experience in broadcast TV emphasizing EFP, ENG and post production required. Additional studio experience a plus. Salary \$27,000/yr. Resumes w/references, equipment list and sample reel to: Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline 9/23/91. KUHT-TV/University of Houston is an equal opportunity employer.

Honolulu, Hawaii engineering manager needed for leading network affiliate. Successful candidate will lead the planning, installation and maintenance group; no operations. Bachelor's degree or equivalent experience required. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. 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.

Southeast NBC affiliate looking for right person to complement male co-anchor. Must possess strong news judgment and team leadership. Reporting and community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

Television sports reporter-Flushing: Report on sports for Chinese language TV; gather & analyze sports news; interview personalities; organize & write sports news; give reports on TV. Bachelor's in Journalism, Mass Media or Physical Education + 3 yrs in job req. Must speak/read/write Mandarin Chinese fluently, have good voice & be comfortable on "air." Reporting must have included kung fu, ping pong, kick-boxing & shuttlecock. 40 hr/wk (10am-6pm); \$32,870/yr. Send resume or letter in duplicate to CJ#108, Rm 501, One Main St., Brooklyn, NY 11201.

News director: Major sunbelt market seeking experienced professional with track record of proven success in a major market. Must be a good leader and motivator and meet high journalistic, programming and rating standards. Send resume and detailed description of news and management philosophy to Box P-8. EOE.

News director: Seek experienced, dynamic professional to develop and lead a West Coast NBC affiliate news staff. Require a minimum of three years experience as news director or assistant news director and strong, hands-on managerial and administrative skills. If you are a skilled TV news pro with superior people skills, and want to work for a top-rated station, send your resume/salary requirements to: General Manager, KSBW-TV, PO Box 81651, Salinas, CA 93912. No phone calls, please. EOE.

2 reporter openings at NBC affiliate. College degree and/or experience preferred. Anchoring and meteorological skills would be helpful. Send non-returnable tape and resume to Terry Reeves, News Director, WPSD-TV, 100 Television Lane, Paducah, KY 42003-5098. EOE. M/F.

Weekend sports anchor/reporter: Responsible, creative self-starter for Florida ABC affiliate. 2 years experience. Resume, references, non-returnable tape to: Dan Shugart, Sports Director, WEAR-TV, 4990 Mobile Hwy., Pensacola, FL 32506. No phone calls. EOE.

News editor: Creative fast editor needed to work full-time at top 25 network affiliate. Minimum 2 years experience editing news. Please send tape and resume to: Tim Clune, Chief Photographer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

We are looking for a M/F weather person. Meteorology degree and experience preferred, but not required. Please send resume and nonreturnable tape to Dennis Fisher, News Director, KQTV, PO Box 6247, St. Joseph, MO 64506. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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.

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.

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.

Producer: NYC, plans program production; coordinates work of personnel engaged in writing, directing and producing programs in Chinese and English for int'l markets; evaluates and suggests changes in script; establishes budget; researches and analyzes background materials in Chinese and English; reviews translation; oversees recording of voice-over dialogue; hires key production staff members. 40 hr/wk; \$615.00/wk. Requirements: Fluent in Chinese and English (spoken and written); M.A. in Mass Communications and 2 yrs exp. in the job offered or 2 yrs related exp. as a camera operator, editor, director or teacher in program production. Send resume or letter in duplicate to CJ-109, Rm 501, One Main Street, Brooklyn, NY 11201. EOE.

TV executive producer: All News Channel seeks creative person to manage daily program production. Applicant should possess excellent journalism skills and solid management ability. Creativity and innovation will be required on a daily basis. For consideration submit resume, no calls please, to: Steve Johnson, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

Director/producer: Minimum 4 years professional experience in TV documentary/industrial productions. Proposal writing experience necessary. Excellent growth opportunities. Willing to relocate to sunny Florida. Send resume and salary expectations to: Promosystems, Inc., 1211-A Hamlet Avenue, Clearwater, FL 34616. EOE.

Graphic designer: WTVT, the #1 news station in Tampa, FL, is looking for a highly motivated, experienced paintbox artist. Responsible for most daily news and promotion graphics. Must be able to work well under pressure and deadlines. Quantel Paintbox experience preferred. Other TV experience helpful. Send tape and resume to: Artie Scheff, Director of Creative Services, WTVT, 3213 W. Kennedy Blvd., Tampa, FL 33609. EOE.

Promotion writer/producer: Philadelphia's WPVI-TV, a Capital Cities/ABC, Inc. owned station, is looking for an experienced writer/producer with a proven track record of success. Candidates must be extremely creative with outstanding writing skills, hands-on editing experience essential, and complete knowledge of post-production. Send tape with resume (no calls) to William Burton, Director of Promotion and Station Advertising, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Creative services manager. Aggressive growing Fox affiliate needs dynamic, energetic, organized and creative person. Market covers five states and is a marketing challenge. Big Kids Club, live sports productions, News in 92, and great programming are there for the right person! Fax resume and send tape (no calls) to Steven Engles, KBSI-TV, 806 Enterprise, Cape Girardeau, MO 63701. Fax 314-334-1208. EOE.

WNYC-TV: Executive in charge of production. Experienced individual needed to supervise all phases of the implementation, production & post production of WNYC-TV programs. Will also be responsible for developing budgets & monitoring show costs. Requirements include a BA Degree and five yrs. TV production and administration experience. Public television experience preferred. Excellent managerial, administrative & organizational skills required. If interested, please send resume along with salary requirements to WNYC—Personnel, Dept 13T, 1 Centre Street, 26th Floor, New York, NY 10007. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced television troubleshooting general manager. Call 817-465-1540. I will return your call.

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

News/entertainment reporter. Former NYC TV operations engineer with 12 yrs. experience as technical director, tape editor, cameraman, etc., seeking transition to news. Radio DJ/news and magazine copywriting experience. College newspaper and cable TV news show experience. Recent TV/Journalism grad (returned to college full-time for three years). Call Barry 718-636-5240.

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

Eleven year TV news veteran and Emmy award winning anchor/reporter seeks news director/anchor position in small market. Experienced in all aspects of TV news including: assignments, producing, budgeting and supervision. Willing to make extended commitment. Andy 205-423-6271.

SITUATIONS WANTED PROGRAMMING 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.

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 TECHNICAL

Assistant director, photography, radio and TV The Department of Photography, Radio and Television. Bachelor's of Fine Arts degree preferred in Film or closely related academic major or equivalent professional experience required. Minimum of five years experience as a professional producer/editor/writer required. Technical expertise must include audio, computer editing, multi-camera video switching and radio production. Demonstrated competence in the use of such video equipment as Sony DXC3000, 730 cameras. Sony SEC2000 switchers and Chyron Character generators required. Must have sufficient knowledge and skills to perform routine maintenance and minor repairs on highly technical electronic equipment. Submit a letter of application and resume (resume only - no tapes) by September 13, 1991 to: Stephen C. Wood, Search Committee Chair, Position #231011, The University of Rhode Island, PO Box G, Kingston, RI 02881. An affirmative action/equal opportunity employer.

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 job search. Free information. Write: Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

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.

Wanted: used Harris or B.E. FM transmitter 25 KW-35 KW in good working condition. Call 818-764-5100, fax 818-982-8484.

300/400 ft 24" or larger tower, on ground, Southeast, 3 to 6 bay FM capable returning to 100.3. 803-854-2671.

Need today, Microwave, Klystrons, and other good used television equipment. 615-238-4200. Pauza Company.

We buy & sell used radio format & news satellite receivers, Wegener, S/A, Fairchild. Need Unistar Country, AM only, Oldies, Format 41, CNN, news & sports SCPC & others. Satellite Systems 719-634-6319 fax 719-635-8151.

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 & retuned to customer's specs. w/FX-30. Transcom Corp., 800-441-8454. 215-884-0888. Fax 215-884-0738.

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 50000D, 50KW (1976). Transcom Corp., 800-441-8454, 215-884-0888, fax 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), 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.

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.

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.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

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

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

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen. 303-786-8111.

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

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

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

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

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.

Quantel Harriet system. Want to buy complete set-up in good condition. Contact Mr. Scott at 804-253-0050.

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.

5KW CSI-FM transmitter, spares, currently in service 6 KW Class A. Granted 25KW upgrade. Available 90 days. \$12,000. 803-854-2671.

Microwave, 2-GHZ, agile, potent system! Perfect! Save half! 615-238-4200. Pauza Company.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

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WGTN-FM 100.9/WGTN-AM 1400
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THURSDAY, SEPTEMBER 26, 1991
AT 12:00 NOON

Location of Auction: Days Inn Hotel, 210 Church Street,
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Includes: Real property, certain F.C.C. broadcasting
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Finance arrangements must be completed at least 7 days
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Inspection: September 26, 1991 from 9:00 to 11:00 a.m. at
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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 (information only).

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.

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.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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FATES & FORTUNES

MEDIA



DeNiro

Allan J. DeNiro, president, The Atlanta Management Group Inc., joins Turner Broadcasting System Inc., Atlanta, as corporate VP, human resources.

Chuck DuCoty, VP-station manager, WYYY(FM) Baltimore, joins co-

owned WISN(AM)-WLTQ(FM) Milwaukee as GM.

Paul Jacobs, VP-GM, WDFX(FM) Detroit, joins Jacobs Media consulting firm, Southfield, Mich., as GM.

Tom Marshall, program director, WYNF(FM) Tampa, Fla., joins WKLQ(FM) Holland, Mich. (Grand Rapids), as operations manager.

Matt Mills, president, radio division, Adams Communications, rejoins WPRD(AM)-WMGF(FM) Orlando, Fla., as president and GM.

Shell Storrer, senior VP-GM, Harron Communications Corp., WKTU(TV) Utica, N.Y., retired.

Tom Watson, VP-general sales manager, WTMV(TV) Lakeland, Fla., joins WTTA(TV) St. Petersburg, Fla., as GM.

Appointments at Hall Communications Inc., Norwich, Conn., owners of five AM's and five FM's: **Arthur J. Rowbotham**, VP-GM, WONN(AM)-WPCV(FM) Lakeland, Fla., elected president of corporation, succeeding **Robert Hall**, CEO and chairman of board.

SALES AND MARKETING

Susan Bell Rowe, senior VP, associate director, network programming, Backer Spielvogel Bates Inc., New York, named senior VP, associate director, national broadcast.

Denice Dudley, financial assistant, The Haworth Group independent media services, Minneapolis, named accountant/PC applications specialist. **Kim Haselwander**, assistant buyer, The Haworth Group, named broadcast buyer.



Donovan

Jerry Donovan, general sales manager, KHOW-AM-FM-TV Denver, joins KMOX(AM) St. Louis in same capacity.

Russell Postell, national sales manager, KPIX(TV) San Francisco, named local sales manager.

Robert Holtzer, Miami market specialist, NBC-TV, New York, joins WSVN(TV) there as local sales manager.

Ted Rudolph, director of advertising sales, Home Sports Entertainment, Houston, named VP, advertising sales.

Appointments at WQNA-AM-FM Albany, N.Y.: **John Shea Jr.**, senior account executive, WTEN(TV) Albany, N.Y., named general sales manager; **Ann M. Madeo**, from Marino Advertising, and **Michael Snyder**, air personality and live remote coordinator, named account executives.

Peter F. Ryan, executive VP, Harrington Righter & Parsons Inc. TV station rep, elected president, succeeding **John J. Walters**, named chairman.

Michelle Robinson, VP, director of sales, McGavren Guild Radio, Seattle, appointed to McGavren Guild Radio board. **Brian Knox**, director of sales, Major Market Radio, New York, named VP, director of sales, Detroit, and **Greg Obata**, director of sales, Major Market Radio, Los Angeles, named VP, director of sales.

Michael Lax, sales assistant, Adlink, Los Angeles, named account executive.

Heike Flood, member, account management department, Ovation Marketing Inc., La Crosse, Wis., named project management director.

Gail Mahoney, from Jones Intercable, Kenosha, Wis., joins KBJR-TV Superior, Wis. (Duluth), as account executive.

Barbara Peckett, GM, WPRD(AM)-WMGF(FM) Orlando, Fla., named general sales manager.

Louis Morlino, VP-general sales manager, KOCO-TV Oklahoma City, joins WXIA-TV Atlanta in same capacity.

Anne Coleman, editor and publisher, *The Jefferson Parish Gazette*, New Orleans, joins WFIE-TV Evansville, Ind., as general sales manager.

PROGRAMING

Bob Greenblatt, director, drama development, Fox Broadcasting Company, Los Angeles, named VP, drama development. **David Talley**, director, business affairs, Orion Television, joins Fox Broadcasting Co., Los Angeles, as senior director, business affairs.

Lisa Woodcock, account executive, Southeast domestic television sales, Republic Pictures Domestic Television, Los Angeles, named VP, sales.

Ray Giuliani and **Dan Weaver**, producers, *Geraldo*, New York, named senior producers.

Ann D. Humphrey, manager, market strategy, Viacom Enterprises, New York, named director, market strategy.

Deborah A. Murphy, manager, international administration, Turner Program Services, Atlanta, named director, affiliate relations and sales promotion.

Jim Daddona, on-air promotions manager, SportsChannel New England, Woburn, Mass., named producer. **Denise Russell**, telemarketing supervisor and acting district marketing manager, Cablevision Industries, Foxboro, Mass., joins SportsChannel New England, Woburn, Mass., as affiliate marketing manager.

Joe Zone, host and producer, *Penn State Game Day* syndicated TV show, joins WYOS(FM) Wilkes-Barre, Pa. (Scranton), as sports commentator.

Chris Andree, from WHP-AM-FM-TV Harrisburg, Pa., joins WWKL(FM) there as air personality.

Bruce Casino, sales manager, Northeast division, All American Television, New York, named VP, national sales manager.

Mike Rivers, from WRVQ(FM) Richmond, Va., joins WOWO(AM) Fort Wayne, Ind., as air personality.

Susan McFaul, area manager, Pacific Northwest, The Disney Channel, joins Encore, Denver, as regional director, Western region.

Gary Lawrence, regional director of marketing, Southeast, Metro Traffic Control, Miami, named VP, marketing, Eastern region there.

Lou Fazio, administrator, program administration, USA Network, named supervisor, program administration.

Kenneth Schanzer, executive VP, NBC Sports, New York, named executive VP, NBC Sports and Talent Negotiations.



Schanzer



Murphy

Gail Murphy, reporter, ABC Rock Radio Network, KLOS(FM) Los Angeles, adds duties as director, North American operations, MCM Networking.

Dennis Constantine, program director and operations manager, KBCO-AM-FM Boulder, Colo., named VP, programming.

Joe Martin, general manager, WHIL-FM Mobile, Ala., resigned to form JMI/Creative Services production company, Los Angeles.

Elyse Lorrell, program administrator, Untouchables Music, joins Video From Video, New York, as production coordinator. **Jan Katzenberger**, senior producer, Video From Video, New York, named creative director.

Sally-Ann Cohen, celebrity talent coordinator, *Dinah!*, *The John Davidson Show* and *Hollywood Squares*, and **Sandra Zagaria**, former talent executive, *Hour Magazine*, *The Late Show Starring Arsenio Hall* and *The Late Show Starring Joan Rivers*, join *The Chuck Woolery Show*, Los Angeles, as talent coordinators.

Melyvn R. Lewinter, senior VP, chief financial officer, The Atlantic Group, New York, adds duties as vice chairman.

Glen Martin, air personality, KLUV(FM) Dallas, joins KCDU(FM) there in same capacity.



Ford

John Ford, VP, corporate programming partnerships, The Discovery Channel, named senior VP, programming, for co-owned Learning Channel.

Appointments at KRSR(FM) Dallas: **Mike Logan**, air personality, WYST-FM Baltimore, to

same capacity; **John Frost**, program director, KOAK(FM) Denton, Tex. (Dallas-Fort Worth), to assistant program director, and **Stubie Doak**, air personality, KZPS(FM) Dallas, to same capacity.

NEWS AND PUBLIC AFFAIRS

Meg Guevara, producer, KTTV(TV) Los Angeles, named assistant news director. **Burton Jablin**, executive producer, WBBM-TV Chicago, joins KTTV in same capacity.

Stewart Kasloff, executive producer, Fox National News, Washington, joins WCAU-TV Philadelphia as assistant news director.



Vercammen

Paul Vercammen, reporter and principal anchor, KEYT-TV Santa Barbara, Calif., joins CNN International, New York, as morning business news anchor and business correspondent. **Helen Whelan**, bureau chief and national correspondent, *Nightly Business Report*, Public Broadcasting Service, Washington, joins CNN, New York, as assignment manager.

Bill Yeager, executive editor, KFVB(AM) Los Angeles, joins Metro Traffic, Washington, as VP, East Coast operations.

Appointments at WTVH(TV) Syracuse, N.Y.: **David Tinsch**, chief photojournalist, named director of programming and marketing; **Brian MacGorman**, sports anchor, CFCE-TV Montreal, named sports director; **Dan Hoard**, from WSYR(AM) Syracuse, N.Y., named sports anchor; **Scott Irving** and **John Lisi**, from WIXT(TV) Syracuse, named photojournalists, and **Joanne Smith**, recent graduate, Syracuse University, named news assistant.

Jim O'Reilly, assignment manager, KYW-TV Philadelphia, joins WGAL-TV Lancaster, Pa., in same capacity. **John A. Hartshorn**, from WBOC-TV Salisbury, Md., joins WGAL-TV as weekend producer.

Doug Brode, film critic, *The Post Standard*, Syracuse, N.Y., and host, locally produced *The Doug Brode Review*, joins WTVH(TV) Syracuse, N.Y., as entertainment analyst and film critic.

Appointments at WTVD(TV) Durham, N.C.: **Jennifer Thomas**, producer and reporter, WHNT-TV Huntsville, Ala., named producer; **Jennifer Julian**, anchor and reporter, WKXT-TV Knoxville, Tenn., and **Lonni Leavitt**, general assignment reporter and back-up anchor, KVBC(TV) Las Vegas, named general assignment reporters; **Russ Riesinger**, sports director and anchor, WRCB-TV Chattanooga, Tenn., named Wilson bureau chief, and **Chris Hohmann**, weather anchor, WRCB-TV Chattanooga, Tenn., named weekend weather anchor and reporter.

Appointments at WYVN(TV) Martinsburg, W. Va.: **Jeff Hertrick**, news director, WHP-

TV Harrisburg, Pa., named news director and anchor; **Valerie Devine**, former reporter, Conus Communications and CNN, named assistant news director and reporter, and **Susan Christensen**, anchor and reporter, WMCT(TV) Marlboro, Mass., named to same capacity.

Audrey Barnes, producer and anchor, WJRT-TV Flint, Mich., named 6 p.m. and 11 p.m. co-anchor.

Linda Levy, director of news and local programming, WKBW-TV Buffalo, N.Y., joins WDSU-TV New Orleans as news director.

Chad Myers, from KOCO-TV Oklahoma City, joins WSYX(TV) Columbus, Ohio, as 6 p.m. and 10 p.m. meteorologist.

Robin Herriff, senior producer, WCJB(TV) Gainesville, Fla., named assistant news director, assignment editor. **Jim Abath**, from WUFT(TV) Gainesville, Fla., joins WCJB as videographer.

David Hirsch, morning editor, KBLA(AM) Los Angeles, adds duties as anchor and news director.

Leslie Devlin, reporter and fill-in anchor, Financial News Network, named co-anchor, *World Business* and anchor, *Business Briefs*, CNBC, Fort Lee, N.J.

Steve Sievert, reporter, WLTX(TV) Columbia, S.C., joins KTRH(AM) Houston as reporter and anchor.

Dina Bair, field producer, WMAQ-TV Chicago, joins WHIO(TV) Peoria, Ill., as weekend weather anchor and reporter.

John Gilbert, executive producer and anchor, KETK(TV) Jacksonville, Tex. (Tyler), and **Leslye Gale**, from KOAA-TV Pueblo, Colo. (Colorado Springs), join WFLX(TV) West Palm Beach, Fla., as 10 p.m. weekend co-anchors.

Appointments at KRDO-AM-FM-TV Colorado Springs: **Tom Grinewich**, production manager, named operations manager; **Jeff Thomas**, news director, named station relations director, and **Paul Unwin**, news director, KCPM(TV) Chico, Calif., to same capacity.

Leon Liebl, general assignment reporter, KSNW(TV) Wichita, Kan., named morning show anchor.

Jon Loufman, 11 p.m. meteorologist, KDKA-TV Pittsburgh, joins WEWS(TV) Cleveland as morning meteorologist.

Tina Seldin, anchor and consumer reporter, WRAL-TV Raleigh, N.C., joins WJBF(TV) Augusta, Ga., as co-anchor.

Susan Bisno, public relations account executive, Weber Cohn & Riley, Chicago, joins Cablevision of Chicago as public affairs manager.

Kathy Yorlo-Wyatt, from WGTE-TV Toledo, Ohio, joins KBIM-TV Roswell, N.M., as anchor.

TECHNOLOGY

Anthony Beswick, chief engineer, Audio Plus Video International, Northvale, N.J., named director of engineering and post operations.

James A. Lange, chief engineer, WFTY(TV) Washington, joins WTTA(TV) St. Petersburg, Fla., in same capacity.

Howard Joffe, former personality, KYW-TV Philadelphia, joins Best Evidence Inc. video production company, Voorhees, N.J., as partner.

Andrew E. Svenson III, director of marketing, Special Interest Video Inc., New York, named VP, marketing development.

Brian Birkland, freelance editor, Los Angeles, joins Varitel Video there as editor.

Arturo Cubacub, editor, Post Effects, Chicago, joins Editel there as special effects editor and video optical director.

Jeremy Rosenberg, director of operations, Digital Cable Radio, Hatboro, Pa., named VP, operations and administration.

Mitch Hill, owner and operator, Coast Digital, Wilmington, Del., joins Stewart Digital Video, Primos, Pa., as audio services manager and senior audio editor.

Jeffrey E. Shaw, VP, global support operations, Octocom Systems, joins PictureTel Corp., Peabody, Mass., as VP, operations, succeeding **Ezra H. Sheffres**, retired.

Michael Neal, customer service engineer, Channelmatic Inc., Alpine, Calif., to same capacity, Jonesboro, Ark.

Judy Goodman, VP, planning, operations and administration, Photo Electronics Corp., West Palm Beach, Fla., named VP, strategic planning.

Frederick C. Galle III, sales representative, Belden Wire and Cable, joins Chester/Alcatel Specialty Cable Group, Chester, N.Y., as national sales manager.

Charles A. Hecht, president, Charles A. Hecht & Associates Inc., Pittstown, N.J., named to board of directors, New Jersey Broadcasters Association, as engineering associate.

Michael L. Hutchinson, senior editor, Video Post & Transfer, Dallas, joins Varitel Video, Los Angeles, as editor. **Blake Padilla**, production manager, Varitel Video, San Francisco, named account executive.

James C. Spears, former broadcast engineer, Midwest Communications and Townsend Broadcast Systems, joins Walter Brewer Corp., Austin, Tex., as manager, regional sales office.

Randall Seiler, director of engineering, Pyramid Teleproductions, joins The Family Channel, Virginia Beach, Va., as director of engineering and technical services.

Rafael Castelblanco, animator, Broadway

Video Graphics, New York, named director, 3-D computer animation.

Barry Rebo, president and CEO, Rebo Studio, New York, named chairman. **Randy Bradley**, managing director, Rebo Studio, named president and partner.

Paul Pope, GM, Global Radio Corp., joins Capitol Satellite and Communications Systems, Raleigh, N.C., in same capacity.

PROMOTION AND PR

Stuart Jay Weiss, director, on-air promotion, movies, mini-series and specials, NBC-TV, Burbank, Calif., named VP, creative services, on-air promotion, NBC-TV, West Coast.

Jim Boyle, former VP, public relations, Comsat Video Enterprises and director, media relations, CNBC, named director, corporate communications, Discovery Communications, Bethesda, Md.

Tom Brocato, director, public relations, Hanna-Barbera Productions, Los Angeles, named VP, publicity and public relations.

Jennifer Isenhower, promotion manager, WNUV-TV Baltimore, joins WTTA(TV) St. Petersburg, Fla., as program and promotion director.

Carol Sewell, VP, Abramson Entertainment Group, subsidiary of Abramson Erlich Manes, Washington, named president.

Mark Zenow, weekend assignment editor, WPTF-TV Raleigh, N.C. (Durham), joins WACH(TV) Columbia, S.C., as promotions assistant.

Bill Fletcher, former designer and paintbox artist, Century III Teleproductions, joins The Family Channel, Virginia Beach, Va., as art director for promotions.

Karen Clark, director of communications, WBBM-TV Chicago, joins WFTV(TV) Orlando, Fla., as director of marketing and promotion.

ALLIED FIELDS

Michael Lewis, former engineering adviser, Federal Communications Commission, Washington, joins Wiley, Rein & Fielding law firm there as technology/engineering consultant, specializing in review of new technological developments within communications industries.

Benito Gaguine, former assistant to chairman and hearing examiner, Federal Communications Commission, and former senior partner, Fly, Shuebruk, Gaguine Boros & Braun law firm, Washington, joins Reddy, Begley & Martin law firm there as counsel.

Paul Donato, executive VP, technical director, Simmons Syndicated Studies, division of Simmons Market Research Bureau Inc., New York, named president.

Douglas W. Ranshous, director of corporate marketing, The Ehrhart-Babic Group market research firm, Englewood Cliffs, N.J., named VP.

O. Max Wilson, former director of instructional media, Georgia Department of Education, Atlanta, awarded 1991 William E. Fagan Award for excellence in leadership for his contribution to growth and quality of instructional television from Children's Television International.

Michael O. Lareau, from WOOD-AM-FM Grand Rapids, Mich., awarded Lifetime Achievement Award by Michigan Association of Broadcasters.

Barry G. Olson, VP, creative director, Innis-Maggiore-Olson, and **Thomas J. Gibbons**, publisher and founder, *Northeast Ohio Avenues* magazine, and editorial director, *Great Lakes Sailor* magazine, form Olson and Gibbons, Cleveland, specializing in marketing communications.

Peter Arnett, correspondent, CNN, received Outstanding Achievement Award and **Brian Leary**, weekend anchor and reporter, WCVB-TV Boston, received Excellence in Reporting Award during Boston University's annual Dennis Kauff Memorial Fellowship Awards.

DEATHS

Vincent Francis, 76, broadcast executive, ABC-TV, Los Angeles, died July 6 in Montecito, Calif. Francis began his 39-year tenure with ABC in 1944 as air personality for KGO(AM) San Francisco, and moved into sales position two years later. He added duties as GM, ABC Radio Network Spot Sales, with responsibility still for KGO-AM-TV's sales. In 1950, Francis was appointed GM, KGO-TV. After forming ABC Television Network Sales Western Division in 1954 in San Francisco, he moved to Los Angeles, retaining his title as VP in charge of Western division sales. Francis remained there until 1980, stepping down to serve as consultant to ABC, and retired in 1983. He is survived by two sons, Robert and Kirk.

Jerry Cannady, 45, news director and anchor, WALB-TV Albany, Ga., died Aug. 23 of leukemia there. Cannady joined WALB-TV in 1969 as reporter and later was appointed evening anchor. He worked as news director since 1984. Survivors include his wife, two daughters and one son.

Herbert Grant Fearnhead, 76, former owner and manager, KPOI-FM Honolulu and KKUA(FM) Wailuku, Hawaii, died Aug. 19 at his home there. Previously he was GM of WINS(AM) New York. He is survived by his wife and brother.

FIFTH ESTATE

HAIM SABAN: 'I RSK TKR' WHO LOVES HOLLYWOOD

The archetypal benchmarks of Hollywood success—a sprawling house in Beverly Hills and a Rolls Royce (with a vanity plate reading, “I RSK TKR”)—is the image Haim Saban likes to project, but in building a diversified TV and music production company, conservative business philosophies are neatly tucked behind the flamboyant persona. Saban, an Egyptian-born Israeli, may come across with the *chutzpah* of a riverboat gambler, but his emergence as a major TV program supplier of animated product both here and abroad has been every bit a calculated climb.

While some program suppliers are downscaling due to the sagging economy, Saban says his privately owned company—which employs 120 people—has taken “a global market approach” to protecting the independent company from “inevitable, cyclical downswings,” primarily by exploiting his 1,200-title library. From seven divisions, including overseas offices in France, Canada, the United Kingdom, Switzerland, Israel, Germany and Australia, Saban estimates worldwide gross revenues will exceed \$50 million.

This season, the company will produce 426 half-hours of children's programming, a total Saban believes is the highest of any animation house in the world. The latest crop includes *Little Shop of Horrors* (for Fox Children's Network), *Camp Candy* (NBC), *Saban's Adventures of the Little Mermaid* (syndication) and animated segments of *Video Power* (syndicated with Bohbot Communications). On the cable front, Saban Domestic Distribution is supplying Nickelodeon with four animated series: *Grimm's Fairy Tales*, *Maya the Bee*, *Littl' Bits* and *Noozles*.

Saban International N.V. has six animated series for the overseas market, with *Gulliver's Travels*, *Around the World in 80 Dreams*, *Samurai Pizza Cats*, *Jungle Tales*, *Rock n' Cop* and *Bob in a Bottle* in various stages of production. It also has a co-production agreement with Japan's Nippon Television on *Three Little Ghosts*, targeted for September 1992.

As part of the continuing diversification drive, Saban teamed with producer Edgar Scherick in 1989 to mount the development and production of long-



form prime time TV programming and motion pictures. And Saban has branched out into home video distribution, merchandising and publishing.

Saban's success has come despite his growing up in near poverty and forgoing college. It was an early aptitude for music, combined with street smarts, that propelled him into the TV business. In 1966, at age 22, Saban joined a rock band, but didn't care for the low pay and pressure of being on stage. He found that “bigger bucks” were to be had in managing the

band. Expanding further, Saban formed a concert promotion partnership with Yehuda Talit. Saban/Talit Productions became one of the largest tour promoters in Israel.

Saban experienced the harsh realities of living in a country whose economy was subjected to volatile economic shifts during times of war and political unrest. The Yom Kippur war exacted the most devastation on the economy, and nearly finished Saban financially. “I had 40 harp players booked for a concert when the war came crashing down on us,” Saban remembers of the October 1973 Egyptian assault. “All we could do was sit in a hotel lobby and watch TV. We were really frustrated there [Israel] because the profit margins were very thin due to the nearly 100% inflation. I was

looking for an out.”

Within two years, Saban, and a new partner, composer Shuki Levy, had moved to Paris, where Saban befriended singer-turned-producer Mike Brant. Brant guaranteed Saban a salary of \$16,000 to find new singing talent for a local record label. Saban wasted little time, discovering a nine-year-old Israeli boy, Noam Kaniel, who sang in French. The record went platinum.

Late in 1975, Saban formed Saban Records. He continued to book concert dates, but in the process recognized a niche for producing soundtracks for television shows. The first soundtrack recording, for the French series *Goldorak*, sold over three million copies. That was followed by background recording and dubbing for *Dallas*, *Starsky & Hutch* and *Hart to Hart*.

“Packaging” became the byword at Saban Records. Saban soon started building relationships with American program suppliers, then shifted his focus to the creation of a TV production/distribution headquarters in Los Angeles. Saban Entertainment opened on the West Coast in 1980.

Shortly after his arrival, Saban sold NBC on *Kidd Video*, a live action-animation program in 1985, which

led to the company's development of animated series such as *ALF*, *Camp Candy* and *The New Archies*.

“I had just enough money to get a house on a hill and a Rolls Royce, but I still had to sit in waiting rooms and call a couple of dozen times to get my foot in the door with the networks,” Saban says. “Culturally, I was acclimated after my first half-hour here.”

Of his success, Saban says: “There are no built-in, guaranteed formulas. I just took the philosophy from the record business: Build up the library to protect yourself from downside risks. I didn't anticipate I would be in this position seven years ago, but it all really comes down to enjoying life with the same intensity and passion no matter what position you're in.” ■

Haim Saban

Chairman and chief executive officer, Saban Entertainment, Burbank, Calif.; b. Oct. 15, 1944, Alexandria, Egypt; co-owner, Saban/Talit Productions, Tel Aviv, Israel, 1968-75; president, Saban Records, Paris, 1975-84; present position since October 1984; m. Cheryl Flor, Sept. 13, 1987; children—Ness, 3; Tanya, 7 months; stepdaughters Tiffany, 19; Heidi, 17.

IN BRIEF

Television operations of Oklahoma Publishing Co. may become separate, publicly traded company. New entity, **Gaylord Entertainment**, filed registration statement to issue nine million shares of public stock last week and applied for listing on New York Stock Exchange. Company, whose chairman would be Edward L. Gaylord, owns independent TV stations in Dallas-Fort Worth, Houston, Milwaukee and Seattle-Tacoma; radio stations in Oklahoma City and Nashville; cable networks The Nashville Network and Country Music Television, and cable systems primarily located in Southern California. In addition, company would own Nashville properties The Grand Ole Opry, Opryland Park and Opryland Hotel. In letter to OPUBCO employees, company said completion of offering is contingent on favorable ruling from IRS and favorable stock market conditions. Proceeds from offering would be used to pay down bank debt.

Cable upfront, finally trickling to end, is expected to bring in \$800 million, up from \$750 million last year, according to Cabletelevision Advertising Bureau. CAB had expected dollars to total \$850 million-\$900 million. Cost-per-thousand rates were flat-to-down for most of industry, especially larger networks, according to Thomas McKinney, CAB VP. Increase in total upfront dollars came from combination of increase in total cable ratings (up 20% from last year) and increased presence in upfront market of small and newer cable networks, said McKinney.

KCAL(TV) Los Angeles is moving Buena Vista's *The Golden Girls* from coveted Monday-Friday 7:30 p.m. slot to go with off-network repeats of *Perfect Strangers*, creating Warner Bros.-supplied access block with *Love Connection* as 7 p.m. lead-in. Contrary to media buyer and competing station speculation (BROADCASTING, Aug. 19), Disney-owned independent will team *Golden Girls* with *It's A Living* at 6-7 p.m., while *Best of Love Connection* and *Hogan Family* repeats kick off three-hour sitcom block at 5 p.m. With recently announced move of BVT talk show *Live with Regis & Kathie Lee* to crosstown KABC-TV, KCAL is filling 9-10 a.m. with \$100,000 *Pyramid*



FOR SERVICES RENDERED

The prime time Emmys (see page 20) were not the only Emmys awarded last week. The National Academy of Television Arts and Sciences presented its community service programming and public service announcements Emmy Awards at a dinner at New York's Marriott Marquis Hotel last Wednesday.

The winning community service programs were produced by KSTP-TV St. Paul (*Eye to Eye*) and WEWS(TV) Cleveland (*Colorblind*). In the PSA category, awards were won by KTSP-TV Phoenix ("Summer of Supervision") and the American Cancer Society ("Sophisticated Lady").

Academy Chairman Michael Collyer (l) presents the statuettes to KSTP-TV's Teri McCormick and Tim Jones and WEWS's Terry Moir (r).

EFFECTIVE COMPETITION CHALLENGED BY N.Y.

A New York state agency is challenging a provision of the FCC's new "effective competition" rules that it claims entitle cable systems to automatically pass through their increasing operating costs to subscribers.

The New York State Consumer Protection Board, in asking the FCC to repeal or amend the provision, said the "automatic pass through" violates federal law, imposes an "unreasonable burden" on small towns and was adopted by the FCC without sufficient public notice.

The board also attacked as "arbitrary and capricious" the rules' six-signal standard for determining exemption from municipal rate regulation.

The new rules, adopted last June, exempt from local regulation systems that face "effective competition"—that is, competition from six or more broadcast signals or another cable system or other multichannel video provider passing 50% of the cable homes and serving 10% of them.

The FCC also established a "rebuttable presumption" standard, requiring franchising authorities to presume the reasonableness of proposed cable rate hikes based on documented increases in costs and to "provide substantial written evidence" to support denial of such hikes.

The board said the "rebuttable presumption" is no more than an "automatic pass through," which the U.S. Court of Appeals in Washington struck down in 1988 as a violation of the Cable Communications Policy Act of 1984.

and *Kate & Allie*. *Best of Sally Jessy Raphael* repeats air at 10-11 a.m., while Group W Productions' new talk strip, *The Chuck Woolery Show*, fills 1-2 p.m. berth leading into new *Sally Jessy* episodes at 2.

Japan Broadcasting Corp. (NHK) said its BS-3B direct broadcast satellite, "world's first high-definition television station," was successfully launched and deployed last week. Launched Aug. 25 from Tanegashima Space Center in Kagoshima Prefecture, 3B is scheduled to become operational in November and carries three standard TV transponders, plus wide-band channel for experimental uses including HDTV.

Despite having penetration of only 60% of all U.S. TV households, **cable universe is losing nearly as many homes in Nielsen readjustment as total television universe is losing.** As of this month, as Nielsen takes total television universe down one million homes, from 93.1 million to 92.1 million, cable universe is losing 913,000 homes. Nielsen spokesman explained discrepancy by saying cable and total TV numbers were readjusted from different sample bases. New cable penetration level will not be known until November ratings book comes in, when cable and total TV households are derived from same sample base. Also victim of Nielsen's readjustment, CNN loses its newly gained spot as largest cable network and goes back to being number two with 58.5 million homes, behind ESPN's 58.7 million.

FCC codified its "last in fixes it" case-by-case policy for cross-service interference between UHF stations on channels 14 and 69 and land mobile operators. Since there had been freeze on channels 14 and 69, result is broadcaster is now responsible for eliminating most causes of interference so long as land mobile operator is using proper facilities, but station "will not be responsible for bringing a poor-quality land mobile station up to the industry's normal performance level or for protecting a facility attempting service well beyond a normal distance," FCC said.

Libel suit against ABC and former 20/20 reporter Geraldo Rivera goes on trial on Thursday in Cleveland. Defendant William Gordon Brooks claims Rivera defamed him during 1980 20/20 report, which said Brooks had been hired by Akron Judge James V. Barbuto to intimidate witnesses in local sex scandal.

WTZR(FM) Moyock, N.C. (Chesapeake, Va.), **was sold** by American Eagle Communications Inc. to Willis Broadcasting Corp. **for \$1.23 million.** Buyer is headed

IN-BAND AM ACTIVISTS

A new in-band digital audio broadcasting proponent, Digital Audio Technology Alliance (DATA Group), has been formed by Strother Communications Inc., broadcast transmitter manufacturer LDL Communications, technical consultants du Treil, Lundin & Rackley and transmitter and studio equipment manufacturer Broadcast Electronics.

DATA Group will test and develop a DAB system that SCI President Ron Strother believes will accommodate AM and FM services in existing FM radio frequencies. Strother described the group's initial step as "intensive evaluation to find if the technology is there."

Sometime after Jan. 1, 1992, DATA Group hopes to begin building a test facility in Washington, possibly in cooperation with WPGC-AM-FM Morning-side, Md. "We hope to have some sort of presence by April at NAB," Strother said. DATA Group has also applied for test authority in Boston and Los Angeles via frequencies between 88 and 108 mhz.

"It's gotten to be show-and-tell time for in-band. We're disappointed to see no [mobile] in-band display at Radio '91," he said, stressing that "substantial funding from the private sector is needed to overcome the challenges of narrowband."

by group owner L.E. Willis Sr., and operates 12 AM's and 12 FM's; it recently purchased WCLN-AM-FM Clinton and WVVY(FM) Grifton, both North Carolina, for \$650,000 and \$800,000, respectively. Broker: Hickman Associates.

CBS Inc.'s Washington offices moved Aug. 31. New location is Suite 1000, One Farragut Square South, 1634 I Street, N.W., Washington, D.C. 20006. Telephone number is (202) 457-4500 and faxes are: 628-0801 (corporate), 628-0802 (law) and 628-5734 (CBS TV Sales).

National Association of Telecommunications Officers and Advisors, in draft policy statement on cable and telephone regulation, **affirms its view that federal law should be amended to allow telephone companies to offer video services** along with telephone services, subject to strict conditions and safeguards. Telco-cable crossownership ban is contained in Cable Communications Policy Act of 1984. Draft says telcos seeking to offer video services would have to secure municipal franchise and submit to local reg-

ulation. What's more, 14-page proposal says, telcos should be required to offer cable service only "through a separate video programming subsidiary" and to "provide access to unaffiliated information service providers at nondiscriminatory tariffed rates." Policy statement goes before entire NATOA membership for approval Sept. 22 at group's annual meeting in Anaheim, Calif.

NBC News reported on Friday that Cambodian villagers have led one of its crews to site where correspondent **Welles Hungen** and two crew members were believed to have been executed 21 years ago. Prior to last week, U.S. searches were not possible in area because of Cambodia's civil war and because local officials would not cooperate.

According to MCA TV, weekly half-hour sports stunt and home video series, **Roggin's Heroes**, during July sweeps in top 50 markets, **finished third among men 18-34**, with 3.4 rating (NSS). Two programs finishing ahead of it were Paramount Domestic Television strips, *Entertainment Tonight* (3.6) and *Star Trek: The Next Generation* (9.2).

RON SEGEL DIES; CEO OF REED/CAHNERS

Ronald G. Segel, 56, chairman and chief executive officer of BROADCASTING magazine's parent companies—Reed Publishing (USA) and Cahnners Publishing Co.—died Aug. 30 in Boston, of lung cancer. He was also deputy chief executive of the senior company, Reed International P.L.C. of London. During his tenure Cahnners grew from a trade magazine publishing company with annual revenues of \$50 million to become the key division in Reed Publishing, now a \$1.3 billion communications company. Commented BROADCASTING Publisher David Persson: "His friendship will be our greatest loss, but his publishing vision will be missed for many years to come."

EDITORIALS

Committed to the First Amendment and the Fifth Estate

STRIKE FOUR

The U.S. Court of Appeals in Washington has rejected the FCC's request for an en banc rehearing of its case for a 24-hour ban on indecency, which a panel of that court threw out decisively last May. That first decision should have been the end of it, but the FCC is nothing if not persistent. Its failure to get an en banc hearing ought now to be the end of it as well, but there remains an appeal to the Supreme Court to be exhausted and more time and money to be wasted.

The loss of this appeal should come as no surprise to the FCC, which has never had a leg to stand on in this matter, although Congress set it up for this fall with passage of the oxymoronic ban on protected speech.

Still, the victory is something of a hollow one for broadcasters. It leaves them with an FCC that has not defined for itself, much less for anyone else, what is indecent and thus actionable. And it leaves the industry with no delineated safe harbor in which protected indecent speech can be aired without fear that it may offend the wrong eyes or ears in Washington.

To that end, it is time for the FCC to take up the unfinished business of justifying to a lower court its rationale for changes in its safe harbor policy. Perhaps that explanation will provide some guidelines for nervous broadcasters, although we wouldn't hold our breath. The FCC was in the process of making that rationalization some two and a half years ago when the Congress passed its ban and sent the commission on this wild goose chase. That goose is now waddling up the steps of the Supreme Court building. We recommend letting it make the trip alone.

THE LONG VIEW

The National Association of Broadcasters says that "more than half the radio stations in the country today are operating without profit." That item ran in the pages of BROADCASTING magazine in...1931. The more things change...

In 1931, in the midst of the mother of all recessions, it must have been hard sometimes for executives of the fledgling medium up against entrenched newspaper competition to look beyond the bottom lines of the moment to a brighter future, but clearly many did. In 1991, too, there is a tendency to focus on current economic woes, no less so in the face of NAB's recent radio study (BROADCASTING, Aug. 26), which eerily echoed the story of 60 years before. It is an understandable myopia, the wages of a 1980's preference for short-term profits over long-term possibilities, in which contemplating the future translated into anticipating the results for already completed financial quarters. The dangers of such thinking are now painfully obvious.

Speaking of *deja vu*, here's another headline from a 1931 BROADCASTING: "CBS Buys WCCO." In that year, CBS was picking up the two-thirds interest it lacked in the Minneapolis

AM (no FM or TV yet). This week, CBS is in the process of buying the WCCO properties, including the AM, once again (it had sold the station in 1952), and has asked the FCC for waivers so that it can hold on to the radio stations as well as the TV.

All this is by way of a reminder that there are cycles in the life of an industry and, without mitigating the real economic and competitive difficulties faced by the broadcasting sector today, to suggest there is a long view beyond the latest dismal quarterly report. Radio was a young and in some ways struggling medium in 1931. It is an older and in some ways struggling medium today. But with some deregulatory help from the FCC and the technical wizardry of digital audio, there remains a future for those willing to envision and work for it.

The bottom line cannot be ignored, of course, but neither can the horizon.

BIG NUMBERS

According to the Ad Council, donations of time and space by the media to public service campaigns of the council and the Partnership for a Drug-Free America increased some 30% in 1990 to over \$1.3 billion, topping the record of \$1.2 billion set in 1988. Leading the list was radio, which donated a staggering \$530 million, or 39% of the total; followed by broadcast TV, which kicked in \$463 million, or 34%, and cable, which added another \$135 million, 9.6%. A miscellaneous category comprising train platform advertising, the Goodyear blimp, grocery bags and others added \$99 million (7.6%), with newspapers kicking in about \$47 million (3.6%). There were others, but you get the picture.

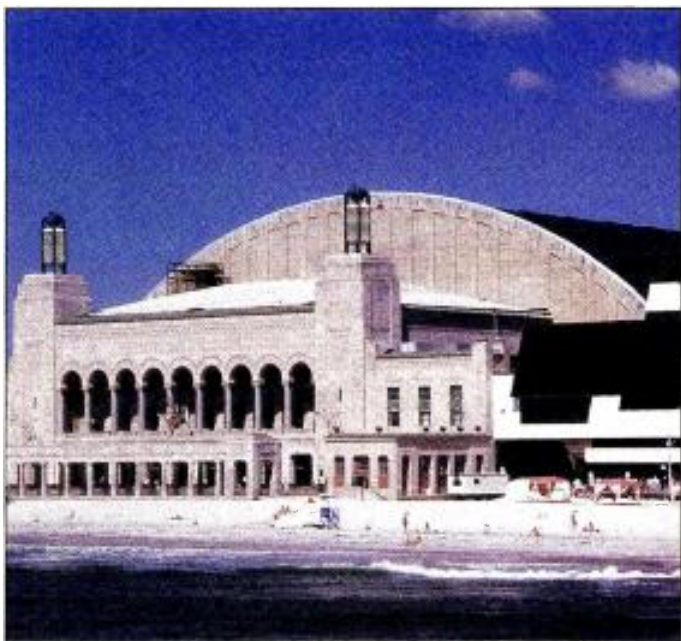
To those who would suggest that newspapers adjust their page counts while broadcasters cannot change the number of hours in a day, and thus have more space to give up, we point out that in contributions to the Partnership, for example, fully 40% of the time donated by the networks was in the most expensive dayparts. Clearly, the Fifth Estate is leading the way in making time for public service.



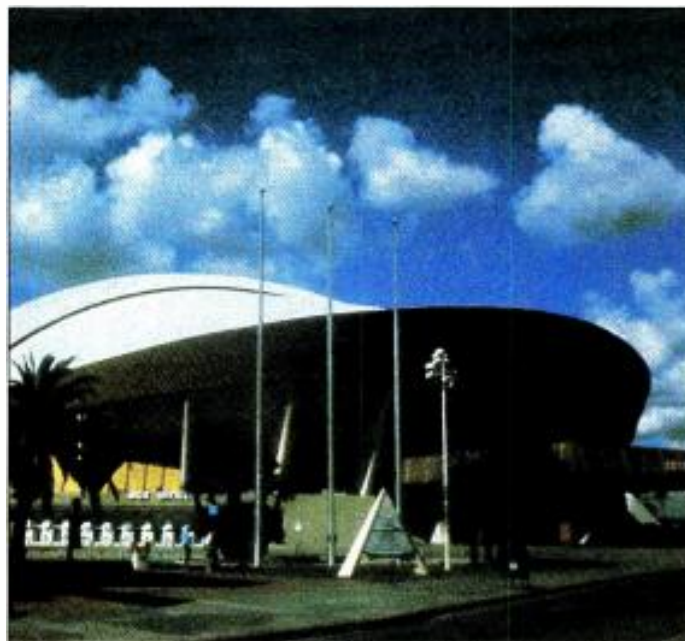
Drawn for BROADCASTING by Jack Schmidt

"I know we need to cut expenses, but I don't think broadcasting every other play is going to work."

Cable Coast to Coast



September 30 Atlantic Cable Show
Atlantic City, New Jersey



November 18, Western Cable Show
Anaheim, California

Cable's fall agenda heats up, beginning with the Atlantic Cable Show, featured in the Sept. 30 issue, and ending on the opposite coast with the Western Show in Anaheim, featured in the Nov. 18 issue. Coverage of cable's current watchwords—compression, multiplexing, reregulation, PPV and reinvigoration of the core business—will highlight each issue, along with convention overviews and agendas. The special reports will serve as bookends to BROADCASTING's weekly coverage of the industry.

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Tune in the 7th season of EBONY/JET SHOWCASE with hosts **Elliott Francis** and **Sherri Paysinger** beginning the weekend of September 7, 1991. Contact Ozzie Bruno at 312-322-9409 for more information.

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