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TELEVISION / 27

*Cosby's 'Bet Your Life,'
future challenger to
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RADIO / 33

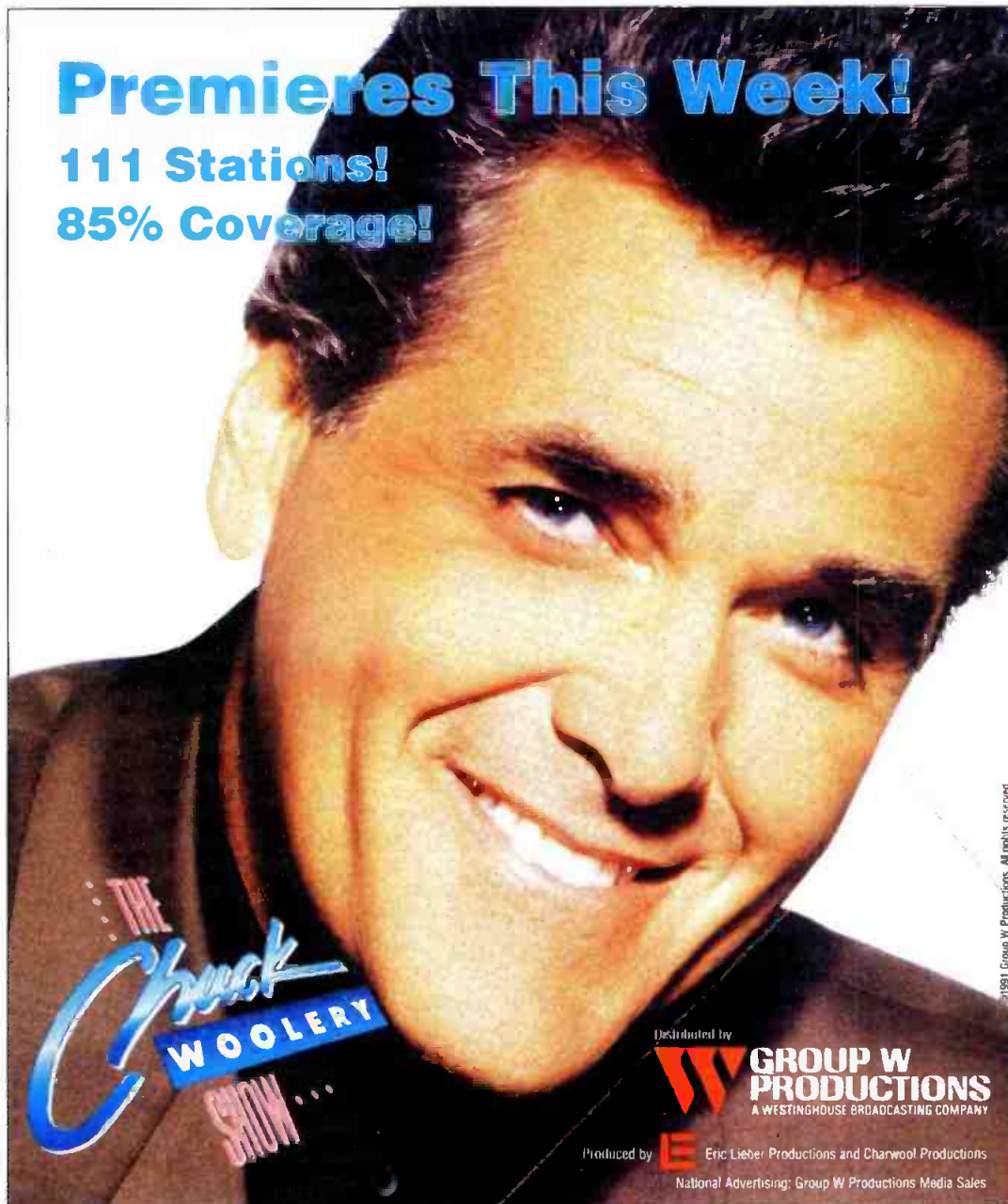
*Advertisers use format
fragmentation to target
specific lifestyles*

CABLE / 37

*MSO's begin budgets
for '92, consider more
aggressive fiber rollout*

WASHINGTON / 44

*Competing application
filed for NBC O&O
WRC-TV Washington*



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THIS WEEK

19 / EARLY RETURNS ON NEW SEASON

The days of fall-launch tidal waves are over: this year's new season began in July, with the Fox premiere of *Beverly Hills, 90210*, continues into the week of Sept. 23, the "official" start, and ends the third week in October. The stagger strategy has been a boon to Fox, whose debuts to date have broken records: *Beverly Hills* scored its highest rating ever with the July show; the debut of *Married...with Children* was the top-rated series for the week—a Fox first—and its new *Herman's Head*, which followed *Married...*, won its time period.

21 / ODDS ON MARSHALL

With more than nine months left in her current term, FCC Commissioner Sherrie Marshall's prospects for reappointment are already the hot topic among handicappers in communications circles. The reason for the early oddsmaking: Marshall has a good shot at becoming the next FCC chairman, provided she is returned to the agency and current chairman Alfred Sikes declines another turn at his post. Sikes is said to oppose her reappointment in the wake of her success at stymieing some of his initiatives, including his attempted repeal of the fin-syn rules.

22 / RADIO MOOD

Attendees at Radio '91 had mixed emotions about what the future holds.



Season premiere week now extends from July to October, and Fox's early starts seem to have helped shows' ratings; clockwise from top left: ABC's *MacGyver*, CBS's *Trials of Rosie O'Neill*, NBC's *Fresh Prince* and Fox's *Married...with Children* (page 19).

Advised by several speakers that they should bring to bear their penchant for adaptability and embrace DAB, many broadcasters wished that it were coming at any other time but the recessionary present. Attendance was down from Radio '90, but working sessions—on DAB, radio management, programing and sales—were SRO.

23 / NAB'S DAB ADO

Four days of discussion and debate at Radio '91 on digital audio broadcasting yielded such assessments as "threat," "inevitable" and "can of worms" from broadcasters who wondered about the haste with which the technology is proceeding. The NAB's exclusive focus on the Eureka 147 system was a target of criticism; as a result, the NAB's DAB task force concluded that "the radio industry must develop other options for the implementation of DAB."

25 / CUT COSTS, SAY PRESIDENTS

The four network TV presidents, meeting in Los Angeles, decried high production costs as a threat to the long-term health of the industry. One money-saver, suggested CBS's Jeff Sagansky, would be a switch to more tape technology in place of the more expensive film alternative. Among each president's predictions for shows likely to garner critical acclaim: *Sibs* (ABC), *I'll Fly Away* (NBC), *Herman's Head* (Fox) and *Brooklyn Bridge* (CBS).

26 / NEW TIME WARNER CABLE GROUP

HBO President and COO E. Thayer Bigelow has been named to head Time Warner Cable Programing, a new entity consolidating Time Warner's holdings in TBS, a 150-channel Queens system, a planned New York news channel and a local origination station

in Rochester. A large part of his position, Bigelow said, will be to develop possibilities for national roll-outs. Bigelow will be succeeded at HBO by Executive Vice President and CFO Jeff Bewkes.

27 / PILOT TAPING FOR 'BET YOUR LIFE'

Carsey-Werner Co. and Bill Cosby trekked to Philadelphia—the star's hometown—for a pilot taping of *You Bet Your Life*, a revival of the Groucho Marx quiz show set for 1992 syndication. Audience reaction, according to a reporter who obtained tickets, was enthusiastic. According to a statement Cosby made before the taping, plans are to produce the show in Philly.

28 / NBC'S FLIGHT TO PHOENIX

NBC News and its Phoenix affiliate KPNX(TV) teamed up last week for a cooperative version of the *NBC Nightly News*, broadcast live from the city and featuring local issues of national import. Increased competition from local newscasts and CNN spurred the experiment, and network executives were pleased enough with the outcome to suggest similar forays—perhaps once a month—for the future.

33 / MOVING TARGET

Advertisers and agencies are starting to take advantage of radio's ability to break down the unwieldy 25-54 demographic into targetable sub-groups. The

first of the general media to fragment into sub-formats, radio has enhanced its ability to reach specific lifestyles by offering prepared mission statements defining the target audience. Thanks to the development of the varying format brands—CHR, AHR, AC, new AC, soft AC, oldies, AOR, classic rock and variations of country—stations and advertisers alike now can pick specific categories of potential customers.

34 / HELLO TO TRIMULCASTING

Pending FCC approval of the sale of two of the stations, a California broadcaster plans simultaneous transmissions over three same-frequency class-A FM's in adjacent southern California markets. John Douglas, president of Douglas Broadcasting, paid approximately \$20 million for the three stations, which he hopes will provide an uninterrupted signal over the 200 miles between Escondido and Santa Barbara, a stretch that includes Los Angeles.

37 / SPRINT TO 550

Taking a look at their new fiscal year capital budgets, MSO's are wondering whether the next upgrade shouldn't bypass the 450-mhz rung and move straight on to 550. Such a jump would allow operators not only to program 78 channels but would also leave them positioned to handle compression when it arrives later in the decade.

38 / NEW CONTRACTS FOR SPORTSCHANNEL

The newly merged regional sports network in the San Francisco Bay area—the basic/pay hybrid SportsChannel Pacific—is approaching affiliates with a contract calling for pay



DAB dominates Radio '91 convention (page 22)

penetration guarantees of 6-8%. Operators have some leeway in pricing the service but must reach certain revenue thresholds. The base guarantees offered by SportsChannel may have engendered a new attitude by TCI: once an opponent of the concept, the MSO has changed its philosophy now that its Liberty Media spinoff owns half of SportsChannel.

40 / SUITABLE ADS AND 'THE POPE'

The rejection by all three networks of spots for the controversially titled Miramax film "The Pope Must Die" has raised the oft-asked question: does quashing a piece generate more publicity than the work would get going unencumbered into the market? Standards and practices executives believe such free publicity is the point of some submissions, but Miramax says it has mixed feelings about the brouhaha. "Controversy for a comedy is not necessarily the greatest

thing in the world," said one Miramax executive, who added that the company has no plans for legal action against the networks.

44 / COMPETITION FOR NBC O&O

The number of competing applications and petitions to deny filed in the first batch of the television renewal cycle has surprised some industry watchers: earlier predictions said that new FCC rules on abuse of process and settlement limits would dampen activity. Washington broadcasters are facing a number of challenges: a competing application for NBC-owned WRC joins a roster that includes petitions to deny licenses for all major Washington stations, filed by Hispanic groups, and petitions against Gannett-owned WUSA(TV).

45 / MEDIA'S IMPACT ON CONGRESS

What kind of a role does the ubiquitous TV camera—and the rest of the Capitol Hill media—play in the legislative process? An

insignificant one, argues Stephen Hess, senior fellow at the Brookings Institution, in his book *Live from Capitol Hill! Studies of Congress and the Media*. Hess says that, with all the attention focused on big-name senators and scandals, TV doesn't really affect the process in an important way. Hill press people questioned Hess's conclusions: "The most dangerous place to be on Capitol Hill [is] between a TV camera and a congressman," said one staffer.

46 / PLEA FOR COMPULSORY LICENSES

A consensus seems to be building that eligibility for compulsory licenses to retransmit broadcast signals, currently the exclusive privilege of cable systems and, until 1995, satellite carriers, should be extended to wireless cable and SMATV. The FCC joined the industries in asking the Copyright Office to grant compulsory license to these cable competitors.

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CLOSED CIRCUIT

WASHINGTON

Retransmission stance

In advance of NAB-MPAA meeting this week on retransmission consent, representatives from Time Warner, Paramount, Fox and Columbia met last week to discuss particulars of S. 12. According to one source, majority of group decided to remain neutral on bill, but voted on specific measures in bill, i.e., to oppose retransmission consent and rate regulation provisions, but support must carry. (Fox remains neutral on bill as well as all its provisions.) MPAA Vice President Barbara Dixon denied studios came to consensus at meeting or would reach agreement before meeting with NAB President Eddie Fritts tomorrow (Sept. 17). As side note, NAB is dismayed that no studio executives will attend and that Fritts will meet with MPAA President Jack Valenti alone. Jim May, NAB executive vice president, government relations, claims MPAA originally offered to bring in studio executives. "I suppose that in the interest of comity, we will go ahead and entertain our meeting with Mr. Valenti, but I have to question what the need is," May said. Dixon said she was unaware studio heads were expected to attend, added that Valenti "represents, if he is able to at that time, the consensus views of all the member companies."

Advanced local DBS

In 1995, several broadcast stations in top-50 market uplink HDTV and other programming—complete with local advertising—to direct broadcast satellite, which delivers them to viewers in its ADI for less cost to stations than building HDTV terrestrial transmission tower. That's what high-power DBS permittee Advanced Communications Corp. believes it will be able to offer to four or six or eight stations per ADI, using spot beams aimed at 50 or 60 markets aboard 180-watt birds it plans to launch in 1994-95. Consumers would purchase receivers and 18-inch dishes to receive those local, as well as national, video, audio, data and other services. Still seeking equity partners, Ad-



Museum of Television and Radio Board members and other notables prepare to cut ribbon opening museum's new home at 25 West 52nd Street, New York. Sept. 5 ceremony included speeches by building's architect, Philip Johnson; producer Grant Tinker; *60 Minutes* correspondent Morley Safer, and U.S. Ambassador to Canada Ed Ney. Museum officially opened doors to the public after ceremony. Pictured (l to r): Dina Merrill, actress and museum trustee; Robert W. Sarnoff, trustee; Senator Roy Goodman (R-N.Y.); Roy Hampton Park, Park Communications and trustee; J. Bruce Llewellyn, Queen City Broadcasting and trustee; Frank Stanton, formerly with CBS, and trustee; Barry Diller, Fox Inc. and trustee; Marlo Thomas, actress and trustee; Robert M. Batscha, museum president; Frank A. Bennack Jr., Hearst Corp. and chairman of board of trustees; Johnson; Tom Murphy, Capital Cities/ABC and trustee; Steven Ross, Time Warner and trustee; William C. Paley, trustee, and Safer.

vanced believes it is only DBS permittee with localism solution and early HDTV entry for broadcasters.

Fin-syn recon push

Yet another scrap at FCC over fin-syn has played itself out over past two weeks. Concern that Mass Media Bureau was not moving fast enough in writing fin-syn reconsideration order, Commissioners Sherrie Marshall and Ervin Duggan, two of three who voted for rules last April, let bureau and FCC Chairman Alfred Sikes know they didn't want order to languish, especially in light of fact it will merely affirm rules. Duggan went so far as to write memo suggesting voting item on circulation rather than waiting for open meeting. Critics of fin-syn rules charged that Marshall is behind Duggan's circulation suggestion and was motivated not by desire to expedite matter, but to avoid another public airing of fin-syn, which has caused her trouble

at White House. Duggan denies Marshall prompted his suggestion. Marshall says she doesn't care how vote is handled as long as it is done sooner rather than later. As things now stand, fin-syn will probably be on Oct. 24 meeting agenda, although few would be surprised by slippage.

Incumbent preference?

Proposal of FCC Chairman Alfred Sikes and Mass Media Bureau to clean up interference in AM band by encouraging more stations to migrate to new expanded AM band (1605-1705 khz) may not have easy time of it. As scheduled Sept. 26 meeting on proposal approaches, Commissioners Andrew Barrett, Sherrie Marshall and Ervin Duggan are expressing some concerns about policy implications of giving broadcasters first shot at new channels while minorities and others continue to demand access to airwaves.

VAIL

Loan repercussions

New rumblings are being heard about largest CBS affiliate group, SCI Television. Company's latest quarterly statement shows that while SCI-TV's bank agreement was modified only two months ago, new version barely reduced loan principal due before year-end. The \$140 million SCI-TV owes to banks won't be generated internally, since first half's cash flow didn't even cover cash interest on debt, not to mention non-cash interest and other charges. If SCI-TV plans to repay principal by quickly selling station, signs of such transaction have yet to appear. One observer suggested that banks may once again be forced to renegotiate loan, since attempt at forced liquidation wouldn't recoup full loan anyway, given station trading environment. Problem doesn't go away, since additional \$150 million principal repayments are due in both 1992 and 1993. Like other affiliate operators, SCI-TV is currently suffering: second-quarter income from operations dropped 40% (to \$11.2 million) on 11% revenue decline (to \$59.1 million).

NEW YORK

Dollars and cents

Time Warner's American Television & Communications has not paid CNBC any license fee for carriage to two million ATC subscribers since business news network took over FNN contracts in May. Discussions are ongoing to settle matter. Problem stems from most-favored-nation clause in ATC-FNN contract, which ATC says FNN violated by giving other MSO's lower rates. ATC is currently being sued over matter, but CNBC maintains suit was brought by FNN, although CNBC assumed liability for suit when it bought FNN. ATC spokesman calls CNBC's comments that FNN, and not it, is suing ATC "a distinction without a difference." Though ATC has not countersued, it retains option to, and according to its spokesman, "we are owed a lot of money [\$2 million, according to court records] and we intend to get it."

DENVER

News tally

Radio-Television News Director Association President David Bartlett will give speech at group's upcoming convention in Denver (Sept. 25-28) re-

ANNIVERSARY SALUTE

BROADCASTING magazine will celebrate its 60th anniversary with a black-tie dinner on Dec. 10 at Washington's Mayflower Hotel. The evening will include the inauguration of the Fifth Estate Hall of Fame honoring major contributors to the radio, television, cable and satellite industries over the past six decades. For ticket and table information, contact BROADCASTING's Corporate Relations Department at (202) 659-2340.

futing talk that cost-cutting at stations is resulting in fewer journalism jobs. Bartlett will unveil new study by RTNDA director of research services Vernon Stone showing that while many stations have cut staffs in the last year, equal amount of stations have actually increased staffing. Research will also show most news directors do not expect to cut staffs in next 12 months.

WEST PALM BEACH

Cross-town partner

Fox affiliate WFLX(TV) West Palm Beach, Fla., has joined growing list of independent stations airing newscast produced by competitor in market. CBS affiliate WPEC(TV) is producing new hour-long 10 p.m. nightly newscast for Fox station, which features anchors and set distinct from its own station's newscasts.

MINNEAPOLIS

Pack of one

Midwest Communications proxy first published by BROADCASTING ("Top of the Week," Sept. 9) reveals that CBS had little competition for prime affiliate TV station WCCO-TV Minneapolis and related properties. From time it first made offer in October 1990 until concluding deal two months ago, only alternative bidder was unidentified "investor," reliably said to be Minneapolis-based financier Irwin Jacobs. Latter's offer was rejected due to uncertainty of financing. Two years earlier company had received number of offers, but company rejected them at the time as inadequate. James Rupp, Midwest CEO, tried to buy company, but offer was rejected due to uncertainty of financing.

LOS ANGELES

Back and forth

Talks have cooled for moment on merger between Prime Ticket and SportsChannel Los Angeles. Prime Ticket is in more solid financial position, and is entering prime part of its yearly schedule, with Kings and Lakers. Merger possibility also provides added problem for Los Angeles Clippers, who are looking for new cable deal. Clippers were on Prime Ticket last year and have been negotiating with both services, although their preference appears to be Prime Ticket. But source said team and Prime Ticket, at moment, are far apart. Deal last year also went down to season opener.

1992 FINANCES CRITICAL FOR TVB

Television Bureau of Advertising President Jim Joyella told board members last week that TVB could be facing a budget shortfall of \$500,000 in 1992 because of poor station support. Joyella submitted a plan to the board that would reduce the TVB's budget by \$950,000 through service cuts.

Joyella told BROADCASTING that reductions would be made of some of the association's fixed costs, which would likely include staff reductions. Departments that may be cut, according to board members, include administration and production. Said Joyella: "It is no secret that we are downsizing. We are not immune to that and we are doing what every TV station is doing." TVB is in talks with NAB about merging TVB's annual meeting with NAB's.

The board, according to members contacted by BROADCASTING, was divided on whether the TVB's education and training area should be cut or reduced. Joyella said the association would have to find ways to offer the services at lower costs. "The appetite for education [at the station level]," he said, "has diminished because of the economy" and he anticipates a reduction to reflect the smaller demand.

Also coming out of the board meeting was a decision that the association should take a more pro-active role in the promotion of broadcast television. TVB Chairman Ed Reilly said at the association's forecasting conference last week that TVB would be involved in television, print and trade campaigns to promote the value of broadcast television versus other mediums.

“Not since... Wheel
has a syndicated
half hour caused
such a stir.”

—TV GUIDE AUGUST 31, 1991

Everybody's talking about STUDS, the show that's improved every one of its 16 stations since its premiere. Doubling and tripling ratings and boasting the best demographic profile in first-run syndication, STUDS is already the most promising launch since *Wheel of Fortune*.

But don't take our word for it. *TV Guide* is the latest to profile STUDS, joining such national publications as *Time*, *Newsweek* and *USA Today*, and television shows *CBS This Morning* and CNN's *Showbiz Today*.

Take the lead with the franchise of the 90's. STUDS. It's the hottest item in first-run.



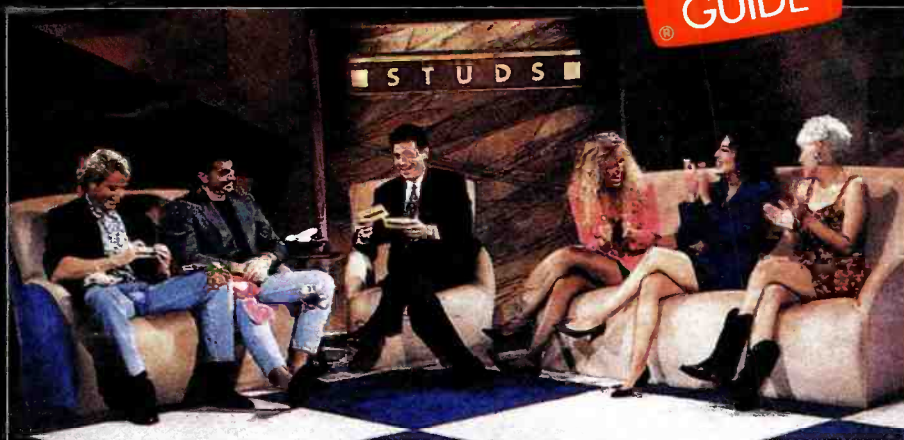
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Call it sexy fun or sexist foolishness—controversial *Studs* is turning on fans

Not since Vanna White started spinning the Wheel has a syndicated half hour caused such a stir. From Boston to Sacramento, this game show has doubled and tripled its ratings in just a few months—reaching as high as a 20 share in Houston.

The show is *Studs*, a hip version of *Love Connection* and its host, 29-year-old Mark DeCarlo, has a theory for its popularity. "The show and its contestants are as real as you can get," he says. Since *Studs* has no script, "there is no posturing. We say things like 'make love,' not 'make whoopie.' There is no 'Come on sit in my Porsche, baby'."

The premise for *Studs* is straightforward. Two men separately blind-date the same three women. Later, in the TV studio, the women recall their romantic interludes—with as much sexual innuendo as possible. The studs then try to guess which woman said what. The stud with the higher score wins a \$500 fantasy date with the studette of his choice—but only if she picked him as the better of the two men.

Fans of *Studs* call it funny and spon-

Above: Host Mark DeCarlo with contestants.

aneous. But the show's critics call it something else (some have labeled it "sexist" and "humiliating"). And with some justification. The studettes *can* get testy. One stud worked as a Conan the Barbarian impersonator at Universal Studios. Sounds impressive, right? Not to his date, apparently. She nicknamed him Conan the *Librarian*.

Good-natured Conan shrugged off the insult, though, as do most *Studs* contestants. That's probably because segment producers screen out sensitive types. "If we have a bald guy on the show, that fact is bound to come up," says DeCarlo. "If he can deflect it by saying, 'Yeah, I keep it shined twice a day,' there's no problem."

DeCarlo's own *Studs* fantasy show would be an "homage to Vegas, with showgirls and an Elvis impersonator." Or a salute to Warren Beatty? "He's the ultimate stud. The only way Beatty would need advice is if he listened to me." DeCarlo pauses. "Then he would need professional help." —Mindy Kitei

MONDAY MEMO

A radio deregulation commentary from Nancy L. Wolf, Dow, Lohnes & Albertson, Washington

Seldom do historic events go unremembered. Yet just a little over 10 years ago was the effective date of the FCC's decision to deregulate radio. That decision was heralded by the radio industry as the start of a new era. Why then have there been no anniversary parties?

Perhaps one answer is that a decade of deregulation has brought mixed results. On the "pro" side of the ledger, radio broadcasters can look back with relief to the elimination of much tedious paperwork. Formal ascertainment was repealed along with quantitative guidelines for non-entertainment programming and commercial time. Renewal applications have been simplified. Ownership reports are now required on an annual basis. Network affiliation agreements for radio stations no longer need to be filed at all.

Much of the regulatory "underbrush" has been cut back or weeded out. For example, radio broadcasters no longer have to worry about FCC policies on: the use of coverage maps; astrology material; fraudulent billing and network clipping; licensee distortion of audience ratings, and promotion of non-broadcast business of station employees.

Not only have these policies been consigned to memory lane, but the FCC has made other significant changes in the way radio stations operate. Duplication of programming by an FM station on a co-owned AM can take place unimpeded. Dual-city identifications can be freely made. The rule requiring a certain amount of local program origination from a station's main studio is gone. The FCC enlarged the geographic area in which a radio station may locate its main studio, eliminating the need for much-misunderstood "Arizona waivers."

Geography also came into play with the relaxation of the "duopoly" rule. An appreciation of changed realities led the FCC to narrow its definition of overlapping contours, thus permitting radio broadcasters to own two stations in the same service in the same general area if their defined contours do not overlap. The "one-to-a-market" rule was also simplified with the creation of a nearly automatic waiver policy favoring the formation of new radio-TV combinations in the top 25 markets containing at least 30 separately owned stations. A



recent proposal would relax the spousal attribution policy so that media interests owned by one spouse would not necessarily count against the other.

Just this spring the FCC introduced the first rulemaking in its long-awaited "attic to basement" review of broadcast ownership regulation. The proposed changes to the multiple ownership rules would be far-reaching—possibilities include no numerical limits on AM ownership; a new numerical cap on total radio ownership; no restrictions according to audience share or market size and further relaxation of the radio contour overlap rule.

Yet the other side of the ledger is not completely empty. Many FCC regulations remain in place, some with enhanced stature. Issues and programs lists were introduced in 1981. At first, the significance of these lists was not apparent. Subsequent FCC guidance, however, stressed the commission's reliance on these lists as the only evidence of past program performance a station could produce in the event of a petition to deny or other challenge at renewal time. To be prepared quarterly, these lists now require a not-insignificant amount of program recordkeeping.

Another significant recordkeeping obligation is in the EEO area. Great emphasis has been put by the FCC on the efforts of broadcasters to comply with the commission's EEO guidelines.

Other rules have grown stronger en-

forcement teeth in the past decade. Woe to the station that fails to properly observe the FCC's rules on tower lighting. Public inspection files must be maintained in good order. Stations are painfully aware of the fines imposed for indecent broadcasts by disk jockeys. FCC staff actively investigates complaints of illegal lotteries and improper contests. And the staffing of a station's main studio is under close scrutiny.

As if all this enforcement enthusiasm were not enough, radio broadcasters have to compete in an increasingly populated neighborhood. "Docket 80-90" is remembered, but often not fondly. Many radio broadcasters question the wisdom of crowding the FM spectrum with an additional 600-plus new channels.

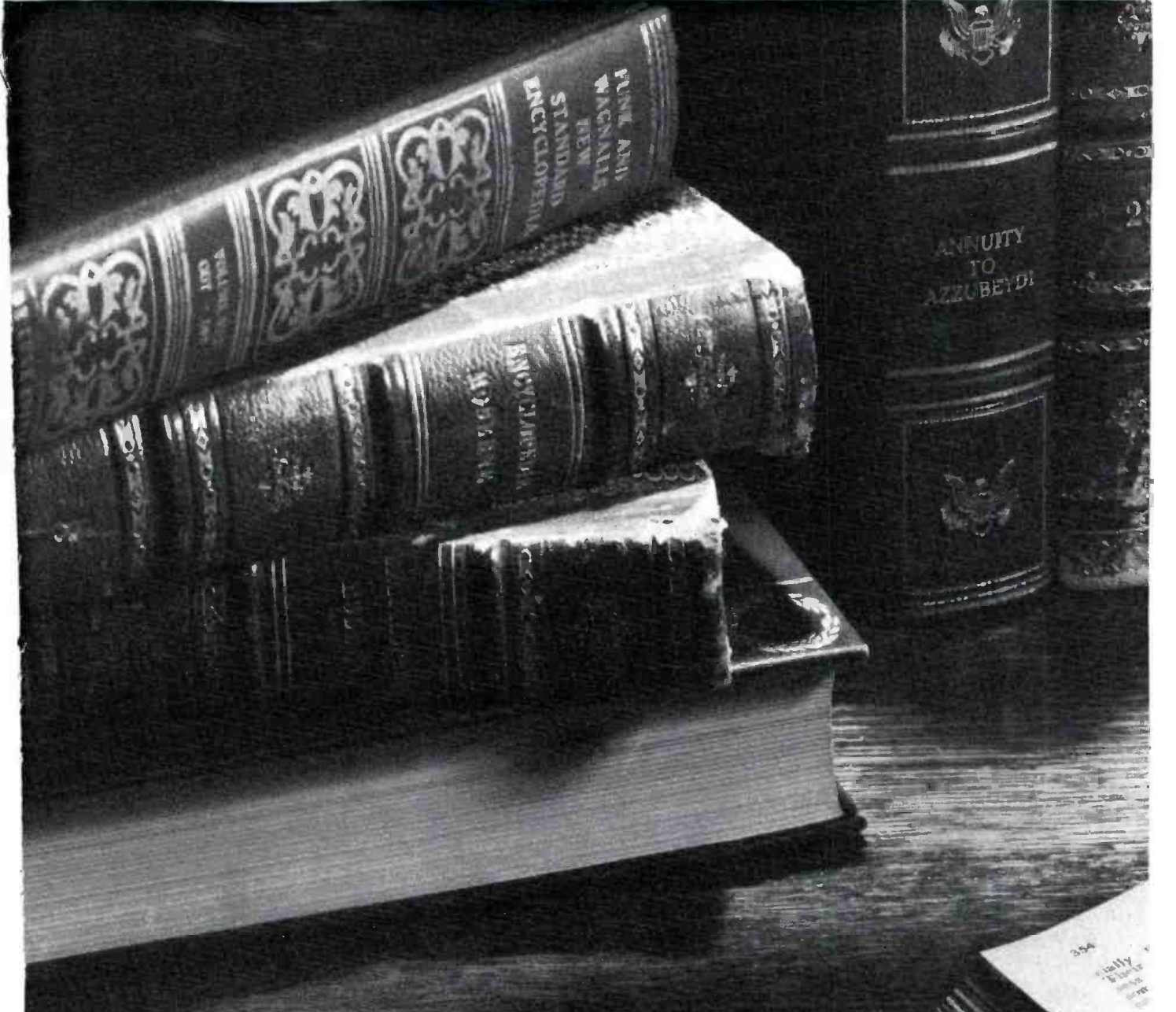
From where I sit, I hear the complaints and the praise. Broadcasters say, sure, there may be less paperwork, but there are more than enough radio sta-

tions. Why, they ask, are enforcement efforts on the rise while the FCC permits new stations to crowd each mar-

ket? FCC proposals to improve AM radio seem too little, too late to some, yet too restrictive to others. New interpretations of time brokerage policies have given rise to innovative arrangements in the "lease" of air time and stations facilities. Yet while some radio broadcasters rush to enter into these arrangements, others criticize them for the potential control one entity could achieve in a single market.

Looking back over the past decade, I believe that, on balance, the efforts to deregulate radio have been successful. Within certain basic limitations, radio broadcasters have more freedom in 1991 than they did in 1981 to operate their stations as they see fit. There may be some nostalgia for the "good old days" when the rules covered every detail and renewal applications were a foot thick. There were fewer stations then, fighting over every inch of the spectrum; the FCC's guidelines were numerous but clear. Yet most radio broadcasters I work with have happily traded in the restrictions of the past for a challenging—if uncertain—future. So let the anniversary parties begin.

"Radio broadcasters have more freedom in 1991 than in 1981."



When historians recount the events of July 10 - August 8, 1991, they will note that WFXG-TV in Augusta, Georgia, was the first station in over 10 years to achieve a sign-on to sign-off, Nielsen and Arbitron share average of at least 10 during a first-time-ever ratings period in both rating services.

WFXG-TV was significantly stronger than WACH-TV, Columbia; KPTM-TV, Omaha; WTAT-TV, Charleston; WITE-TV, Columbus; WITO-TV, Birmingham; as well as outperforming WAGT-TV, the NBC affiliate in Augusta.

(Source: July 1991 Nielsen & ARB, Sign-on to Sign-off, Total Weekly Household Cume)



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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

■ **Sept. 16**—*The Museum of Television and Radio* exhibition "Jack Benny: The Radio and Television Work." Through April 5, 1992. 25 West 52nd Street, New York. Information: (212) 621-6800.

Sept. 16—*Radio Advertising Bureau* marketing workshop. San Luis Obispo, Calif. Information: (212) 254-4800.

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

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

Sept. 17—Ninth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: FCC Commissioner Ervin S. Duggan. Spon-

sored by *United Church of Christ* and the *Department of Communication of the National Council of Churches*. The Interchurch Center, New York. Information: William C. Winslow, (212) 870-2137.

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

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

■ **Sept. 18**—*American Women in Radio and Television, Houston chapter* luncheon. Holiday Inn Crowne Plaza, Houston. Information: Patty Milspaugh (713) 621-2680.

Sept. 18—*Radio Advertising Bureau* regional marketing workshop. Dayton, Ohio. Information: (212) 254-4800.

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

Sept. 19—*Radio Advertising Bureau* regional marketing workshop. Wichita, Kan. Information: (212) 254-4800.

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

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

Sept. 19—*International Radio and Television Society* under-30's seminar. Theme: "Promotional Campaigns: From the Conception of the Idea to the Evaluation of the Campaign." NBC, Mezzanine Level, New York. Information: (212) 867-6650.

Sept. 19-20—*International Advertising Association, Lebanon chapter*, forum: "Gateways to Reconstruction," Beirut. Information: Mustapha

MAJOR MEETINGS

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.

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

Sept. 20—*Broadcast Cable Financial Management Association* second annual regional seminar. Fairmont Hotel, New Orleans. Information: Patti Foley or Cathy Lynch, (708) 296-0200.

Sept. 20-21—*North Dakota Broadcasters Association* annual convention. Holiday Inn. Grand Forks, N.D.

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

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

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

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

ALSO IN SEPTEMBER

Sept. 22-23—*Radio Advertising Bureau* managing sales conference steering committee meeting. Nashville. Information: (212) 254-4800.

Sept. 22-27—"Positioning for the 1990's: Investment Opportunities in Western Europe," seminars sponsored by *National Association of Broadcasters*. London and Paris. Information: Charles Sherman, (202) 429-5361.

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

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

Sept. 24—*American Advertising Federation* national advertising law and business conference. Parker Meridian Hotel, New York. Information: Julie Dolan, (202) 898-0089.

Sept. 24—*National Academy of Cable Programming* sixth annual fall forum luncheon. Participants: Philip Balboni, special assistant to the president for new projects, The Hearst Corporation; Betsy Frank, senior vice president and director, TV information and new media, Saatchi and Saatchi Advertising; Steve Friedman, executive producer, NBC Nightly News with Tom Brokaw, and Robert Pittman, president and CEO, Time Warner Enterprises. The Waldorf-Astoria, New York. Information: (202) 775-3611.

Sept. 24—*Radio Advertising Bureau* marketing workshop. Pittsburgh, Pa. Information: (212) 254-4800.

Sept. 24—"Environment and Media: It's Not

Easy Being Green," seminar sponsored by *Center for Communication*. Participants include Philip Shabecoff, executive publisher, Greenwire; Kathleen Friery, environment segments producer, Good Morning America; Jim Simon, senior attorney, National Resources Defense Council, and Dan Mathews, director, special projects, People for the Ethical Treatment of Animals (PETA). Center for Communication, New York. Information: (212) 836-3050.

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

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

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

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

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

Sept. 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas S. Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

Sept. 26—"Broadcasters Carnival," sponsored by *Southern California Broadcasters Association*. Ocean Park Pier, Santa Monica. Information: (213) 466-4481.

Sept. 26-27—"Cable Insights," seminar for non-technical cable television employees sponsored by *Jerrold Communications*. Orlando Marriott, Orlando, Fla. Information: Dorothea Davis, (215) 956-6501.

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

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

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

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

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

Sept. 30—Third annual Pat Ciarrocchi Golf Classic sponsored by KYW-TV and WPEN Radio. Information: Tammy McDonald, (215) 879-1000.

Sept. 30—*Radio Advertising Bureau* marketing workshop. Wheeling, W. Va. Information: (212) 254-4800.

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

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

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

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

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

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

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

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

OCTOBER

Oct. 1—"Introduction to the Radio Business," course sponsored by *UCLA Extension*. UCLA, Los Angeles. Information: (213) 825-2012.

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

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

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

Oct. 2—*Women in Cable*. New York and Philadelphia chapters present Rita Ellix arts and en-

tainment annual mentoring breakfast. Atlantic City Cable Show, Trump Plaza, Atlantic City, N.J. Information: Susan Kearns, (212) 258-7584, or Miriam Shigon, (215) 828-8316.

Oct. 2—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Johnathan Crane, head of BBC, New York. Copacabana, New York. Information: (212) 768-7050.

Oct. 2—Fall managers meeting sponsored by *New Jersey Broadcasters Association*. Forsgate Country Club, Jamesburg, N.J. Information: (908) 521-9292.

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

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

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

■ **Oct. 3**—*American Women in Radio and Television, Oklahoma City chapter* 1991 Star Awards ceremony. Waterford Hotel, Oklahoma City, Okla. Information: Michelle Nalley: (405) 478-6661.

Oct. 3—"PR-omoting a Franchise: How Public Relations Plays Baseball," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

Oct. 3—*Women In Cable* annual meeting Chi-

cago. Information: Lora DiPadova, (312) 661-1700.

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

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

Oct. 3-5—*Women In Cable* board of directors meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

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

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

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

Oct. 3-6—*Society of Broadcast Engineers* sixth national convention, in conjunction with *Texas Association of Broadcasters*. George R. Brown Convention Center, Houston. Information: (800) 225-8183.

Oct. 4—Deadline for entries in the 1991 New TV Awards and The CNTV Consulting Awards sponsored by *The Center for New Television*. Information: (312) 951-6868.

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

Oct. 4-6—*Oregon Association of Broadcasters*

annual fall conference. Inn of the Seventh Mountain, Ore.

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

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

Oct. 6-10—The First World Communications Summit, an annual communications event sponsored by *International Advertising Association*. Centre Le Regent, Crans-Montana, Switzerland. Information: Jean-Jacques Vellino, (41-22) 788-1670/1672.

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

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

■ **Oct. 8**—"Advertising and Minority Images," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

■ **Oct. 8**—"Video Blackboard," (Cable in the Classroom) seminar and dinner sponsored by *Southern California Cable Association*. Sheraton Hotel, Long Beach, Calif. Information: Kathie Delkos, (213) 398-2553.

Oct. 8—"Research: Can Creative People Turn This Old Enemy Into a New Ally?" seminar



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sponsored by *American Association of Advertising Agencies, New York council*. Speakers include: Joel Hochberg, president of domestic marketing, Twentieth Century Fox, and Jamie Kellner, president/COO of Fox Broadcasting, New York Helmsley, New York. Information: Michael Seymour, (212) 682-2500.

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

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

■ **Oct. 9**—"Career Day," sponsored by *New York Women in Cable, Viacom Conference Center*. New York. Information: Audrey Fontaine, (212) 916-1040.

Oct. 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William G. Moll, president and general manager, WNBC-TV New York. Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

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

Oct. 11-13—*Women In Communications, Inc.*, national professional conference. Hyatt Regency, Atlanta. Information: (703) 528-4200.

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

Oct. 15—Advanced sales seminar sponsored by *New Jersey Broadcasters Association*. Ramada Inn, Route One, South Princeton, N.J. Information: (609) 799-4169.

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

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

■ **Oct. 16**—"Advertising: Selling Time or Selling Out," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

Oct. 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Kenin, executive vice president, USA Network. Copacabana, New York. Information: (212) 768-7050.

Oct. 16—"The Road to Results," affiliate ad

ERRATA

Photo of reception in New York for *Maury Povich Show* in Sept. 2 issue, page 4, incorrectly identified woman in picture as Dorothy Smith of Vitt Media. It was **Bobbee Gabelmann**, VP-programing, Paramount Domestic Television.

To clarify relationship between **Worldvision and Hanna-Barbera**, as it relates to Turner Broadcasting's possible purchase of animator (BROADCASTING, Sept. 9), **Worldvision handles sales of H-B's animation product**, and it's unclear how buyout will affect that agreement. Worldvision product listed in story—*Streets of San Francisco, Love Boat, Little House*, etc.—is not a part of any Turner-H-B discussions.

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

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

Oct. 16-18—"Management of Electromagnetic Energy Hazards," a three-day short course sponsored by *Rutgers University's Cook College*. Rutgers University, New Brunswick, N.J. Information: (908) 932-9271.

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

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

Oct. 17—*International Radio and Television Society* newsmaker luncheon. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

Oct. 17—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Dallas. Information: Spencer Grimes, (212) 258-8434.

Oct. 17-18—*Alaska Broadcasters Association* annual convention. Tower Hyannis, Hyannis, Mass.

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

■ **Oct. 17-19**—53rd annual *American Association of Advertising Agencies* western region convention. Hotel del Coronado, San Diego, Calif. Information: Robert Stephens or Dan DeMaio, (213) 658-5750.

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

■ **Oct. 17-20**—*Society of Professional Journalists* national convention. Featured speaker: Peter Arnett, CNN correspondent. Stouffer Tower City Plaza, Cleveland. Information: (317) 653-3333.

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

Oct. 17-20—Sixth International Audio, Video, Broadcasting and Telecommunications show sponsored by *ASSOEXPO*. Milan. Information: (02) 4815541.

Oct. 18—*Minnesota Association of Cable Television Administrators* seventh annual mini-conference. Holiday Inn, Burnsville, Minnesota. Information: Linda Magee, (612) 782-2812.

Oct. 18-20—*Massachusetts Broadcasters Association* annual meeting. New Seabury Resort and Hotel, Cape Cod, Mass. Information: Robert S. Mehrman, (508) 921-6400.

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

Oct. 22—"Business Etiquette and Safety," seminar sponsored by *Women In Cable, Chicago chapter*. Information: Julie Johnson, (708) 524-9455.

Oct. 22-23—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Miami. Information: (303) 761-8554.

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

■ **Oct. 23**—*American Women in Radio and Television, Philadelphia chapter* meeting. Featured speaker: Brian Lamb, founder and chairman, C-SPAN. Sheraton Society Hill Hotel, Philadelphia. Information: (215) 946-2773.

Oct. 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Donahue, nationally syndicated talk show host, and Vladimir Posner, international journalist and Soviet political commentator. Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

Oct. 25-27—"U.S.-Mexican Free Trade: Cooperation and Competition," conference for journalists sponsored by *Foundation for American Communications, The Ford Foundation and The Los Angeles Times*. Ramada Renaissance Hotel, Long Beach, Calif. Information: (213) 851-7372.

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

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

OPEN MIKE

BOOMER REBUTTAL

EDITOR: Upon reading the article in the "Radio" section of your Aug. 5 issue titled "Primary 25-54 Target Demographic Wobbles as Baby Bulge Ages," I would like to express my opinion.

First, the people quoted in this article are experts in their field and sincerely seem to be trying to help radio, but they are not experts on the mindset of the baby boomer. I am currently writing a book due by the end of 1991, titled "Boomers, the Ageless Generation." In my book, I address many of the issues raised by this article after having done extensive research on these very issues.

The boomer generation is a generation that has its own mindset. They are a very individualistic generation, and the one thing all boomers have in common is that they do what they want to do, when they want to do it and how they want to do it. They listen to their children's music on the radio and their children listen to theirs and influence the things they buy. Radio needs to market the boomer one year at a time, taking each year by itself. Trying to do niche marketing right now will only confuse the marketers more than they are already.

What is television mentality compared to radio? Radio was the only medium that the boomers were chronologically raised with, and I see very little difference between radio and television, considering how individualistic the boomers are. The example in your article of the bank appealing to the older segment for deposits and the younger segment for auto loans is exactly why the banking industry is in so much trouble today—the banks should have started to appeal to the boomers years ago. The boomer generation spends their money; they do not save it like their parents before them. It doesn't matter if their income is affluent or discretionary; for example, if you are an impulse buyer and see a product or service you want, discretionary income will have little to do with purchase. This is why there is more credit card debt in this country than there ever has been. The boomer is impulsive.

When will the people stop mixing apples and oranges by putting the boomers with the seniors? To put a 35-year-old with a 64-year-old is too far out. People

need to stop trying to shift the target from 25-54 to 35-64 before they get blindsided by the numbers and end up hurting radio. The boomers will not turn 50 and stop listening to the Rolling Stones; they will continue listening to their music just as they always have. The boomers will listen to their children's music and be involved with their children's activities because we are a youth-oriented society and the boomer is the adult teen age population.—*Phil Goodman, president, Western Media Corp., San Diego.*

NOT SO

EDITOR: In an interview in your Sept. 2 issue with Marty Lafferty, Olympics Triplecast vice president, he said that Cox Cable has cleared 21 of 23 systems to carry the NBC Olympics Triplecast.

This statement is false and misleading. Cox Cable has not released any information regarding carriage of the 1992 Olympics to anybody, including NBC.—*David C. Andersen, vice president, public affairs, Cox Cable Communications, Atlanta.*

INFORMATION REQUEST

EDITOR: No doubt there are many senior BROADCASTING readers who remember the late Allen B. DuMont, his television network and individual stations. While this gentleman's electronic accomplishments are numerous, they've typically been the province of footnotes.

I am working on a manuscript about Mr. DuMont, and would most appreciate hearing from anyone with recollections, photographs and anecdotes related to this American broadcast pioneer.—*Peter Hunn, owner, WZZZ(AM) Fulton, N.Y.*

BILLING COMPLAINT

EDITOR: I am very concerned about recent moves to make advertising agencies even less responsible than they are now for billings they place with broadcast stations.

We are allowed no input into the selection of an advertiser's agency and are offered no proof of the viability of that agency, yet we are offered no option but to deal with the advertiser's choice. The agency then grinds us down with the

"cost per point" charade and we run the advertising. When this agency goes bust, we are told the advertiser has already paid the agency and will not pay our bill. Next, the salt is rubbed into the wound when a new agency calls representing this advertiser and wants to place new business. Anybody reading this who can find logic in this system is a better man than I.

I have just had an agency representing a wine company suggest that they might have to sue us because we run their competitor's advertising but will not run theirs because of an unpaid bill from the old agency. Since they are the new agency, I should forget what the old agency did to us. Neither agency is a concern of mine but rather the wine company. It was their decision as to which agency to hire, and I contend that it is the wine company's responsibility to ascertain that once it pays the agency, the agency

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promptly pays the stations. Since they prevent me from exercising any control, it is unreasonable to expect me to suffer the consequences of their failure.

Many people use business managers to pay the bills. Try telling the power company that you've already paid your now bankrupt business manager and therefore they should eat your power bill. Then introduce them to your new business manager who expects credit to begin immediately.

As to the suggested threat of suit, I can only hope that the gentleman followed my instructions to the letter. If so, with only the loss of some court briefs, I will have enriched the life of at least one proctologist.—Tom Joyner, president, Joyner Communications, Cary, N.C.

BIG 'IF'

EDITOR: Let me first correct an error on your part: "Perennially low-rated WROC-TV" delivered a 3 rating/8 share (households) for 8 Eyewitness News (11-11:30 p.m.) in the July 1991 Rochester, N.Y., Nielsen survey, not the 3 rating/4 share that was reported in your Sept. 2 issue.

Since WGRC elects to run its *Ten O'Clock Report* at a time other than 11 p.m., it seems strange that the cable channel's general manager, John Orr,

chooses to compare it with the late news broadcasts on the three network affiliated stations. Should we point out that the *Ten O'Clock Report*, which delivered a HH 2 rating/4 share, would have delivered a HH 1.5 rating at 11 p.m. assuming, of course, that viewers would select his telecast over that of any one of the three network affiliated newscasts?

Mr. Orr states that his newscast "[would] beat them [WROC-TV]" if they were in the whole market. That makes the grand assumption that the remaining 32% of the Rochester market would tune in, on a proportionate basis, to his newscast in lieu of regular programming on free, over-the-air broadcast television.

There continues to be a problem with the disinformation that is spread by some people in this business. Fortunately, most broadcasters don't live by "if's." Imagine if we did...people would make brilliant statements like: "If WOKR(TV) broadcast their news at 10 p.m., it would deliver a 27 HH rating," and "if Jane Pauley was still on the *Today* show, it would be more competitive with *GMA*."

Quite frankly, if I were married to Donald Trump, I wouldn't be driving a Buick.—Lynda Peterson, general sales manager, WROC-TV Rochester, N.Y.

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TOP OF THE WEEK

EARLY RESULTS OF A FITFUL FALL SEASON

Fox takes advantage of scattered premiere dates by rolling out shows earlier and picking up viewers; ABC, CBS and NBC debuting new episodes through October

Although the network television season doesn't officially begin until next Monday, Sept. 23, the days when ABC, CBS and NBC simultaneously rolled out their new fall schedules are long gone.

The new fall season actually began in July, when Fox debuted original episodes of *Beverly Hills, 90210*, and won't be fully under way until the third week of October, when the last of the network shows premiere. Thus far, Fox has reaped the most benefits from an early start, most recently with the season premiere of *Married...with Children* on Sunday, Sept. 8, which was the number-one rated series for the week of Sept. 2-8. It is the first time a Fox series has occupied the top spot on the weekly ratings charts.

Overall, ABC won the prime time ratings week for Sept. 2-8, paced by the performance of *Monday Night Football*, which was the week's highest-rated program, scoring an 18.3 rating/32 share for the matchup between the San Francisco 49ers and the New York Giants. For the week, ABC averaged a 10.1/19, followed by NBC with a 9.9/18, CBS with a

9.6/18 and Fox with a 7.4/14. ABC won Monday, Tuesday and Friday nights; NBC won Wednesday, Thursday and Saturday, and CBS captured Sunday night.

The 17.9/29 that *Married...with Children* scored in the 9-9:30 time period was almost a 50% improvement over last year's season opener; those strong numbers benefited the show that followed, the premiere of *Herman's Head*, which scored an 11.9/20 at 9:30-10. Both shows were number one in their time periods, and, more important, *Her-*

man's Head got the audience sampling that networks desperately seek for new shows.

The numbers for those two premieres follow the successful debuts of other Fox shows including *Roc*, which scored a 7.6/15 in its first outing on Sunday, Sept. 1. The show was second in the time period and beat ABC's Sunday night movie and NBC's *Real Life with Jane Pauley*. *Roc*'s performance was also an improvement in the time period average from last year in household numbers and all the key demographics.

Both *Cops*, which premiered in August, and *Totally Hidden Video*, which debuted in July, opened with strong performances, and both series ranked number two in their respective time periods. *Cops* was the number-one show at 8:30-9 among adults 18-49, and *Totally Hidden Video* was first among men 18-34.

The Fox show that premiered with the most fanfare was *Beverly Hills, 90210*, which opened its new season with an 11.6/21 at 9-10 p.m. on Thursday, July 11. Not only was it the highest rating and share ever for the show, it was the

highest-rated premiere ever for a Fox drama. The show ranked number two at 9-10, beating both ABC and CBS.

The early premiere activity at the other networks is more scarce than at Fox. As of last week, NBC had premiered only two entertainment programs, CBS began debuting shows last Wednesday with the



season opener of *48 Hours*, and ABC does not kick off any of its new shows until tonight, Monday, Sept. 16, with the bow of *MacGyver*.

The two-hour installment of *48 Hours*, from 9 to 11 last Wednesday night, averaged a 15.4/27 and propelled CBS to an unexpected Wednesday night win. On Thursday night, the network debuted *Top Cops* at 8-9, *The Trials of Rosie O'Neill* at 9-10 p.m. and the start of the 13th season of *Knots Landing*. *Top Cops* averaged an 11.0/19 in the 8-9 time period, ranking it second for the hour. *The Trials of Rosie O'Neill* from 9-10 p.m. averaged a 10.1/16, coming in third for the hour behind *Cheers* and the first half-hour of the Bob Hope Special on NBC and *Beverly Hills, 90210*. From 10-11 *Knots Landing* seems to have picked up where it left off last season, winning the time period with a 13.0/23.

NBC premiered *The Fresh Prince of Bel Air* last Monday, and the second-year comedy scored a 13.4/23, winning its time period. The other entertainment show NBC rolled out last week was *The Adventures of Mark & Brian*, which came in second in a preview airing at 8:30-9 last Monday. The show scored an 11/18, but won the time period among the key demographics of children, teens and adults 18-49. NBC is counting on the show to bring that young audience to the show's permanent time period, Sunday, 7-7:30 p.m. It debuted in its regular time slot last night. *Nurses* premiered in its regular time slot of 9:30-10 p.m. Saturday night. NBC also debuted two news shows on Friday, Sept. 6, as *Real Life with Jane Pauley* scored a 9.8/20 at 8-8:30 and *Exposé* averaged an 8.9/18. The numbers for *Real Life* gave the network its best Friday 8-8:30 performance since March 1990. —SC

Syndicated programs premiere to fragmented audiences

Achieving strong early sampling has become increasingly difficult, particularly over the past five seasons. Such was the case with the 1991-92 season's ongoing saga of fragmentation blues, with last week's syndication premieres of Paramount Domestic Television's *The Maury Povich Show* and Tribune Entertainment's *Now It Can Be Told*. According to Petry Television research, *Povich* turned in a four-day (NSI, Sept. 9-12) 3.4 rating/11 share average in 25 out of 27 metered markets nationally, while *Now It Can Be Told* averaged a 3.6/10. Each dropped one to two share points from its lead-in pro-

gramming.

Among the top-five metered markets, which account for the first 22% of U.S. household coverage, it was too early to tell what long-term negative or positive impact debuting syndicated fare will have against incumbent programming.

The following programs' ratings, from three-day Nielsen Station Index (NSI, Sept. 9-11) averages (provided by Katz Communications), are broken down by genre and the program's performance in those respective markets.

Talk shows

The Maury Povich Show, in instances where it was not scheduled opposite incumbent talks shows, fared better, but where it butted heads with *The Oprah Winfrey Show* or *Donahue*—in four out of the five top markets—the competition was much stiffer. *Povich*'s highest share average came in New York, where it posted a sixth-ranked 3.8/11 at 3 p.m. (ET) on WNBC-TV, with WABC-TV's *General Hospital* scoring a top-ranked 7.7/23.

However, King World Productions counterprogramed *Povich* by kicking off *Oprah*'s season debut with a fifth-anniversary retrospective, further pumping up her ratings. In its broadcast home base, Chicago, *Oprah* soared with a 15/54 on WLS-TV at 9 a.m. (CT), while *Povich* managed a third-ranking 1.6/6 on WBBM-TV. Again in Philadelphia, *Oprah* dominated with a 18.1/45 on WPVI-TV, but *Povich* turned an improved second-ranking 4.1/10 at 4 p.m. (ET) on WCAU-TV.

Shifting westward, *Povich* could not escape *Oprah*'s 10.4/29 on KABC-TV at 3 p.m. (PT), but surprised observers by

turning a fifth-ranked 2.5/7 average on KCBS-TV to nudge out *Donahue*'s 2.2/6 on KNBC-TV. But in San Francisco, *Donahue* (distributed by Multimedia) held a considerable 9.1/26 advantage for KGO-TV to *Povich*'s third-ranked 3.4/10 at 4 p.m. (PT) on KRON-TV.

News magazines

Now It Can Be Told benefited only slightly from prime access slotting in the nation's top-two markets, where it is cleared on Tribune-owned stations, and fell victim to poor insertions in Philadelphia and San Francisco.

The Geraldo Rivera-hosted investigative strip realized its best rating in the top five in Los Angeles, where it averaged a seventh-ranked 4.2/7 on KTLA-TV at 7 p.m. (PT). In New York, *NICBT* posted a sixth-ranked 3.9/7 average on WPIX-TV at 7:30 p.m., finishing behind news strip *A Current Affair* (9.2/16), on WNYW-TV, and game show *Ruckus* (4.5/8), which is being tested on WNBC-TV in association with Columbia Pictures Television.

KRON-TV inserted *NICBT* at noon, where the news magazine's 2.3/9 ranked fourth in the market, behind KPX-TV's half-hour newscast (4/15), KTVU-TV's midday news (2.8/11) and KGO-TV's soap, *All My Children* (7.5/28). Buried at 1:30 a.m. on KYW-TV in Philadelphia, *Now It Can Be Told* averaged a third-ranked 1.8/12.

Children's strips

From the top-five markets it became apparent, for the time being, that Buena Vista's two-hour block of *Disney Afternoon* programming—buoyed by the launch of *Darkwing Duck*—held a slight advantage over Fox Children's Network programming (which was joined by Warner Bros.' *Beetlejuice* and, in some cases, Henson Associates' *Muppet Babies*).

On Disney-owned KCAL(TV), *The Disney Afternoon* averaged a 5/14 against a 4.5/12 average for KTTV(TV)'s Fox Children's Net, from 3 to 5 p.m. *Darkwing Duck* posted a 6.1/15 measuring, while Warner Bros.' *Beetlejuice* and *Tiny Toon Adventures* averaged 4.7/12 and 5.2/12, respectively, for KTTV(TV). However, KTVU(TV) San Francisco, long considered a stronghold of FCN programming, averaged a 2.8/9 for the 3-5 p.m. time period, while *Disney Afternoon* averaged a 2.3/7 on KBHK-TV. Closing hour anchors *Beetlejuice* and *Tiny Toon Adventures* had 2.6/9 and 3.5/10 averages, respectively, slightly ahead of *DA's Tale Spin* (2.1/7) and *Darkwing Duck* (3.3/9). —MF



Geraldo Rivera taping 'Now It Can Be Told'

BATTLE LINES FORM ON MARSHALL REAPPOINTMENT

Policy skirmishes with Sikes prompt rumors he may oppose her return next year, but solid circle of White House friends plus MPAA support give her a boost

Although Sherrie Marshall has more than nine months left in her current term as an FCC commissioner, Washington communications circles are already abuzz with speculation about her reappointment—a reappointment that appears far from certain.

Marshall dismisses reports she has begun lining up support at the White House and on Capitol Hill. With her current term running through June 30, 1992, she says, it would be premature to launch a reappointment campaign.

"I haven't gone up to anyone and said I want to be reappointed," she said. "When the time comes, you let your supporters know to let their views be well known."

But, she added, "People are wondering about what I might do, and I'm letting them know I'm enjoying the job and see myself staying at it for a long time. I'm not saying, 'Guys, I'm out of here.'"

No consensus exists at the FCC or within the industries it regulates on Marshall's prospects. A majority believes she will win reappointment, but a significant minority doubts it. The comments range from "she's a shoo-in" to "she doesn't have a snowball's chance in hell."

Not heard from are the actual decisionmakers within the White House, who are far from even considering an appointment some nine months before it has to be made.

A long-time Reagan-Bush loyalist, Marshall almost beat out Alfred Sikes for the chairmanship of the FCC when both secured their first appointments two years ago. Nonetheless, she may find herself in a fight to fulfill her hope of "staying at it a long time."

If she prevails, the reward could be great. Sikes's own term as chairman is up in June 1993, and he is said not to want another turn. If Marshall is reappointed and Bush is re-elected, she would have a solid shot at the chairmanship.

Many FCC watchers believe Sikes will oppose Marshall's reappointment and, perhaps, promote his own candidate for the job. Others believe he will merely withhold his endorsement.

Although Sikes and Marshall share the same regulatory philosophy, they have battled each other from day one.

Forging a majority with Commission-



FCC Commissioner Sherrie Marshall

ers Andrew Barrett and Ervin Duggan, Marshall has successfully frustrated the chairman's policymaking ambitions on major issues. The group prevented Sikes and Commissioner James Quello from repealing the financial interest and syndication rules last April, and forced Sikes last year to water down an FCC report critical of the cable industry.

Sikes was unavailable for comment, and his chief of staff, Terry Haines, declined comment.

Far more threatening to Marshall's reappointment than Sikes's possible opposition are those at the White House who felt she was off the reservation in advocating partial retention of fin-syn. They include Chief of Staff John Sununu and Michael Boskin, chief of the President's Council of Economic Advisors.

In the heat of the fin-syn battle, Sununu sent a letter to Capitol Hill that most read as a confirmation of CEA's position in favor of repealing the rules and a call for Marshall, Duggan and Barrett to rally round the position. "The President expects his appointees at the departments and agencies to carry out [his] principles to the extent they can do so consistent with legal framework enacted by Congress," he said (BROADCASTING, Feb. 18).

As Sikes would attest, Marshall has a lot going for her and her reappointment. She worked hard for the Reagan administration during the 1980's and built a network of friends whose influence has carried over into the Bush administration. The network encompasses the likes of Secretary of State James Baker and Richard Darman, director of the Office of Management and Budget.

In addition, the Hollywood community, led by the Motion Picture Association of America, should go to bat for her. By insisting on relaxation rather than repeal of the fin-syn rules, Marshall has guaranteed programmers and distributors a large share of the revenues generated each year by the sale of off-network programs in syndication.

The MPAA can call on several high-powered lobbyists with close ties to the Bush administration to put in a word for Marshall. Among them: Ken Duberstein and Craig Fuller.

Unless they are absolutely certain they can bring Marshall down, the broadcast networks that blame Marshall for not winning repeal of the fin-syn rules are unlikely to try to negate Hollywood's support for Marshall with their own opposition. But they do have an incentive: the courts could send fin-syn back to the FCC on remand next year.

How far Sikes goes in opposing Marshall may depend on how vulnerable he thinks she is. Like the networks, he may not want to strike unless he is certain he can win. On the other hand, he may feel the relationship has deteriorated to the point where he has nothing to lose.

It is also unclear how much clout Sikes will have in the appointment process. His endorsement helped Quello win reappointment last June, but Marshall represents a whole new set of political dynamics.

History tells little with certainty. Mark Fowler, who served between 1981 and 1987, enjoyed a great deal of influence. In cases where he did not successfully sponsor candidates, he was able to at least exercise a veto. But Fowler's predecessor during the Carter administration, Charles Ferris, reportedly failed in an effort to oust Quello.

Marshall has good reason to begin her campaign early. Not only might it preempt challengers, but it might prevent a Democratic election-year stall. If the Democrats believe they have any chance of capturing the White House next year, and Marshall's nomination comes in late, Senate Democrats controlling the FCC confirmation process could put off hearings and a vote until after the election.

But there are dangers with kicking off the campaign too early. Said one observer: "The longer she's out there, the longer they have to shoot at her." —HAJ



The NAB's radio convention at the Moscone Center in San Francisco registered fewer attendees than Radio '90, but many sessions were standing-room only.

DOWNTURN AND DAB DOMINATE MOOD AT RADIO '91

Impact of digital audio, economic stagnation fuel broadcasters' concerns

The mood at the National Association of Broadcasters Radio '91 convention in San Francisco last week was one of resignation that vast changes are coming quickly to the radio industry, and broadcasters had better prepare for them.

Much of that change will come on the technical side, as industry leaders and policymakers wrestle with the digital audio broadcasting juggernaut. Love it or hate it—and many broadcasters are just plain scared of it—DAB is an imminent and inevitable technology, one which most broadcasters at Radio '91 conceded must be dealt with in such a way as to inflict as little change and economic upheaval on the radio industry as possible.

As FCC Commissioner Sherrie Marshall told a skeptical crowd: "This sweeping [DAB] evolution need not be met with fear...[because] your industry continues to adjust effectively, and that adaptability bodes well for the industry as the advent of DAB ushers in other seemingly overwhelming forces.

"A technological breakthrough such as digital audio cannot be suppressed," Marshall said, and she urged local operators to "capitalize on the new technologies and build on your strengths as both

a free-and locally rooted audio service."

The greatest "threat" that DAB poses to the radio industry is the prospect that "we wind up with a system that does not meet our needs or, worse, significantly degrades our industry," according to Bob Fox, NAB board member and president of KVEN-AM-KHAY-FM Ventura, Calif.

Many attendees at the standing-room-only DAB sessions lamented that DAB debuts when the industry can least afford change. Sagging market revenues, flat station values, a dearth of buyers and the persistent nationwide recession have created a gallows humor about the short-and long-range future of the radio industry.

These far-reaching economic concerns were evident on the floor of the convention itself. The overall mood was cautiously upbeat among those in attendance, but the more telling story was perhaps told by those who were missing. Heavy debt and local market pressures forced many convention veterans to stay home; as one broker told BROADCASTING, "just about everyone I expected to see at this thing decided not to come." While Radio '91's attendance figures were not available at press time, NAB executives candidly admitted that this

number was "below the figures for Radio 1990 in Boston but above Radio '89 in New Orleans." Likewise, exhibit space dropped from the 42,000 square feet reported last year to 34,000, and traffic on the exhibit floor was described as "barely modest" by one supplier, who observed that bottom-line-conscious station operators are less likely to go on an equipment shopping spree when their bankers are looking over their shoulders.

On the upside, those who came to the convention—including some 600-plus international broadcasters—turned out in force for the working sessions. Many quickly overflowed out into the halls, as managers and programmers got down to the business of guiding their stations through the post-1980's "era of operations."

Aside from the DAB debate (see page 23), radio management, programming and sales/marketing sessions focused on winning strategies and tactics that will help broadcasters deal with the increasing challenges of operating their stations. Keynote speeches were delivered by DDB Needham Worldwide Chairman/CEO Keith Reinhard, who spoke on the need to "think upside down [and] don't let your mind become polluted

with knowledge"; New York Governor Mario Cuomo, who expressed his thoughts on how to assess tough management situations and come up with workable solutions and recording artist/producer Quincy Jones, who offered his views on the latest trends and techniques in audio production.

Also, President George Bush addressed the convention via live feed from the White House, extending his appreciation to "many NAB member stations that offered such great support to our troops during Desert Storm." Bush also spoke of radio's significant contribution in the recent aborted Soviet coup, both in reporting the news accu-

ately and for providing an avenue of information for Soviet President Gorbachev during his house arrest.

Additional programming workshops focused on such topics as database marketing, value-added promotions, ratings analysis and 14 specialized formats. Marketing sessions included an extensive forum sponsored by the Radio Advertising Bureau that examined winning sales strategies for local radio stations, while the management schedule zeroed in on generating new revenue, winning positioning strategies and the use of alternative media in marketing plans. Engineering sessions dealt heavily with the ongoing questions of DAB, but also

looked specifically at AM direction antennas, radio data systems and new FCC technical regulations.

Closing out the show Saturday evening was the third annual presentation of the Marconi Radio Awards at the San Francisco Civic Auditorium. Hosted by veteran radio personality Dick Clark, the awards ceremony featured 23 awards handed out by such industry notables as Rick Dees, Casey Kasem, Rush Limbaugh, Deborah Norville, Charles Osgood, Gary Owens and Donny Osmond. The black-tie event also included a mix of musical entertainment from the Oak Ridge Boys, Kenny Loggins and the Whispers. **-REB**

DAB TAKES CENTER STAGE AT RADIO '91

NAB backs off slightly from Eureka position; DAB task force now looking at in-band systems should L-Band not be available

Not unexpectedly, digital audio broadcasting stole much of the show at NAB's Radio 1991 in San Francisco last week as its pros and cons, confusions and clarities, and fears and concerns took center stage.

The National Association of Broadcasters scheduled four days of discussion and debate on the DAB controversy, which, at various times, was termed "a threat," "inevitable" and "a can of worms" by many broadcasters who questioned the haste with which DAB technology is proceeding. Considerable criticism also continued to be directed at the NAB itself, whose Radio Board last January adopted an 11-point DAB strategy—and enjoined NAB to support the Eureka 147 DAB system in which it would also have a financial interest (BROADCASTING, Feb. 4). That latter possibility generated considerable industry criticism, which led NAB to take a decidedly defensive, if not apologetic, tone last week.

While NAB staff still appears to be pushing for the Eureka 147 system, the NAB DAB Task Force appears to have conceded that other possibilities are worth examining. Because a "very real possibility" exists that the L Band eventually may not be allocated for DAB applications in the U.S., and because proponents of alternate DAB transmission systems are working furiously to develop "in-band" DAB transmission systems—those that would work within existing FM spectrum allotments—the NAB's DAB Task Force has concluded that "the radio industry must develop other options for the implementation of

DAB," according to Alan Box, DAB Task Force chairman.

Box explained to an SRO audience last Wednesday that the task force is concerned that a failure to provide for the option of L Band DAB could leave the radio industry "with no future DAB options." Thus, he said, the task force has begun to discuss options that could find a way to implement a DAB system "using spectrum already allocated for AM and FM broadcasting." In that re-

gard, the task force encourages the investment in, and the support of, in-band technologies as a positive option for the radio broadcast industry.

Should the Eureka 147 system still win over other DAB proponents, the previous financial relationship between Eureka and NAB might negotiate an agreement "by which U.S. broadcasters could receive royalty revenues on the sale of receivers incorporating DAB technology. Additionally, plans are underway to form a new organization that would own the rights to Eureka technology so that no one individual, company or association would singly profit from implementation of the Eureka system. "If NAB is able to successfully negotiate control of these rights, interested broadcasters will be invited to participate in whatever royalties might emerge," Box said.

Reiterating that DAB technology is here to stay, NAB Executive Vice President John Abel reminded broadcasters that radio is just one of many facets of the burgeoning digital marketplace. "The radio industry competes in the larger audio/video consumer marketplace," he said. "Although we don't compete directly with some of the other consumer products, time spent with another product is time that is not spent with radio—so it is useful to look at digital audio technology from the consumer perspective." Citing statistics designed to illustrate the great speed with which digital-based consumer electronics have taken hold in the U.S., Abel observed that "broadcasting is merely one participant of many in a much larger



Attendees line up for a Radio '91 working session inside the Moscone Center.



The "future shock" of digital audio broadcasting took center stage at Radio '91; pictured following the opening DAB session are (l-r): NAB board member Robert Fox, KVEN Broadcasting, Ventura, Calif.; NAB Radio Board Chairman Dick Novik, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.; FCC Commissioner Sherrie Marshall; NAB President Eddie Fritts, and NAB DAB Task Force Chairman Alan Box, EZ Communications, Fairfax, Va.

audio distribution marketplace. As a whole, we should try to increase our share of listener's time by strategic choices of technology, programing, and marketing."

Whether the DAB technology that eventually is selected is "in-band" or "out-of-band," many competitive marketplace and economic and policy issues exist, and any transition to DAB is going to force several of them, Abel said. Among these are increased competition from DAB "drop-ins" that could arise

from too much new spectrum, the parity (or lack thereof) of AM and FM on a new, level playing field, the time involved before DAB receiver penetration reaches a "critical mass" such that traditional AM-FM spectrum is "turned in" to the government, and how long simulcasting of DAB and analog programing should be allowed (or enforced) during the DAB transition period—and competition that might arise from the introduction of satellite-delivered DAB programing.

This latest issue poses a significant threat to traditional radio broadcasters, particularly the great majority of those stations that might lose considerable national or regional ad revenue to these competing systems, explained Bob Fox, member of the NAB Board and chairman of KVEN Broadcasting in Ventura, Calif. "Satellite DAB services are, by definition, going to be regional or national and, if authorized, will compete directly with local broadcast stations for regional and national advertising dollars," Fox said. "Loss of even a portion of that revenue to satellite DAB services could be a death blow for marginal stations."

One area of common ground among broadcasters is that too many questions and too few tested alternatives exist for industry leaders, regulators and legislators to develop a simple policy on digital audio broadcasting. Much of DAB's immediate fate will be determined at the World Administrative Radio Conference to be held just five months from now. As part of this process, "NAB has the heavy responsibility of trying to balance all of our interests and form a cohesive and coherent direction," said NAB Radio Board Chairman Dick Novik. "To do this most effectively we need the support of each and every radio station." —REB

RADIO URGED TO SHELVE 'GOLDEN AGE MEMORIES'

Reinhard's keynote tells industry to prepare for new ways of doing business

You have proven yourselves to be masters of change," Keith Reinhard, CEO and chairman of DDB Needham Worldwide, told a standing-room-only audience at the Radio '91 convention, "and you should be proud of that, and you should be glad that you are because it is time to change again."

Reinhard encouraged radio executives attending the sales and marketing keynote address to shelve the old ways of doing business, including competing against one another and other media. Survival will only be possible, he said, by discarding the old and mastering the new. "We'll need to throw away our old trophies—put the golden age memories on the shelf forever, and accept the fact that once again it is time to change."

The most important thing to know about doing business in the '90s, he said, is that the proliferation of media outlets has put the consumer in control of programing.

Reinhard cited DDB's "Personal Media Network" approach. The prospec-



Keith Reinhard of DDB advised the radio audience to build stronger working relationships with ad agencies.

tive target's media usage is plotted on a graph and the media plan for a campaign designed around it. "All media forms are orchestrated into one media network, the prospect's media network."

"We are changing our approach. You need to change yours so that you can

become important contributors to these communications programs, rather than mere executors of parts," he said.

He recommended three moves for radio: improve its image, think of media integration and bring creative ideas to the table. "To succeed at number three you will need to deal with number two," he said, "which will go a long way toward accomplishing number one."

Among the other moves radio should make for the '90s is to assemble a group of agency people and a group of radio executives to discuss the medium's problems working with agencies. Radio should find ways to encourage agencies to establish in-house radio shops, he said, and he suggested that in smaller markets, radio make its studios available to agency creative people so that they can "work with the concept in its real form, rather than at a typewriter."

"Start thinking automatically about integrated plans," he said, "and stop selling against other radio stations and other media." —CC

NETWORK HEADS DECRY COSTS, PUSH FALL SCHEDULES

Lowering production costs is essential to the long-term health of the network television business according to the four network television presidents who addressed runaway costs and their fall schedules at a luncheon last Thursday in Los Angeles sponsored by the Hollywood Radio & Television Society and moderated by ABC News commentator Jeff Greenfield.

Peter Chernin, president, Fox Entertainment, said an element of hypocrisy exists among the networks when discussing costs. Although they are anxious to see a decline in prices, they are still quick to demand a specific actor for a series and to pay whatever is needed.

Jeff Sagansky, president, CBS Entertainment, assailed agents' fees, which he said at times are the most expensive component of a show, and suggested one way to keep down costs is to use more tape technology rather than the more costly film. He said if costs aren't controlled more effectively, the result will be more reality shows and low-budget programming.

Each of the presidents also speculated on which new shows on their fall schedules would receive the most critical acclaim. Bob Iger, president, ABC Entertainment, said he expects *Sibs*, from Jim Brooks, *Home Improvement*, starring comedian Tim Allen, and *Home Front*, a new drama from David Jacobs, to generate press attention. Warren Littlefield, president, NBC Entertainment, named *I'll Fly Away*, from Joshua Brand and John Falsey, *Eerie, Indiana*, and *Reasonable Doubts*, which stars Marlee Matlin and Mark Harmon. Chernin cited *Roc and Herman's Head*, and Sagansky named *Brooklyn Bridge*, from Gary David Goldberg, and *Princesses*.

On the importance of a network being number one in the prime time ratings, all



Leslie Moonves, president of HRTS and Lorimar Television (l) with Bob Iger of ABC, Jeff Sagansky of CBS, Peter Chernin of Fox and Warren Littlefield of NBC, who agree production costs must be lowered to insure the health of the networks.

agreed to varying degrees that the distinction is important. Iger repeated ABC's stance that from a business standpoint, it means nothing, given that advertisers buy according to demographic strength, but said the race for number one is important from a morale standpoint. Greenfield countered that given the predictions of the impending demise of at least one network, the race for the prime time crown "is rather like a race around the deck of the Titanic."

Big three promote themselves as well as network TV

"Appointment viewing" was the catch phrase at a "Premiere Week Preview" conference held in New York last week. Executives from ABC, CBS and NBC told the media buying community that one of the advantages to network programming is less zapping of commercials and channel changing during their programming and that people keep "appointments" with network shows. The conference, sponsored by the Network Television Association and attended by

the agency community, brought together Alan Sternfeld, ABC Entertainment vice president, planning and scheduling; Peter Tortorici, CBS executive vice president, entertainment, and Perry Simon, NBC executive vice president, prime time programs. According to NTA President Peter Chrisanthopoulos, this was the first time the three networks were in one place at one time to review their new-season prime time lineups.

The three executives promoted (and defended) network TV almost as much as their own schedules. For example, in praising the success of *Rescue 911*, CBS's Tortorici said the series did not take viewers from other network shows as much as bring new viewers to the networks. "If we do a good job, we can get more people to watch [the networks]." The CBS executive added there is no reason the three networks, which get 70% of adult viewers on Tuesday, can get only 56% on Friday.

There was some disagreement on the value of "premiere week," with Tortorici arguing for it, saying it brings viewers to the shows. NBC's Simon disagreed, saying premiere week is like "going into Times Square when you want to be heard." NBC, he said, is "aggressively looking at new ways to introduce shows."

Advertising boycotts also came up at the conference, and Tortorici told the audience, primarily media buyers, it is "dangerous" to let a "loud, small minority speak for the majority." NBC's Simon said he thinks there is a double standard for network programming compared to the sometimes racy shows on Fox. Still, Simon concluded: "It is 1991 and we have to put on shows that speak to contemporary sensibility." —SC,FF

CBS GIVING UP 10-11 A.M. HOUR TO AFFILIATES?

One week before NBC kicks back the 10-11 a.m. hour to its affiliates, CBS, which airs six hours of daytime programming compared with ABC's and NBC's five, is said to be examining a similar plan. According to one producer who was developing a series for CBS's daytime schedule, the project was cancelled by CBS executives who cited the possibility of losing the 10-11 a.m. hour.

"If we do it, it will have more to do with what forces are at play in the local markets than any CBS policy," said Jeff Sagansky, president, CBS Entertainment, who acknowledged pressure from some affiliates to return the hour. The network currently schedules *Designing Women* repeats and *Family Feud* in that time, with affiliate clearances at 65-70%. However, Tony Malara, president, affiliate relations, CBS Inc., said despite the clearance level CBS is still able to sell the time period effectively. "A plan to do it [return the hour] would only come after the situation was untenable, and we're a long way off from that point," said Malara.

HBO CHIEF NAMED TO HEAD TIME WARNER CABLE

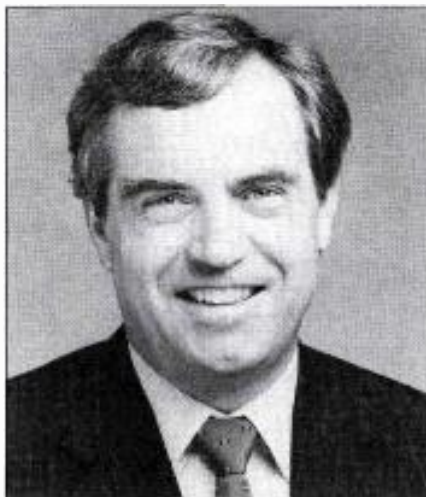
New group will consolidate holdings in TBS, Queens system, news channel and WGRC

The president and chief operating officer of HBO since 1998, E. Thayer Bigelow, has been named president and chief executive officer of a new entity, Time Warner Cable Programming. He will be succeeded at HBO by Jeff Bewkes, who has been executive vice president and chief financial officer of HBO since August 1990.

The new cable unit will include Time Warner's 20% interest in the Turner Broadcasting System; the programming of the 150-channel system in Queens, most notably 50 channels of pay per view; the New York City Cable Group's planned 24-hour news channel, scheduled to launch early in 1992, and the local origination channel WGRC in ATC's Rochester system. Ownership stakes in E! Entertainment Television, BET and Comedy Central will remain under HBO's auspices.

Bigelow will report to Joseph Collins, chairman and CEO of Time Warner Cable. Operations of the Queens system and the news channel will continue to report directly to the New York City Cable Group, headed by Richard Aurelio. Bigelow will have powers of oversight on those projects and others.

A large part of Bigelow's position, he said, will be "a developmental role, to see what the main issues are and whether they can be rolled out on a national basis," such as the New York regional news channel or a local origination channel like WGRC. In the case of WGRC, Bigelow said: "We're not going to go out and launch six other WGRC's. We've



Thayer Bigelow, president-CEO, Time Warner Cable Programming

got to see what's going on there, why programs that do well on independent stations are getting ones" in the ratings on WGRC.

According to one Time Warner executive, the creation of the cable programming unit "is clearly a tweaking of [Time Warner Enterprises President and CEO Bob] Pittman." Pittman has "a way of making people think that these things are part of Time Warner Enterprises," said the executive, adding that the new unit "makes it clear that these ventures, and future cable programming ventures, are not a part of Time Warner Enterprises." A spokeswoman called those comments "malicious and inaccurate sniping" and said Pittman has never claimed to have

control over those areas. Pittman's division includes Court TV and the Six Flags amusement parks.

HBO's new president, Jeff Bewkes, is said to have long been groomed for his promotion. As CFO, he has not only had his hands on the financial reins of HBO but also on such diverse areas as the application of new technologies, and supervision of the management of E! and HBO Independent Productions. Bewkes acknowledges he begins his new job during what is "a challenging time for HBO and pay networks in general." HBO's subscriber count is down so far this year, and Cinemax's is flat, said Bewkes. He expects both networks to be flat in terms of subscribers by year's end, but earnings to be up 10%.

Bewkes expects steady subscriber growth in the future, though not dramatic increases. HBO will continue to shore up its ancillary businesses and create new ones. All these are and will be "businesses we are building on the pay-TV foundation," he said. So far, those businesses include home video; planned international ventures in Asia, South America and Hungary; the three basic networks HBO controls, and series and movie production for other networks.

HBO is also looking for multiplexing to help its core business. In a month-old test in TeleCable systems viewership is up, but it is too early to measure multiplexing's success, said Bewkes. He expects the three HBO and the three Cinemax channels to be testing in 20 systems by the end of the year.

-SDM

CHENEY AND MEDIA TO DRAW UP WAR COVERAGE GUIDELINES

Secretary of Defense Dick Cheney and several top media executives met formally for the first time last Thursday to discuss coverage issues raised during the Persian Gulf war. The disparate factions agreed to work together to draw up a set of guidelines by February 1992 that will outline media coverage of future conflicts.

Associated Press President Louis D. Boccardi described the hour-long session at the Pentagon as "firm, but courteous." He said that the meeting was useful in conveying media concerns, but stopped short of saying he was optimistic about the outcome. "I don't think we know enough yet to characterize it," he said. Boccardi stood by the media's decision to meet with the Pentagon rather than try to circumvent the military in future conflicts.

"This is a more responsible way and, if it can be made to work, will be better for all concerned," he said.

Also at the session were Roone Arledge of ABC News; Katharine Graham of the *Washington Post*; David Laventhol of the *Los Angeles Times*; Burl Osborne of the *Dallas Morning News*, and immediate past president of the American Society of Newspaper Editors, and Clark Hoyt, Knight-Ridder Washington bureau chief.

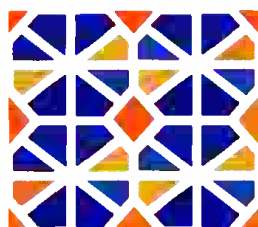
Among the major concerns expressed by the media executives was the role of military escorts during the Persian Gulf war, who, according to Boccardi, served as obstacles rather than facilitators to the media.

The meeting took place six months after a failed attempt by a federal judge in New York to convince the Pentagon to enter such talks with *The Nation* and other media organizations. The Radio-Television News Directors Association will hold an Oct. 11 meeting in Washington to unify the media in how it deals with military rules during conflicts.

-RB

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PROGRAMING

COSBY, DUCK FLY HIGH AT PILOT TAPING

Comedian's hometown audience likes new 'You Bet Your Life'; sales push for Carsey-Werner fall 1992 strip to get underway shortly

The new Bill Cosby, opting to shed his trademark multi-colored sweaters, returned to his hometown Philadelphia late last month sporting a three-piece suit for the shooting of Carsey-Werner Co.'s pilot revival of *You Bet Your Life* (BROADCASTING, June 24). Judging from the reaction of *Philadelphia Enquirer* entertainment reporter Joe Logan, who clandestinely obtained tickets to the taping, Cosby and Carsey-Werner "appear to have all their ducks in a row" (pun intended) for a concerted sales push of the proposed fall 1992 syndicated strip.

In seeking to differentiate the new show from the original (1950-61), hosted by Groucho Marx, Cosby and the Carsey-Werner production team changed the white duck that dropped down when a contestant guessed the "secret word" to a black duck complete with cigar and Temple University sweatshirt (Cosby's alma mater). Of the 900-plus people that attended the Aug. 22 taping at the Walnut Street Theater, Logan wrote that the audience "giggled, clapped and, at times, roared as the comedian did nothing less than pure Cosby...scoring laugh after laugh with the facial expressions America has come to know and love."

Station executives and industry-watchers across the country seem to think the new Cosby vehicle could present the first serious challenge to the prime access ratings dominance of *Wheel of Fortune* and *Jeopardy!* (from King World), *Entertainment Tonight* and *Star Trek: The Next Generation* (Paramount). With at least two completed pilots in post-production, the advance hype has not been lost on Bob Jacobs, who is expected to soon be formally named president of the newly formed Carsey-Werner Distribution Co.

Before the taping, Logan reported that Cosby stood up and told the audience, "If this show works, it will be in the city of Philadelphia." Logan later told BROADCASTING that Cosby, with homes in California and Connecticut, has a "relatively" short commute from the



Bill Cosby and 'You Bet Your Life' contestants at pilot taping in Philadelphia

latter to Philadelphia. It was Logan's impression that Carsey-Werner seems intent on basing the show on the East Coast, since "it is largely assumed that Bill Cosby will not be returning to *The Cosby Show* [which Carsey-Werner Co. has produced for NBC since 1984] after this season." Logan also suggested that the ethnic mix is broader on the East Coast, which would meet Carsey-Werner's "desire to keep the show from being an atypical, California-based game show."

During the taping, Cosby stood behind a podium while six contestants, ranging from a California man who taste-tested ice cream for a living and a Virginia grandmother who lives in a tent with her family, were apparently screened more for their quirky personalities than their knowledge of trivia. When the grandmother whistled, instead of answering a question, Cosby good-naturedly urged, "Fix your teeth," Logan reported. There was also a female track coach who, in her college days at the University of Pennsylvania, claimed to have beaten all of Cosby's track times. When she couldn't name the au-

thor of *Car's Cradle* and *Slaughterhouse Five*, Cosby quipped, "If you'd gone to Temple, you'da known that."

Carsey-Werner's intention from the outset, Jacobs said, is to "best utilize Cosby's humor and high Q score with the American public" by deliberately skewing his jokes as "good-natured barbs," rather than what Jacobs said was Groucho's "occasional 'how ugly you are' jokes." Logan added that only late-night talk show hosts Jay Leno and David Letterman have "remotely" similar personas with the viewing public, but stressed that Cosby, "by far, has a broader male, female and teen following" than those two NBC talk show hosts.

Besides higher prizes for quiz questions and the "secret word," other variations on the original format included a new sidekick and a Philadelphia house band that played an opening theme partially composed by Cosby himself. Unlike original sidekick George Fenneman, a straight man who was the butt of many Groucho one-liners, the new sidekick hired by Marcy Carsey and Tom Werner, Robbie Chung, is a stand-up comic

from Los Angeles.

Jacobs said that Bill Carruthers, formerly the producer of Warner Bros.' recently discontinued game show *Trump Card* and of *Press Your Luck* (CBS), wrote, supervised and directed the *Be Your Life* pilots. Carruthers also produced the pilot *Love Thy Neighbor*, which GTG Entertainment, under the sales guidance of Jacobs, marketed at NATPE last January, but killed shortly

thereafter. Bob Davis, formerly of Goodson-Todman Productions, also served as producer. Carsey and Werner, along with Cosby, are co-executive producers, said Jacobs.

Over the next several weeks Jacobs said he will make presentations to key station group executives. Although he would not specify to BROADCASTING which groups have shown interest in *YBYL*, Jacobs said he has received 31

"solid" offers representing 26 markets. Presentations to New York station reps will follow the group pitch sessions.

Awaiting final approval from Carsey and Werner and Chief Executive Officer Stuart Glickman, Jacobs hinted that about half a dozen sales executives will be announced shortly, as well as a new sales headquarters at 30 Rockefeller Plaza in New York (also NBC's long-time address). —MF

NBC NEWS GOES TO PHOENIX

Network produces evening broadcast from affiliate, focusing on local issues with national impact; Brokaw then appears on station's town meeting program; it's likely 'Nightly News' will do more similar ventures

In an experiment likely to lead to similar remote telecasts with its affiliates around the country, NBC *Nightly News* anchor Tom Brokaw and crew traveled to KPNX(TV) Phoenix last Wednesday for an evening of cooperative programming with the station. NBC News executives last week appeared eager to expand the concept to other markets following the success of the telecasts.

NBC and KPNX last week combined resources to present a live edition of *NBC Nightly News* from the city, marking the latest effort to remold the network newscast in the face of increased competition from local newscasts and CNN. Later that evening, KPNX anchor Kent Dana and Brokaw co-hosted a two-hour live "town hall" telecast over the station.

"The network newscasts are looking for ways to find themselves in the TV landscape; we're looking for television programs today rather than just coverage of the day's events," said Steve Friedman, executive producer, *NBC Nightly News*. "We're using the 'what' as a jumping-off point."

NBC News executives have been closely following the Phoenix experiment as a model for future broadcasts, according to Friedman. Ideally, he said, the news division would like to go on location and work out similar arrangements in a different market at least once a month. A number of markets are already under consideration, he said.

"What we're trying to do is find ways to get to places and find local issues which are also national issues," said Friedman. "What we need to do is take the program out of the air-conditioned studios in New York and go out to cover local issues."

While the four topics covered on



KPNX's 'town meeting' with Tom Brokaw

Wednesday's *NBC Nightly News* focused on Arizona-related stories—skin cancer, water use in the desert states, the influx of Latin American immigrants and the southwestern job market—the network believed those topics were also of interest to national audiences. The station suggested the regional story ideas to the network, which in turn were filed by reporters from the NBC News bureau in Burbank, Calif.

The big payoff for the station was that it was able to get Tom Brokaw to co-host its live town hall discussion on the media, the fifth in a series of telecasts designed to address issues of community concern.

When KPNX originally approached NBC News about working on the project, the station found itself in the right place at the right time, according to Mike Beardsley, KPNX news director. The network had independently been

searching for a way to conduct on-location telecasts in connection with local town hall meetings, said Beardsley, and KPNX was a good fit because the station had already held four such meetings.

The KPNX town hall telecasts represent a sizable effort by staffers at the Gannett-owned station, who spend up to three months planning each of the specials, said Beardsley. The chosen issue (past telecasts have focused on drugs, child care, racism and education) is highlighted on KPNX newscasts in the two weeks leading up to the broadcast, and the actual telecast, underwritten in part by Honeywell, averages between a 4 and 6 rating in prime time.

KPNX executives last week were optimistic that similar network-station arrangements could be successful in other markets. "There are an awful lot of markets where this could be done and would work out real well," said Beardsley. —RB

From the best-selling author of *Greed and Glory on Wall Street*

"The Best Book Ever Written On Network Television."

—Frank Stanton, President, CBS, Inc., 1946-1973

"An exhaustive look at the three broadcast networks, just as they were entering the most turbulent phase in their history...through it all, Auletta was the proverbial fly on the wall...supplying the kind of detail that sources offer only when they know their accounts will not blow up in their faces in the next day's papers...Even more impressive are the intimate glimpses Auletta provides of the men at the very top and his nuanced picture of the different corporate cultures they fostered..."

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—The New York Times Book Review

"Tears the three TV networks to shreds."

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"A remarkable and extremely important book...careful, painstaking, understated journalism of the highest order."

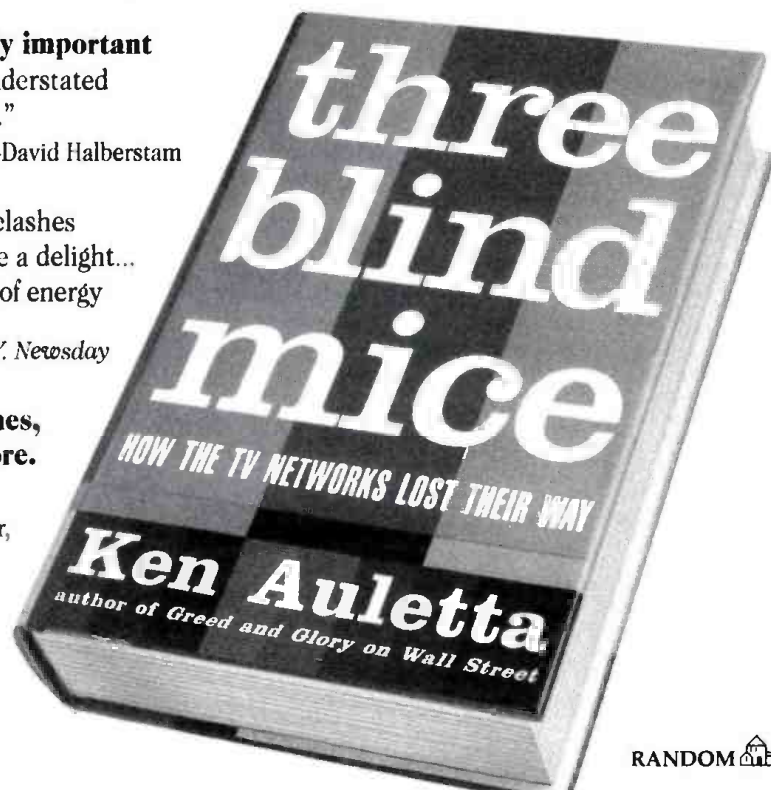
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"Auletta's stories of the culture clashes within the remade networks are a delight...many portraits are superb...full of energy and insight."

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"Tells it all...behind the scenes, on the record, as never before. Just a superb job."

— Ben Bradlee, Executive Editor,
Washington Post



RANDOM  HOUSE

GERBER TO STAY AT MGM-PATHE

Move signals company's intention to maintain TV presence

David Gerber, chairman and chief executive officer, MGM Worldwide Television Group, has signed a new multiyear contract to continue as head of MGM-Pathe Communications' television division. The announcement, made by Alan Ladd Jr., chairman and chief executive officer, MGM-Pathe Communications Co., comes at a time when MGM-Pathe owner Giancarlo Parretti is embroiled in a legal battle with creditors to retain control of the studio, which has been in a state of decline for years. Under the new deal, Gerber's responsibilities now include domestic distribution and first-run production.

The move by Ladd to retain Gerber is seen as a sign that the MGM-Pathe chairman is committed to maintaining a strong television presence in light of the tumultuous legal wranglings now being played out. Heading into the 1991-92 season, MGM will produce the fifth season of NBC's *In the Heat of the Night*, the third year of ABC's *The Young Riders*, a second season order for NBC's



David Gerber, chairman and CEO, MGM Worldwide Television Group

Nightmare Cafe and the animated *Moth-er Goose and Grimm* for CBS.

In addition to network television production, Gerber will oversee the studio's entry in cable and first-run production. Gerber's expanded duties in the area of

domestic distribution will give him oversight responsibilities for future syndication of other MGM-produced series. Gerber joined MGM-Pathe when it saw the newly merged *Night* or any television divisions. At the time, it had one hour of programming on the air. Under his tenure, MGM series have received 68 Emmy nominations, with 21 winners; of those, 42 nominations and 13 awards were received by *thirty-something*.

Gerber stated that despite the current network trend de-emphasizing dramas, "we plan on staying in the dramatic-hour business. That is our forte. We clearly would like to have a comedy hit, but not the financial hit you have to take to get the top-name comedy writers."

Gerber also noted that the company will expand its staff in the areas of production and distribution. "As we look to the future, we plan to bring in some key personnel to handle domestic distribution and production. We intend to take an aggressive approach to the first-run syndication and reality programming businesses. It is my plan and goal to do whatever it takes to create successful entertainment, if it makes economic sense and it is creatively attractive," he said.

SYNDICATION TALK FOR 'MR. PETE'

Grant/Tribune hoping to strip show with 'Dennis Miller'

Buoyed by a recent local Emmy Award and second 13-week pickup of *The Late Mr. Pete Show* by Tribune Broadcasting-owned KTLA-TV Los Angeles, Bud Grant, chief executive officer of Grant/Tribune Productions, has reportedly entered talks with Tribune Entertainment about possibly launching the program for syndication nationally in January 1992. The half-hour weekly, which will air for a second cycle in the Friday, 11:30 p.m. slot, effective Sept. 27, is hosted by Pete Chaconis, who originated the program on Century Cablevision's local-access channel.

While declining to divulge the extent of talks with Tribune Entertainment President and CEO Don Hacker, Grant acknowledged that Tribune, which partnered with Bud Grant Productions in March 1988, has first option on picking up the series for syndication. The word from Hollywood sources is that Tribune Entertainment is looking to shop *Mr. Pete* with its recently announced January 1992 late fringe strip, *The Dennis Miller*



Pete Chaconis as 'The Late Mr. Pete'

Show, at next January's NATPE convention in New Orleans.

However, it is believed that Hacker is leaning toward maintaining *Mr. Pete* as a weekend offering, then seeing if subsequent ratings merit stripping the show as a companion piece to the hour-long

Dennis Miller strip. Hacker was unavailable for comment on the status of *Mr. Pete* talks. Nonetheless, Grant said if Tribune does not exercise its syndication option, he can talk to several other distributors who have shown interest.

Grant, president of CBS Entertainment from 1979 to 1987, is developing several midseason series projects for the networks. CBS has an option on the half-hour game show *How's Your Love Life?*, which Grant/Tribune is developing with game-show producers Bob and Sande Stewart. The premise of the series is to bring couples together to talk "humorously" about relationship problems.

In association with Turnaround Productions, which is headed by former *M*A*S*H* producers and writers Bert Metcalfe, Allan Burns and Howard Gould, Grant/Tribune has three network series in development with Turnaround. NBC has a six-episode midseason commitment to *Me and Nick*, a half-hour sitcom about two teen-age boys who befriend each other at boarding school; and CBS has a 13-episode midseason commitment on *Are You Still Here?*, a half-hour comedy about a divorced couple who continue sharing an apartment, and *Barbers and Beauties*, a barber shop/beauty salon sitcom created by Lindsay Harrison.

RATINGS ROUNDUP

RATINGS ROUNDUP											
		7:00 PM		8:00 PM		9:00 PM		10:00 PM		10:30 PM	
Monday Sep 2	ABC	14.8/26		67. Port of Call	6.9/13	1. NFL Monday Night Football	17.5/30	12. Northern Exposure	12.4/21	18.3/32	17.2/30
	CBS	12.1/21		17. Major Dad	12.2/21	22. Murphy Brown	11.9/19	13. Designing Wm	12.4/20		
	NBC	9.6/16		57. Blossom	8.6/15	44. NBC Monday Night Movies—Maybe Baby	9.7/16			10.1/17	10.2/19
	FOX										
Tuesday Sep 3	ABC	12.2/21		7. Full House	14.3/25	3. Roseanne	17.2/28	6. Coach	14.4/24	71. Thirtysomething	6.6/12
	CBS	10.7/18		36. Rescue: 911	10.1/17	31. CBS Tuesday Night Movie—The Operation	11.0/19	25. Law and Order	11.6/21		11.4/22
	NBC	11.0/19		38. Matlock	9.9/17	27. Heat of the Night	11.5/19	59. Anything But Love	8.3/15	62. Married People	7.9/16
	FOX										
Wednesday Sep 4	ABC	10.1/17		27. Dinosauers	11.5/21	11. Doozie Howser	12.8/21	21. Davis Rules	12.1/20	48. 48 Hours	9.4/18
	CBS	10.7/18		79. Rescue 911	6.0/11	34. Jake and the Fatman	10.7/18	56. Seinfeld	8.7/15	50. Quantum Leap	9.1/17
	NBC	11.0/19		9. Unsolved Mysteries	14.2/24	30. Against All Odds	11.1/19	54. Primetime Live	8.8/18	65. Verdict Special	7.5/14
	FOX										
Thursday Sep 5	ABC	11.9/21		69. Fthr Dowling Mysteries	7.0/12	70. American Detectives	6.9/12	71. Trials of Rosie O'Neill	6.6/11	45. L.A. Law	9.6/17
	CBS	10.7/18		60. Top Cops	8.2/15	5. Cheers	14.7/24	17. Wings	12.2/20		9.6/18
	NBC	11.0/19		17. Cosby	12.2/22	10. A Different World	13.2/23	58. Beverly Hills 90210	8.5/14	13. 20/20	12.4/24
	FOX										12.6/25
Friday Sep 6	ABC	10.5/21		54. Simpsons	8.8/16	79. Parker Lewis	6.0/10	49. Perfect Strang.	9.3/18	52. Growing Pains	8.9/17
	CBS	7.2/14		38. Family Matters	9.9/20	38. Sat Morning Prev.	9.9/20	65. CBS Friday Night Movie—Single Women	7.5/14	81. 20/20	12.4/24
	NBC	9.7/19		73. Fantastic Facts	6.5/13	73. All in the Family	6.5/13	42. NBC Movie of the Week Friday—Deep Dark Secrets	9.8/19	61. Mimi & Me	5.8/11
	FOX	5.6/11		42. Real Life w/1. Pauley	9.8/20	52. Expose	8.9/18	84. World's Greatest Stunts	5.3/10	61. Sisters	8.0/17
Saturday Sep 7	ABC	6.0/12		81. America's Most Wanted	5.8/12	84. ABC World of Discovery	5.3/11	77. The Young Riders	6.4/13	81. Mimi & Me	5.8/11
	CBS	7.1/14		64. CBS Saturday Movie—Police Academy 5: Assnmt Miami Beach	8.4/16	64. CBS Saturday Movie—Police Academy 5: Assnmt Miami Beach	8.4/16	35. Dear John	10.5/20	61. Sisters	8.0/17
	NBC	10.1/20		37. Golden Girls	10.0/21	27. Golden Girls	11.5/23	13. Empty Nest	12.4/24	88. Best of the Worst	4.4/9
	FOX	5.9/12		73. Cops	6.5/14	68. Cops 2	7.2/14	83. Totally Hdn. Video	5.4/10	50. ABC Sunday Night Movie—To Save a Child	9.1/15
Sunday Sep 8	ABC	9.2/16		16. Am. Fun. H. Videos	12.3/21	17. Am. Funniest People	12.2/20	25. CBS Sunday Movie—Lies Before Kisses	11.6/20	73. Sund	6.9/12
	CBS	12.8/23		78. Life Goes On	6.3/12	22. Murder, She Wrote	11.9/20	63. NBC Sunday Night Movie—Blind Faith Part 1	7.4/12		
	NBC	6.8/12		4. 60 Minutes	16.2/32	86. Unsolved Mysteries	5.0/9	2. Married/Chdn	17.9/29	22. Herman's Head	11.9/20
	FOX	8.9/16		90. Cartoon Spectac.	4.8/8	47. In Living Color	9.5/17	45. Roc	9.6/16		
WEEKLY PRIME TIME AVERAGE		ABC 10.1/19									
SEASON PRIME TIME AVERAGE		ABC 11.2/20									
NIGHTLY RATING/SHARE		CBS 9.6/18									
RANKING/SHOW (PROGRAM RATING/SHARE)		NBC 11.4/20									
Sep 16 1991		FOX 7.9/16									
		HALF-HOUR RATING/SHARE									

SYNDICATION MARKETPLACE

LBS Communications has extended production of Laura McKenzie's Travel America for an additional 26 weeks beginning this September. The show has been cleared on WABC-TV New York, WFTY-TV Washington, KTXA-TV Dallas, WVEU-TV Atlanta, KTZZ-TV Seattle, KPHO-TV Phoenix, WRTV-TV Indianapolis and WCPO-TV Cincinnati.

TNT Latin America has licensed episodes of King World Productions' hour talk show strip, *The Oprah Winfrey Show*, from the King World International sales arm, for its monthly program lineup beginning in September. Each episode will be dubbed in Spanish and Portuguese. TNT will carry *Oprah* in 18 countries in Latin America and the Caribbean.

Republic Pictures Domestic Television's ad hoc All Nite Movie network has cleared 101 markets and 76% of U.S. for its second season in syndication. Cleared in 19 of the top 20 markets, WABC-TV New York and KCAL-TV Los Angeles highlight station carriage list for coming season. Five-night network, which is made up of features from Republic's library of classic and B-movie titles, averaged a 2.1 national rating in its first 47 weeks, according to syndicator. Each movie airs between 11 p.m. and 6 a.m., and can be obtained on 11-minute national/13-minute local barter basis.

Scratch, teen/young adult magazine offering from **Muller Media**, New York, and Belo Broadcasting's KXTV(TV) Sacramento, has cleared 70% of country, including 23 of top 25 markets. Major market clearances include WNBC-TV New York, WABC-TV Los Angeles and WPWR-TV Chicago. Weekend targeted half-hour weekly is being sold on barter basis, 3 minutes national, 3½ minutes local.

Following death of famed director Frank Capra, **Republic**

Pictures Dom Television announced that it will be producing and presenting *It's a Wonderful Life* as special package, which is its tribute to original classic titles. "Wonderful Life" will be presented in its original, uncut 130-minute version, in a color-enhanced classic film with presentation of 30-



minute special narrated by Tom Bosley (*Happy Days*, *Dowling Mysteries*), which will also feature filmed interviews with "Wonderful Life" star Jimmy Stewart and Capra. Movie and special will be available to stations for two runs in November-December broadcast window, and are being offered on 12½-minute local and 11½-minute national barter splits. To date, Color Movies III has been cleared on 117 stations covering 78% of U.S., and includes "Bells of St. Mary," "Sands of Iwo Jima," "In Old California" and "War of the Wildcats" among its titles.

CONSORTIUM-WARNER DEAL UP IN AIR

Confirming recent reports, Michael Finkelstein, president of Renaissance Communications station group and spokesman for The Television Consortium, said that a group of nearly 30 independent stations (and seven station license fee costs and size of series orders for shows proposed for a two-episode fee at \$750,000 per episode maximum and no more than a 13-

There is a strong consensus [among consortium station members] to still do this [two-hour block of first-run programming].

"It may be a problem indigenous with how Hollywood does this programming for the block. I think, in the end, we'll get Bros. or without Warner Bros.]."

Finkelstein said The Television Consortium is still negotiating with Warner Bros. He stressed that no other consortium stations have been approached during the talks with Warner Bros.

begin to specify whether there is a timetable to complete talks with Warner Bros. that the consortium has until at least spring 1992 to propose a block, which is not likely to debut until fall 1992.

beyond acceptable comment, and it is not immediately known if a national revenue on stations cleared in syndication consortium stations account for.

EHRlich TAPPED TO PRODUCE 'MILLER'

Tribune Entertainment Co. last week named Ken Ehrlich, a veteran 20-year producer of variety and special event programming, as producer of *The Dennis Miller Show*, scheduled to begin syndication Jan. 20, 1992. The announcement was made by Donald Hackman, president of Tribune Entertainment, and Brad Grey, the show's executive producer and a partner in Brillstein-Grey Productions.

Ehrlich, who has produced the Grammy Awards telecast for the past 11 years, also created and produced *Showtime Coast to Coast*, served as producer of *Fame* for several years and created the long-running *Soundstage* musical series for PBS.

The *Miller* strip, targeted for late fringe, has already been cleared in 25 of the top 30 markets and will be produced at Tribune Broadcasting's KTLA-TV Los Angeles studios.

gistic effect," Thompson said.

One of these elements is television, which, because of its own fragmentation, offers marketing possibilities that, in many instances, parallel a radio station's own evolving programming and promotion needs. "This evolution is especially valuable for radio, because now we have cable channels that attract the same people a radio station is going after," observed Curt Hahn, president of Filmhouse in Nashville. "It's a real bonanza: radio can buy these stations much more cheaply than they can buy the old network mass reach vehicles that

reached people who weren't real prospects for your station."

As radio programming has evolved outside the general boundaries of standard formats, stations have had to move away from "off-the-rack" marketing strategies—including syndicated television spots. Less than 10% of all TV spots sold to radio stations today are syndicated, versus almost 100% 10 years ago, Hahn said. "Ten years ago we didn't have five different brands of country, or CHR, or adult contemporary," he observed. "Now we have all these little subtleties, nuances and variations, as ev-

eryone is trying to it varies from market

The fundamental goal—in any target market, to give any campaign enough and work. "Radio has great potential to demonstrate its effectiveness, if we set a goal up front," said Intermark Farber. "If the advertiser or station doesn't have set goals or a distinct time frame by which to measure its performance, they'll never know if their strategy worked. If sales or ratings go up or down they'll never know why—and then they haven't learned a thing."

—REB

ONE FOR THE PRICE OF THREE

Broadcaster hopes to reach California market by 'trimulcasting' on adjacent signals

A California broadcaster is on the verge of implementing a novel idea in the radio marketplace: trimulcasting.

Faced with the challenge of broadcasting, without the use of a class-B FM, over 200 miles in an area inhabited by 12 million people, Douglas Broadcasting President John Douglas is seeking to purchase three class A's on the same frequency in adjacent southern California markets and broadcast over them simultaneously.

pending FCC approval for the purchase of two of the stations, Douglas is to carry out the plan in what could be a popular way of competing in the radio broadcast marketplace.

"By consolidating his presence in the market, we can make [his stations] more financially viable," said Mark Jorgenson of the brokerage firm Jorgenson, Co., which brokered the acquisition of KAGR(FM) Ventura and Fallbrook last month for the combination with KMAX(FM) Arcadia. The three stations operate on 107.1 mhz, and if approved by the FCC, it would be the first time three stations in adjacent markets would be broadcasting on the same frequency.

Even though the stations do not cross their broadcast contours, which is required under its duopoly rule, the mountain ranges in the area will act as a natural shield for the signals. If this is true, Douglas claims that the signals will not be interrupted by other stations in the area.

Francis thing up in the north of Yuba

1450



khz]; it gives us a corridor from San Francisco to Sacramento along I-80, the main drag."

Last April, another southern California broadcaster, John McLaughlin, started simulcasting KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, operating them as one station. Also class A's, these stations, unlike Douglas's, have some signal overlap, although their 3.16 mV/m contours remain separated.

A closer analogy might be KDBK-FM San Francisco and KDBQ(FM) Santa Cruz, which broadcast on adjacent frequencies. Viacom purchased and started simulcasting the stations last year

(BROADCASTING, July 30, 1990). Although these are class B's, their contours, like the Douglas stations, touch but do not cross. When listeners cross between coverage areas, they must tune up or down a channel to receive the signal again.

Not everyone is certain that, from a technical standpoint, the trimulcast will fly; McLaughlin is among the doubters. "Without looking at the engineering data, it seems highly unlikely that you'll be able to get a continuous signal from Santa Barbara to Escondido," he said.

Art Doak, supervisory engineer at the FCC, agrees with the assessment. "In



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reality, I guess it could happen," but on paper, Doak said, it would be a stretch to predict that a continuous, uninterrupted signal could be achieved.

Whether or not the signal is prone to interference, radio consultant Jim Duncan sees the trimulcast as the start of a trend. "I think it's a good idea, and you're going to see a lot more of it. It's a natural response to the overcompetition we have in some of these markets, for stations to confederate and increase their market power and also decrease the amount of competition in the market."

The price for the stations was less than \$20 million, including an estimated \$17 million for KMAX, a potential bargain considering the market size. But Duncan cautioned against comparing the stations' market value to a class B station. "It's like taking a bunch of sapphires and saying they're equal to this one diamond," he said. "There's just a lot more 'oomph' in the marketplace as far as credibility with advertisers if you have that one big stick versus three or four little ones. I just don't think that they can count on, at the end of this,

having a value for those properties in any way approximate to the value of a good class B." But if the arrangement is successful, Duncan said, it will increase the value of the individual stations.

Douglas has not yet committed to a definite format, although he is considering sticking with the mix of black and Asian- and Hispanic-language programming he broadcasts at KMAX. "That's the format we've had so far.... It has worked for us, the trend [minority growth] is there, so it makes sense to at least explore that."

-36

TRACKING HISPANIC FORMATS

Birch			
Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	33%	27%	23%
Ranchera/contemp Spanish hits	24%	20%	18%
Ranchera/nortena	12%	18%	18%
Ranchera	1%	3%	4%
Nortena	0%	1%	1%
Chicano	5%	5%	4%
Tex Mex	3%	6%	8%
Soft int'l hits	5%	2%	2%
Top 40 Spanish hits	6%	7%	12%
Spanish news/talk	11%	11%	10%

Arbitron			
Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	37%	36%	28%
Ranchera/contemp Spanish hits	20%	17%	16%
Ranchera/nortena	14%	15%	23%
Ranchera	0%	2%	2%
Nortena	0%	1%	1%
Chicano	3%	2%	1%
Tex Mex	5%	7%	8%
Soft int'l hits	6%	4%	4%
Top 40 Spanish hits	5%	7%	10%
Spanish news/talk	10%	9%	7%

Source: Katz Hispanic Radio Research

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TOP SPANISH FORMAT: CIH

Contemporary international hits (CIH) is the most popular format for Spanish-language radio, according to Katz Hispanic Radio's just-released report on spring 1991 national format averages. Both Arbitron and Birch numbers show CIH as the most popular. The analysis also found that the other Spanish-language formats showed "stable" or increased "time spent listening" numbers. Janet Therrien, vice president and director of marketing, Katz Hispanic Radio, and the study's author, cautioned that the findings should be used primarily for "directional purposes," as the number of stations in some formats is very small.

Arbitron added four markets to its list of Hispanic market reports for the spring 1991 survey, bringing the number to 20. Trending in the report was based on 20 markets for spring 1991 and 16 markets for both spring 1990 and 1989.

The report marks the first analysis since the switch by Birch to primary-language weighting in summer 1990. The year-to-year comparisons (see chart) take that into account.

From the best-selling author of *Greed and Glory on Wall Street*

"The Best Book Ever Written On Network Television."

—Frank Stanton, President, CBS, Inc., 1946-1973

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"Auletta's stories of the culture clashes within the remade networks are a delight...many portraits are superb...full of energy and insight."

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"Tells it all...behind the scenes, on the record, as never before. Just a superb job."

— Ben Bradlee, Executive Editor,
Washington Post

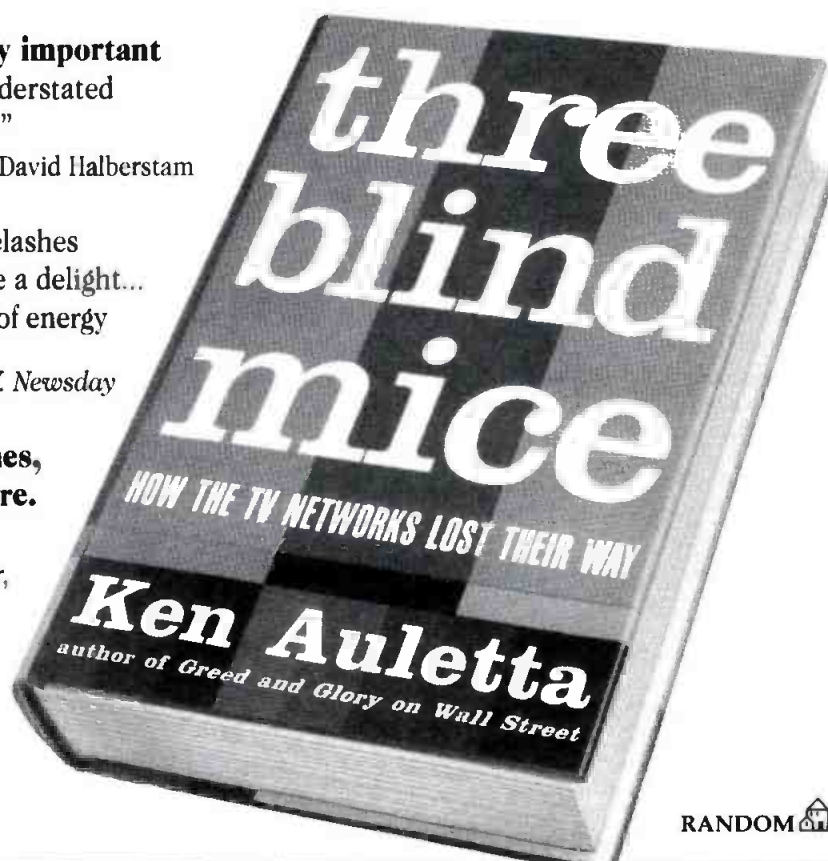
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—USA Today



RANDOM HOUSE

GERBER TO STAY AT MGM-PATHE

Move signals company's intention to maintain TV presence

David Gerber, chairman and chief executive officer, MGM Worldwide Television Group, has signed a new multiyear contract to continue as head of MGM-Pathe Communications' television division. The announcement, made by Alan Ladd Jr., chairman and chief executive officer, MGM-Pathe Communications Co., comes at a time when MGM-Pathe owner Giancarlo Parretti is embroiled in a legal battle with creditors to retain control of the studio, which has been in a state of decline for years. Under the new deal, Gerber's responsibilities now include domestic distribution and first-run production.

The move by Ladd to retain Gerber is seen as a sign that the MGM-Pathe chairman is committed to maintaining a strong television presence in light of the tumultuous legal wranglings now being played out. Heading into the 1991-92 season, MGM will produce the fifth season of NBC's *In the Heat of the Night*, the third year of ABC's *The Young Riders*, a second season order for NBC's



David Gerber, chairman and CEO, MGM Worldwide Television Group

Nightmare Cafe and the animated *Moth-er Goose and Grimm* for CBS.

In addition to network television production, Gerber will oversee the studio's entry in cable and first-run production. Gerber's expanded duties in the area of

domestic distribution will give him oversight responsibilities for future syndication of *In the Heat of the Night* or any other MGM-produced series.

Gerber joined MGM in 1986 to oversee the newly merged MGM and UA television divisions. At the time, MGM had one hour of programming on the air. Under his tenure, MGM series have received 68 Emmy nominations, with 21 winners; of those, 42 nominations and 13 awards were received by *thirty-something*.

Gerber stated that despite the current network trend de-emphasizing dramas, "we plan on staying in the dramatic-hour business. That is our forte. We clearly would like to have a comedy hit, but not the financial hit you have to take to get the top-name comedy writers."

Gerber also noted that the company will expand its staff in the areas of production and distribution. "As we look to the future, we plan to bring in some key personnel to handle domestic distribution and production. We intend to take an aggressive approach to the first-run syndication and reality programming businesses. It is my plan and goal to do whatever it takes to create successful entertainment, if it makes economic sense and it is creatively attractive," he said.

-SC

SYNDICATION TALK FOR 'MR. PETE'

Grant/Tribune hoping to strip show with 'Dennis Miller'

Buoyed by a recent local Emmy Award and second 13-week pickup of *The Late Mr. Pete Show* by Tribune Broadcasting-owned KTLA-TV Los Angeles, Bud Grant, chief executive officer of Grant/Tribune Productions, has reportedly entered talks with Tribune Entertainment about possibly launching the program for syndication nationally in January 1992. The half-hour weekly, which will air for a second cycle in the Friday, 11:30 p.m. slot, effective Sept. 27, is hosted by Pete Chaconis, who originated the program on Century Cablevision's local-access channel.

While declining to divulge the extent of talks with Tribune Entertainment President and CEO Don Hacker, Grant acknowledged that Tribune, which partnered with Bud Grant Productions in March 1988, has first option on picking up the series for syndication. The word from Hollywood sources is that Tribune Entertainment is looking to shop *Mr. Pete* with its recently announced January 1992 late fringe strip, *The Dennis Miller*



Pete Chaconis as 'The Late Mr. Pete'

Show, at next January's NATPE convention in New Orleans.

However, it is believed that Hacker is leaning toward maintaining *Mr. Pete* as a weekend offering, then seeing if subsequent ratings merit stripping the show as a companion piece to the hour-long

Dennis Miller strip. Hacker was unavailable for comment on the status of *Mr. Pete* talks. Nonetheless, Grant said if Tribune does not exercise its syndication option, he can talk to several other distributors who have shown interest.

Grant, president of CBS Entertainment from 1979 to 1987, is developing several midseason series projects for the networks. CBS has an option on the half-hour game show *How's Your Love Life?*, which Grant/Tribune is developing with game-show producers Bob and Sande Stewart. The premise of the series is to bring couples together to talk "humorously" about relationship problems.

In association with Turnaround Productions, which is headed by former *M*A*S*H* producers and writers Bert Metcalfe, Allan Burns and Howard Gould, Grant/Tribune has three network series in development with Turnaround. NBC has a six-episode midseason commitment to *Me and Nick*, a half-hour sitcom about two teen-age boys who befriend each other at boarding school; and CBS has a 13-episode midseason commitment on *Are You Still Here?*, a half-hour comedy about a divorced couple who continue sharing an apartment, and *Barbers and Beauties*, a barber shop/beauty salon sitcom created by Lindsay Harrison.

-MF

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 Sep 2	ABC 14.8/26		67. Sports Illustrated Prev [7.3/14] 6.9/13	7.8/14	1. NFL Monday Night Football*—San Fran 49ers vs. NY Giants [18.3/32] 17.5/30	19.9/32	19.6/32	17.2/30
	CBS 12.1/21		33. Evening Shade [10.9/20]	17. Major Dad [12.2/21]	22. Murphy Brown [11.9/19]	13. Designing Wm [12.4/20]	12. Northern Exposure [12.5/22] 12.4/21	12.6/23
	NBC 9.6/16		38. Fresh Prince [9.9/19]	57. Blossom [8.6/15]	44. NBC Monday Night Movies—Maybe Baby [9.7/16] 8.9/15	9.5/15	10.1/17	10.2/19
Tuesday Sep 3	ABC 12.2/21		7. Full House [14.3/25]	8. Who's the Boss? [14.2/24]	3. Roseanne [17.2/28]	6. Coach [14.4/24]	71. Thirtysomething [6.6/12] 6.7/12	6.6/13
	CBS 10.7/18		36. Rescue: 911 [10.1/17] 9.5/17	10.7/18	31. CBS Tuesday Night Movie—The Operation [11.0/19] 10.0/16	10.6/17	11.9/21	11.4/22
	NBC 11.0/19		38. Matlock [9.9/17] 9.5/17	10.4/17	27. Heat of the Night [11.5/19] 10.9/18	12.0/20	25. Law and Order [11.6/21] 11.5/20	11.8/23
Wednesday Sep 4	ABC 10.6/19		27. Dinosaurs [11.5/21]	31. Wonder Years [11.0/19]	11. Doogie Howser [12.8/21]	21. Davis Rules [12.1/20]	59. Anything But Love [8.3/15]	62. Married People [7.9/16]
	CBS 8.7/16		79. Rescue 911 [6.0/11] 5.7/10	6.4/11	34. Jake and the Fatman [10.7/18] 9.9/17	11.5/19	48. 48 Hours [9.4/18] 9.8/18	9.0/18
	NBC 11.0/20		9. Unsolved Mysteries [14.2/24] 13.0/24	15.0/26	30. Against All Odds [11.1/19]	56. Seinfeld [8.7/15]	50. Quantum Leap [9.1/17] 8.7/16	9.4/19
Thursday Sep 5	ABC 7.6/14		69. Fthr Dowling Mysteries [7.0/12] 6.7/12	7.2/12	70. American Detectives [6.9/12] 6.1/10	7.7/13	54. Primetime Live [8.8/18] 9.1/17	8.6/18
	CBS 7.4/13		60. Top Cops [8.2/15] 7.9/14	8.6/15	71. Trials of Rosie O'Neill [6.6/11] 6.3/10	6.8/11	65. Verdict Special [7.5/14] 7.3/13	7.6/14
	NBC 11.9/21		17. Cosby [12.2/22]	10. A Different World [13.2/23]	5. Cheers [14.7/24]	17. Wings [12.2/20]	45. L.A. Law [9.6/17] 9.6/17	9.6/18
	FOX 8.0/13		54. Simpsons [8.8/16]	79. Parker Lewis [6.0/10]	58. Beverly Hills 90210 [8.5/14] 8.2/13	8.7/14		
Friday Sep 6	ABC 10.5/21		38. Family Matters [9.9/20]	38. Sat Morning Prev. [9.9/20]	49. Perfect Strang. [9.3/18]	52. Growing Pains [8.9/17]	13. 20/20 [12.4/24] 12.2/23	12.6/25
	CBS 7.2/14		73. Fantastic Facts [6.5/13]	73. All in the Family [6.5/13]	65. CBS Friday Night Movie—Single Women, Married Men [7.5/15] 7.4/14	7.5/14	7.6/15	7.6/15
	NBC 9.7/19		42. Real Life w/J. Pauley* [9.8/20]	52. Expose* [8.9/18]	42. NBC Movie of the Week Friday—Deep Dark Secrets [9.8/19] 9.0/18	9.8/19	10.0/19	10.5/20
	FOX 5.6/11		81. America's Most Wanted [5.8/12] 5.1/11	6.6/13	84. World's Greatest Stunts [5.3/10] 5.2/10	5.5/11		
Saturday Sep 7	ABC 6.0/12		84. ABC World of Discovery [5.3/11] 5.1/11	5.4/11	77. The Young Riders [6.4/13] 5.1/10	6.1/12	7.1/14	7.5/16
	CBS 7.1/14		64. CBS Saturday Movie—Police Academy 5: Assnmt Miami Beach [7.7/15] 6.0/13	7.5/15	8.4/16	8.8/17	81. Mimi & Me [5.8/12] 6.2/13	5.4/11
	NBC 10.1/20		37. Golden Girls [10.0/21]	27. Golden Girls [11.5/23]	13. Empty Nest [12.4/24]	35. Dear John [10.5/20]	61. Sisters [8.0/17] 8.0/16	7.9/17
	FOX 5.9/12		73. Cops [6.5/14]	68. Cops 2 [7.2/14]	83. Totally Hdn. Video [5.4/10]	88. Best of the Worst [4.4/9]		
Sunday Sep 8	ABC 9.2/16	78. Life Goes On [6.3/12] 5.8/12	6.8/13	16. Am. Fun. H. Videos [12.3/21]	17. Am. Funniest People [12.2/20]	50. ABC Sunday Night Movie—To Save a Child [9.1/15] 8.2/13	9.1/15	9.6/17 9.6/18
	CBS 12.8/23	4. 60 Minutes [16.2/32] 14.6/30	17.8/34	22. Murder, She Wrote [11.9/20] 11.7/20	12.1/20	25. CBS Sunday Movie—Lies Before Kisses [11.6/20] 11.0/18	11.7/19	11.8/20 11.8/22
	NBC 6.8/12	90. Cartoon Spectac. [4.8/8] 4.9/10	3.6/7	86. Unsolved Mysteries [5.0/9] 5.2/9	6.7/11	63. NBC Sunday Night Movie—Blind Faith Part 1 [7.8/13] 6.9/11	7.4/12	8.0/14 8.7/16
	FOX 8.9/16	88. Am. Cutest Klds [4.4/9]	87. Parker Lws [4.7/9]	47. In Living Color [9.5/17]	45. Roc [9.6/16]	2. Married/Chdn* [17.9/29]	22. Herman's Head* [11.9/20]	73. Sunday Comics [6.5/12] 6.9/12 6.0/11

WEEKLY PRIME TIME AVERAGE

ABC 10.1/19

CBS 9.6/18

NBC 9.9/18

FOX 7.4/14

YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE

ABC 11.2/20

CBS 11.2/20

NBC 11.4/20

FOX 6.3/11

*—PREMIERE

NIGHTLY RATING/SHARE

RANKING/SHOW [PROGRAM RATING/SHARE]

HALF-HOUR RATING/SHARE

SOURCE: A.C. NIELSEN

SYNDICATION MARKETPLACE

LBS Communications has extended production of Laura McKenzie's *Travel America* for an additional 26 weeks beginning this September. The show has been cleared on WABC-TV New York, WFTY-TV Washington, KTXA-TV Dallas, WVEU-TV Atlanta, KTZZ-TV Seattle, KPHO-TV Phoenix, WRTV-TV Indianapolis and WCPO-TV Cincinnati.

TNT Latin America has licensed episodes of King World Productions' hour talk show strip, *The Oprah Winfrey Show*, from the King World International sales arm, for its monthly program lineup beginning in September. Each episode will be dubbed in Spanish and Portuguese. TNT will carry *Oprah* in 18 countries in Latin America and the Caribbean.

Republic Pictures Domestic Television's ad hoc All Nite Movie network has cleared 101 markets and 76% of U.S. for its second season in syndication. Cleared in 19 of the top 20 markets, WABC-TV New York and KCAL-TV Los Angeles highlight station carriage list for coming season. Five-night network, which is made up of features from Republic's library of classic and B-movie titles, averaged a 2.1 national rating in its first 47 weeks, according to syndicator. Each movie airs between 11 p.m. and 6 a.m., and can be obtained on 11-minute national/13-minute local barter basis.

Scratch, teen/young adult magazine offering from **Muller Media**, New York, and Belo Broadcasting's KXTV(TV) Sacramento, has cleared 70% of country, including 23 of top 25 markets. Major market clearances include WNBC-TV New York, WABC-TV Los Angeles and WPWR-TV Chicago. Week-end targeted half-hour weekly is being sold on barter basis, 3 minutes national, 3½ minutes local.

Following death of famed director Frank Capra, **Republic**

Pictures Domestic Television announced that it will be producing and presenting *The Making of "It's a Wonderful Life"* as special half-hour tribute to original movie. "Wonderful Life" is part of Republic's Color Movies III film package, which is made up of color-enhanced classic titles. "Wonderful Life" will be presented in its original, uncut 130-minute version, in conjunction with presentation of 30-



minute special narrated by Tom Bosley (*Happy Days*, *Father Dowling Mysteries*), which will also feature filmed interviews with "Wonderful Life" star Jimmy Stewart and Capra. Movie and special will be available to stations for two runs in November-December broadcast window, and are being offered on 12½-minute local and 11½-minute national barter splits. To date, Color Movies III has been cleared on 117 stations covering 78% of U.S., and includes "Bells of St. Mary," "Sands of Iwo Jima," "In Old California" and "War of the Wildcats" among its titles.

CONSORTIUM-WARNER DEAL UP IN AIR

Confirming recent reports, Michael Finkelstein, president of Renaissance Communications station group and spokesman for The Television Consortium, said that a group of nearly 30 independent stations (and seven station groups) has hit a negotiating snag with Warner Bros. Domestic Television over license fee costs and size of series orders for shows proposed for a two-hour ad hoc network (BROADCASTING, July 15, 22).

In supplying the weekly ad hoc network (in which consortium stations represent just over 50% U.S. coverage), Warner Bros. has reportedly been seeking a \$1-million-per-hour-episode license fee, in addition to a 26-episode commitment. Finkelstein said The Television Consortium is still negotiating for a license fee at \$750,000 per episode maximum and no more than a 13-episode order.

"I think there is a strong consensus [among consortium station members] that we ought to still do this [two-hour block of first-run programming]," Finkelstein said. "It may be a problem indigenous with how Hollywood studios do business. If it is, then we'll have to go to other independent producers to supply programming for the block. I think, in the end, we'll get this deal done [with or without Warner Bros.]" He stressed that no other independent producers have been approached during the talks with Warner Bros.

Finkelstein declined to specify whether there is a timetable to complete talks with Warner Bros., saying that the consortium has until at least spring 1992 to begin production on the block, which is not likely to debut until fall 1992. Warner Bros. officials declined comment, and it is not immediately known if a \$750,000-per-episode cap is acceptable, since the studio, under the initial proposal, would realize additional revenue on stations cleared in syndication beyond the 50% coverage the consortium stations account for.

EHRlich TAPPED TO PRODUCE 'MILLER'

Tribune Entertainment Co. last week named Ken Ehrlich, a veteran 20-year producer of variety and special event programming, as producer of *The Dennis Miller Show*, scheduled to begin syndication Jan. 20, 1992. The announcement was made by Donald Hacker, president of Tribune Entertainment, and Brad Grey, the show's executive producer and a partner in Brillstein-Grey Productions.

Ehrlich, who has produced the Grammy Awards telecast for the past 11 years, also created and produced *Showtime Coast to Coast*, served as producer of *Fame* for several years and created the long-running *Soundstage* musical series for PBS.

The *Miller* strip, targeted for late fringe, has already been cleared in 25 of the top 30 markets and will be produced at Tribune Broadcasting's KTLA-TV Los Angeles studios.

RADIO

ADVERTISERS, MARKETERS SET SIGHTS ON TARGET

In a world of increasing micro-fragmentation, radio marketers and advertisers are learning that the rifle is mightier than the shotgun

As they continue to target their buys to the multi-lifestyled 25-54 demographic, advertisers and agencies are coming to realize that the rifle is more efficient than the shotgun and that radio, the first of the general media to fragment into sub-formats, often provides the best hunting.

A primary reason for this radio advantage is that stations, as competition and revenues have become tighter, are increasingly developing prepared mission statements that set out not only the specific goal of the station but also the actual target audience. This targeted listener pool is attractive to advertisers, who are becoming more specific in their buying strategies, according to Erica Farber, executive vice president/marketing at the Interop Radio Store in New York. "Advertisers not only expect radio to deliver on their Arbitron numbers, but they're also looking beyond to specific ZIP codes in a marketplace, analyzing what type of person makes up that ZIP code," she said. "This is what truly defines niche marketing at its fullest."

This combination of quantitative and qualitative research typifies current advertiser caution, Farber continued. "Most advertisers still have a broad demographic target in mind, usually adults 25-54," she explained. "Most of the radio audience is within that broad demo, but so are many different types of lifestyles." Thus, advertisers are much more concerned with getting to know the audience and how it differs from another station's, even though it is in the same age group, Farber said.

Much of that audience difference is defined by a station's format. Because of the development of the varying format brand names—contemporary hit radio, adult hit radio, adult contemporary, new AC, soft AC, oldies, album-oriented rock, classic rock, the Mix and numerous variations of country—stations and advertisers alike now can pick specific categories of potential customers.

The fragmentation of network television, proliferation of competitive brands and the growing dominance of local re-

tailers over regional and national marketing strategies also have "caused a major upheaval in the way national advertisers are spending their money," according to Lee Carter, president of Local Marketing Corporation in Cincinnati. As



a result, many advertisers are re-evaluating formerly tried-and-true "pinpoint marketing" techniques and are looking to generate value-added, market-specific, targeted advertising and promotions.

The difference between the typical 1991 marketing strategy and that widely used when Local Marketing Corp. opened its doors 20 years ago is that advertisers increasingly are looking for a specific focus that maximizes their marketing investment, and highly targeted value-added marketing can achieve that goal. Because ad dollars are tight and because radio can target specific listeners, value-added advertising is proliferating—which also could lead to its downfall. "Value-added definitely is what's happening today, but it's not simple to pull off," Carter said. So many advertisers are asking for value-added without having a clear marketing strategy that many programs end up being wrong for the listener, the station and the client, he explained. "A station can't load up with a bunch of crap that

drives away its listeners. Instead, they have to become increasingly selective in terms of what they do, and increasingly discerning so they don't ruin a long-term image for a short-term sale."

Just as advertisers have learned to maximize their dollars through radio's ability to target, radio stations also need to understand their own market potential as the competitive realities of the 1990's take root. Investors who ran up station prices have forced radio stations to "fight the battle harder, smarter and better," according to Courtney Thompson, president of Broadcast Direct in Coral Gables, Fla. "More and more, general managers have to know more than sales in order to win," he observed. "Today's GM has to know how to help the sales manager market to the client, and he has to know how to help the program director market the product to the listeners. Stations need to identify and talk to those prospects who are most likely to listen to and enjoy their programming."

Enter the computer database, which offers a wide range of applications, not only for promotions, ratings and programming but sales and research applications as well, Thompson said. Database marketing currently is used by approximately 25-30% of all radio stations as an "on going, long-term" strategy, he estimated. "Approximately 75-80% of time spent listening comes from 25% of the core audience, so the old marketing methods no longer work. By utilizing and combining the appropriate levels of marketing efforts, stations can better manage their active core and have a better one-on-one relationship that is necessary to manage any audience."

For example: a station can compile a list of its core listeners compiled from music research and focus groups, combine it with a list of "non partisans" who listen only occasionally and develop "a programming strategy that maintains the core while attracting casual listeners," he explained. That strategy can tie in any number of highly targeted marketing elements to create a "syner-

gistic effect," Thompson said.

One of these elements is television, which, because of its own fragmentation, offers marketing possibilities that, in many instances, parallel a radio station's own evolving programming and promotion needs. "This evolution is especially valuable for radio, because now we have cable channels that attract the same people a radio station is going after," observed Curt Hahn, president of Filmhouse in Nashville. "It's a real bonanza: radio can buy these stations much more cheaply than they can buy the old network mass reach vehicles that

reached people who weren't real prospects for your station."

As radio programming has evolved outside the general boundaries of standard formats, stations have had to move away from "off-the-rack" marketing strategies—including syndicated television spots. Less than 10% of all TV spots sold to radio stations today are syndicated, versus almost 100% 10 years ago, Hahn said. "Ten years ago we didn't have five different brands of country, or CHR, or adult contemporary," he observed. "Now we have all these little subtleties, nuances and variations, as ev-

eryone is trying to find their niche, and it varies from market to market."

The fundamental challenge—and goal—in any target marketing strategy is to give any campaign enough time to work. "Radio has great potential to demonstrate its effectiveness, if we give it a set goal up front," said Interep's Farber. "If the advertiser or station doesn't have set goals or a distinct time frame by which to measure its performance, they'll never know if their strategy worked. If sales or ratings go up or down they'll never know why—and then they haven't learned a thing." —REB

ONE FOR THE PRICE OF THREE

Broadcaster hopes to reach California market by 'trimulcasting' on adjacent signals

A California broadcaster is on the verge of implementing a novel idea in the radio marketplace: trimulcasting.

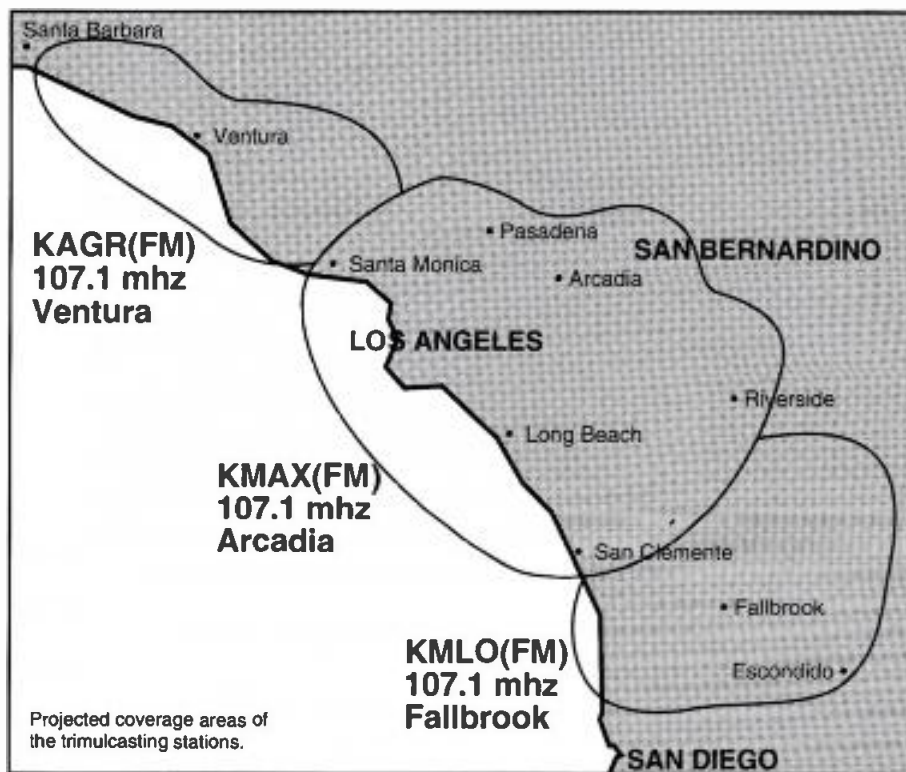
Faced with the challenge of broadcasting, without the use of a class-B FM, over 200 miles in an area inhabited by 12 million people, Douglas Broadcasting President John Douglas is seeking to purchase three class A's on the same frequency in adjacent southern California markets and broadcast over them simultaneously.

Pending FCC approval for the purchase of two of the stations, Douglas hopes to carry out the plan in what could become a popular way of competing in the radio broadcast marketplace.

"He's consolidating his presence in L.A. to make [his stations] more financially viable," said Mark Jorgenson of the media brokerage firm Jorgenson, Chapin & Co., which brokered the acquisitions of KAGR(FM) Ventura and KMLO(FM) Fallbrook last month for the planned combination with KMAX(FM) Arcadia. All three operate on 107.1 mhz, and, according to the FCC, it would be the first time three stations in adjacent markets simulcast programming.

Douglas said that even though the stations' three signals do not cross their predicted 3.16 mV/m contours, which is prohibited by the FCC under its duopoly rule requirements, the mountain ranges of southern California will act as a natural shield to confine the signals. If this holds true in practice, Douglas claims the signal will continue uninterrupted from Santa Barbara to Escondido, a driving distance of over 200 miles.

"We essentially did the same thing up in northern California with KEST(AM) [San Francisco] and KOBQ(AM) [Yuba City, north of Sacramento; both on 1450



khz]; it gives us a corridor from San Francisco to Sacramento along I-80, the main drag."

Last April, another southern California broadcaster, John McLaughlin, started simulcasting KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, operating them as one station. Also class A's, these stations, unlike Douglas's, have some signal overlap, although their 3.16 mV/m contours remain separated.

A closer analogy might be KDBK-FM San Francisco and KDBQ(FM) Santa Cruz, which broadcast on adjacent frequencies. Viacom purchased and started simulcasting the stations last year

(BROADCASTING, July 30, 1990). Although these are class B's, their contours, like the Douglas stations, touch but do not cross. When listeners cross between coverage areas, they must tune up or down a channel to receive the signal again.

Not everyone is certain that, from a technical standpoint, the trimulcast will fly; McLaughlin is among the doubters. "Without looking at the engineering data, it seems highly unlikely that you'll be able to get a continuous signal from Santa Barbara to Escondido," he said.

Art Doak, supervisory engineer at the FCC, agrees with the assessment. "In



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reality, I guess it could happen," but on paper, Doak said, it would be a stretch to predict that a continuous, uninterrupted signal could be achieved.

Whether or not the signal is prone to interference, radio consultant Jim Duncan sees the trimulcast as the start of a trend. "I think it's a good idea, and you're going to see a lot more of it. It's a natural response to the overcompetition we have in some of these markets, for stations to confederate and increase their market power and also decrease the amount of competition in the market."

The price for the stations was less than \$20 million, including an estimated \$17 million for KMAX, a potential bargain considering the market size. But Duncan cautioned against comparing the stations' market value to a class B station. "It's like taking a bunch of sapphires and saying they're equal to this one diamond," he said. "There's just a lot more 'oomph' in the marketplace as far as credibility with advertisers if you have that one big stick versus three or four little ones. I just don't think that they can count on, at the end of this,

having a value for those properties in any way approximate to the value of a good class B." But if the arrangement is successful, Duncan said, it will increase the value of the individual stations.

Douglas has not yet committed to a definite format, although he is considering sticking with the mix of black and Asian- and Hispanic-language programming he broadcasts at KMAX. "That's the format we've had so far.... It has worked for us, the trend [minority growth] is there, so it makes sense to at least explore that." -JC

TRACKING HISPANIC FORMATS

Birch

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	33%	27%	23%
Ranchera/contemp Spanish hits	24%	20%	18%
Ranchera/nortena	12%	18%	18%
Ranchera	1%	3%	4%
Nortena	0%	1%	1%
Chicano	5%	5%	4%
Tex Mex	3%	6%	8%
Soft int'l hits	5%	2%	2%
Top 40 Spanish hits	6%	7%	12%
Spanish news/talk	11%	11%	10%

Arbitron

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	37%	36%	28%
Ranchera/contemp Spanish hits	20%	17%	16%
Ranchera/nortena	14%	15%	23%
Ranchera	0%	2%	2%
Nortena	0%	1%	1%
Chicano	3%	2%	1%
Tex Mex	5%	7%	8%
Soft int'l hits	6%	4%	4%
Top 40 Spanish hits	5%	7%	10%
Spanish news/talk	10%	9%	7%

Source: Katz Hispanic Radio Research

This
Thanksgiving

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FOR

Featuring Psalms of Thanksgiving—accessible to a broad audience—recordings chosen from our substantial collection of vocal artists—including the Westminster Choir, the Scottish Philharmonic Singers, the Sacred Heart choirs, the Stuttgart Choir Boys, the St Paul Cathedral Choir of London, and the Manitou Singers of St Olaf College.

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Station

Street Address

City, State, Zip

TOP SPANISH FORMAT: CIH

Contemporary international hits (CIH) is the most popular format for Spanish-language radio, according to Katz Hispanic Radio's just-released report on spring 1991 national format averages. Both Arbitron and Birch numbers show CIH as the most popular. The analysis also found that the other Spanish-language formats showed "stable" or increased "time spent listening" numbers. Janet Therrien, vice president and director of marketing, Katz Hispanic Radio, and the study's author, cautioned that the findings should be used primarily for "directional purposes," as the number of stations in some formats is very small.

Arbitron added four markets to its list of Hispanic market reports for the spring 1991 survey, bringing the number to 20. Trending in the report was based on 20 markets for spring 1991 and 16 markets for both spring 1990 and 1989.

The report marks the first analysis since the switch by Birch to primary-language weighting in summer 1990. The year-to-year comparisons (see chart) take that into account.

CABLE

ENGINEERS LOOK TO JUMP FROM 330 MHZ TO 550

As budget process begins, more MSO's are evaluating whether bigger jump in capacity with fiber makes sense with new services expected in future

Cable MSO's are beginning their 1992 budget process, with engineers evaluating how much fiber they will be rolling out as part of their capital improvement schedules. And the combination of fast-breaking technological change and long-term planning for future revenue opportunities is causing some engineers to be a bit more aggressive in fiber rollout than they were several months ago. It appears more MSO's with systems with 330-mhz capacity may bypass the next rung on the ladder (450 mhz) to leap to 550 mhz.

The jump would not only allow MSO's to program 78 channels, but also provide them with flexibility in handling compression when it arrives and enable new uses for cable plant, such as PCN's and alternative access.

"The key to development is what's your view of the future," said Tom

Staniec, chief engineer at NewChannels Corp. The question MSO's and engineers are asking, he said, is, "Do you intend to get into ancillary services, and how much fiber do I need for that?"

While compression looms on the horizon, its impact on 1992 MSO budgeting has been negligible. The first step will be to draw up standards, and unless MSO's plan on rolling out new multiplexing services—in which case they will need demultiplexers at their head-ends—they do not see any near-term changes in their capital budgets. However, compression's imminent introduction could complicate plans for rebuilds scheduled in the near future. As Kevin Casey, director of engineering for Continental's New England region, points out, Continental may try to get a few more years out of analog converters, instead of replacing them now and having

to live with them for another 10 or 15 years while the rest of the cable universe converts to digital.

The subtle shift in fiber thinking is part of the cable engineer's constant re-evaluation of technological advances and business opportunities. Staniec said that four months ago he would have said four fibers would be sufficient for a rebuild, but today, with basic cable, compressed video, PCN and alternative access, or private video communication between homes, he is not so sure.

Conversely, advances in laser technology could obviate the need for more fiber by allowing more information to be passed down the three or four fiber threads an MSO could install. For instance, a typical future system, said Staniec, would use two fibers to transmit 80 channels of analog, another fiber for compressed video and the other for PCN, alternative access or other exchange of information.

But by using wave-division multiplexing and linearizing the laser transmission, said Staniec, all 80 analog channels could be transmitted on one fiber, thus freeing up a fiber for other use or reducing the number of fibers needed, and thus the cost. "We're wrestling with those problems now in-house," he said.

Cox is also re-evaluating how quickly and how much further it will deploy fiber into its system. A month ago, systems without an impending rebuild were looking at a CAN 10 fiber architecture, while systems with impending rebuilds were looking at CAN 4. (The number refers to the number of amplifier cascades before a signal reaches the home, with CAN 4 providing a bigger highway at somewhat more expense.) Now Cox is asking all systems to provide budget estimates to go to CAN 4. "By pushing fiber deeper in the system, it's more economical to go from 330 to 550 mhz and bypass 450," a Cox source said.

One of the benefits of reaching the 550-mhz level, said Casey, is that it gives systems flexibility on new technical configurations for new services. "Once we get to the 550-mhz threshold,

LIFETIME BUYS ORION PACKAGE

Lifetime Television has picked up a package of 38 movies from Orion Television Entertainment for a price of about \$25 million, according to sources.

Thirteen of the titles, with an average price of \$1.5 million per title, are for the syndication window, including "Dances with Wolves," "Silence of the Lambs," "Mermaids," "Alice," "Crimes and Misdemeanors" and "Cadillac Man." The remaining 26 titles, averaging \$200,000 per movie, include "No Way Out," "Radio Days," "Throw Momma from the Train," "Something Wild," "Making Mr. Right" and "House of Games."

Pat Fili, Lifetime's senior vice president of programming, said this package is likely to be the last exclusive movie deal the cable network makes. "The money required to keep exclusivity will be too onerous in the future," she said, adding that in future deals—such as the one in the works between Lifetime, Chris-Craft and other broadcast station groups and Warner Bros.—Lifetime will share windows with broadcast stations.

If Warner manages to conclude the deal, as expected, "it will change the equation pretty dramatically," said one acquirer of movie fare. "It will open the door for stations to spend \$300,000 to \$400,000 for the syndication window. There will be some bizarre and strange bedfellows."

According to Fili, Lifetime cherry-picked the Orion titles it wanted, passing on more male-skewing titles such as "Navy Seals" and "RoboCop II," expected to be part of a more action-oriented package from Orion.

Tribune, WTBS, TNT, and USA had all been offered the Orion package but passed. According to one potential buyer, "After you got past 'Dances' and 'Silence,' that package was a real yawner." Fili called it "a very strong package," noting that "there are always a few weaker links."

we have the option that incremental increases [in bandwidth] can come through real or virtual bandwidth," said Casey. Real bandwidth expansion to 750 mhz or 1 ghz could come with wave-division multiplexing, freeing up a fiber for other use. Virtual bandwidth expansion would involve the use of compression from the headend to the home, he said.

Engineers remain cautious about how much impact compression will have on future system designs. The growing consensus in the industry appears to be that systems will deliver a set number of channels, such as 80, using analog technology. Compressed video signals would be transmitted over another fiber and targeted to specific homes. That way, only the homes interested in the multitude of PPV offerings or other specialized services would need a new digital converter that could cost between \$150 to \$300. Cable engineers will have to rely on what marketers and others believe will be the market for new services. By piggybacking compression onto analog, cable operators will be less prone to spend more than necessary.

But overall, fiber and compression are two separate and distinct issues, said Casey. MSO's are rolling out fiber because of reliability, picture enhancement, future business opportunities and customer expectations. In Casey's region, about 5% of Continental systems have fiber within a 1,000-mile serving area. The company laid 300 miles of fiber in 1991, and Casey expects that Continental will match and probably exceed that by 10% to 15% in 1992.

If a 36-channel urban-suburban system needs rebuilding, said Casey, "I have to make a major investment, so I might as well go to 550 mhz [78 channels]." The jump in incremental fixed expenses from 450 to 550 is not that much, he said.

"Once you come to a certain point, I'm not sure it makes much sense to do stuff with 450 mhz," Staniec said.

TCI is taking a more cautious approach in jumping from 330- to 550-mhz systems, and doing so only if a rebuild necessitates a change in the cable. But TCI continues its rollout of fiber into the service area. "It's just working so damn good," said TCI engineer Dave Willis.

The company installed fiber in 18 systems last year and will install it in about 40 more systems this year and another 60 systems in 1992, Willis estimated. Most of those are among TCI's 400 or so large-sized systems. TCI continues to install fiber in systems where the need is acute, but it may be 1995 before TCI upgrades with fiber where it wants to,

Willis said. There is little correlation, he said, between the lifting of highly leveraged transaction restrictions and an increase in fiber rollout. The company funds capital improvements out of ordinary income, Willis said. If money became more plentiful, he said, the company would use it for acquisitions, not capital improvements.

Where TCI is rolling out fiber, it is doing it with a one-fiber to one-fiber backup ratio. Although such a provision may be overkill, said Willis, it provides not only backup but capacity for future services.

At Time Warner, rebuilds are being driven primarily by the refranchising calendar, said Jim Chiddix, senior vice president, engineering and technology.

Rochester, N.Y., will get the same four-fibers-to-the-node, 550-mhz technology that Time Warner is installing in Queens. Chiddix said that three of the fibers will be used for outgoing analog signals, with the fourth fiber a return line. But the setup allows for future flexibility for wave-division multiplexing and the application of new technologies. Chiddix said that the majority of the company's major systems will use 550-mhz and four-fiber technology on rebuilds. One key question the company is facing is the degree of upgrade of the last miles of coaxial cable into the home. The company is mulling over installing 1-ghz amplifiers and taps in the coaxial portion in order to handle future traffic loads.

-MS

SPORTSCHANNEL PACIFIC'S NEW DEAL: BASE GUARANTEES

Penetration minimums and splits may cause some operators concern

SportsChannel Pacific, newly merged regional sports network in the Bay Area, is going out with new contracts to affiliates for the hybrid basic/pay service that call for pay penetration guarantees of 6% to 8%.

Those figures are higher than what operators had been getting when SportsChannel Bay Area was marketed as a pay service, and it is providing a specific challenge now that baseball season is winding down and both the Oakland A's and the San Francisco Giants are largely out of the pennant race.

Mike Bair, general manager of the service, said operators can price the service anywhere from \$4.95 to \$9.95, but most are pricing it at \$9.95. (Many operators are finding that the drops in penetration that occur between \$4.95 and \$9.95 are more than offset by overall increased revenue.)

The contracts, which call for pay penetration guarantees of 6% to 8%, also call for a 60-40 revenue split, in favor of SportsChannel. While operators can price the service at different levels, certain revenue thresholds must be reached, said Bair. That's largely because "we have wholesale minimums with teams," said Bair.

A Post-Newsweek operator said the company had just received the new contracts and was going over them, but it expressed some concern that it received no notification of a free preview weekend that included ads in local papers,



which caused it to scramble. Post-Newsweek has 110,000 subscribers in the area. Continental did not have contracts with the previous services and remains on the sidelines with the new deal.

Some operators are concerned about what they believe are the better deals that Viacom, a former owner of Pacific Sports Network, and TCI, whose Liberty Media owns half of SportsChannel Pacific, are getting. Bair acknowledged that Viacom, although not an owner, "obviously has a more favored deal, as do our friends at TCI." But he said the terms "were not significantly better" than other operators'.

The merger has also caused a turn-about in TCI's attitude toward base guarantees for pay services. Top TCI corporate officials held a press conference in early 1990 decrying such a tactic, when they were involved in carriage negotiations with SportsChannel Bay Area. Now that TCI's Liberty Media is an equal equity partner in SportsChannel

Pacific, the philosophy has been altered, to the grumbling of at least one Bay Area cable operator. But that does not mean local TCI officials believe those penetration goals will be easy.

"It's a real stretch," acknowledges Jeff Smith, state manager for TCI. "The key to the whole thing is to establish long-term value in the product."

TCI, which serves 440,000 subscribers in the area, has seen initial penetrations as high as 5.5% in Contra Costa county with the \$9.95 rollout of SportsChannel Pacific in August. TCI is installing Jerrold and S-A converters for those subscribers who want SportsChannel Pacific. TCI is trapping Disney to make room for SportsChannel Pacific as a pay service.

In the intermediate and outer market, where the service will be on basic, the rate card will be in the 40-cent range, said Bair, comparable to the combined rates of SportsChannel's forerunners. Scripps Howard, which serves 200,000 subscribers in Sacramento (outer market territory for SP), moved the SportsChannel Bay Area to basic on June 16. It had been a \$4.95 pay service.

Sacramento presents its own problems for SportsChannel Pacific because it cannot bring in the 35 NBA Warrior games because of the Sacramento Kings. Sacramento is one of 60 to 70 systems in SportsChannel's service area with the same problem. SportsChannel intends to provide other programming to fill the void using a novel approach. It's looking at a \$2,000 piece of Wegener equipment that can instruct headends to look at different transponders, and thus pick up different programming. The remote control device will cost SportsChannel in the \$70,000 to \$80,000 range. (In Sacramento, Scripps Howard is negotiating to carry six Kings games on PPV.)

Bair acknowledges it will be a challenge to achieve some of the penetration figures initially, but that with heavy promotion and marketing, operators can achieve those results. Last year, the pay service lost anywhere from 30% to 50% of its subscribers once baseball season ended, particularly because there was no winter product. The Warriors, from PSN, can help change that, he said.

Bair also said SportsChannel may carry a few A's and Giants games on PPV late this year and perhaps next year. Those games would be above and beyond the 58 A's and 55 Giants games in the contract. For instance, some of the games in the Giants last series this year, with Los Angeles, may be on PPV and specifically marketed to Dodger fans in the area.

TCI TAKES AFFIRMATIVE ACTION

Cable company announces expansion of EEO efforts to prepare it for workforce of the future

TCI held a Washington press conference last week to announce a "substantial expansion" of its EEO efforts, as the cable company looks to prepare for the rapidly changing workforce of the future.

The seven-point program is a result of the efforts of a nine-member internal committee. "We found that TCI generally had done a good job with its hiring practices and compliance with applicable EEO regulations, but more could be done in the areas of training and outreach," said J.C. Sparkman, TCI executive vice president and chief operating officer.

First, the company will more formally organize a mentoring program consisting of senior black, Hispanic and women executives who will provide assistance on career paths for lower-level minority managers.

TCI said it is expanding its management trainee program, which has seen 63 entrants over the past four years. By targeting one or two slots per major system, TCI thinks the program could double.

TCI systems will reach out to provide high school and college internship programs. In TCI systems where the high school dropout rates exceed 30%, TCI managers are to provide intern programs for worthy applicants. Robert Thomson, senior vice president, communications and policy planning, said it is expected that all TCI's urban systems and some suburban and even rural systems would be included. Thomson expects two or more students in larger systems to be in



Sparkman

intern programs.

The company plans employee training so new hires are sensitive to cultural and ethnic differences. TCI also will expand efforts to teach to English to non-English employees, and provide tuition assistance to selected employees.

The two other points include the commitment to hire two Walter Kaitz Foundation fellows this year, and to maintain a companywide data base of minority applicants to insure a representative pool of talent for any job opening.

TCI could not put a dollar figure on what the new initiatives would cost, citing the recent beginning of the budget process, but Sparkman said the programs would pay for themselves down the line, as better trained employees would reduce the need for a greater numbers of employees.

—MS

CABLECASTINGS

OHIO SPORTS

The thaw in relations between TCI and SportsChannel continues to bear fruit, as TCI has launched SportsChannel Ohio to 15,000 subscribers in systems east of Cleveland. The service is a part of TCI's expanded basic tier and is the first TCI launch of SportsChannel Ohio.

NOTES FROM ALL OVER

TCI spinoff Liberty Media has moved to Cheyenne, Wyo., at 2232

Dell Range Blvd., Suite 305, 82009. Phone is 307-637-8253. ■ USA has signed five-year affiliate deals with Cox Cable and KBLCOM, covering two million subscribers. Network has also signed deals with Buckeye Cablevision and McDonald Group. ■ Prime Ticket has sold PSAA Bud Pro Surf Tour Presents the Body Grove Malibu Open to in-market broadcast rival KNBC-TV. In first-of-its-kind venture in area, special will air on Oct. 19, after Los Angeles Lakers exhibition opener at McDonald's Open in Paris.

BUSINESS

THE UPS AND DOWNS OF AD REJECTION

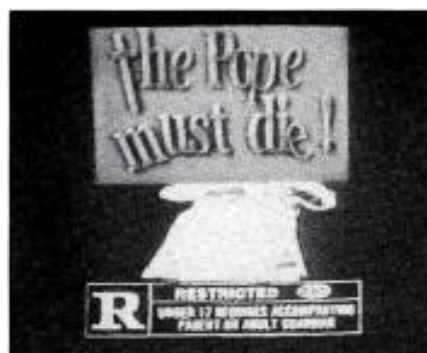
When network standards and practices departments reject advertising as unsuitable for television audiences, the advertiser often receives more publicity, and for no charge, than if the ad had aired

The standards and practices departments at ABC, CBS and NBC watch more than 50,000 commercials a year trying to determine what is and is not suitable for their viewers. Although most ads are approved with little fanfare, there are rejections, and in some cases, the rejections can generate more publicity than the client likely would have gotten if the ad had been accepted in the first place.

The majority of advertisers obviously do not submit ads that they know will be rejected, in an attempt to get publicity. However, some do, and in a few cases, ads have been submitted to the networks standards and practices departments when the clients did not have a budget for network spots but were merely seeking rejection for publicity. "We don't want to be used as a vehicle to generate free publicity," said one network standards and practices executive, adding that the practice "does exist." And, said Harvey Dzodin, vice president, ABC broadcast standards and practices: "There have been instances where it appears certain advertisers may be fishing for a rejection as a publicity hook. Rejections by any media seem to stir up a great deal of public interest, and in one instance, an advertiser admitted to crafting a campaign to insure rejection by the networks for publicity."

The most recent commercial spot rejected by the networks that generated major publicity was for the just-released Miramax film "The Pope Must Die." The title of the film was enough to raise the concern of the networks, and all rejected the spots. Since then, Miramax has changed the title of the film to "The Pope Must Diet." However, the studio is yet to submit new spots to the networks and has no immediate plans to buy network ad time.

Russell Schwartz, executive vice president, Miramax, said the networks were "anticipating backlash" when it came to the spots for the movie. One network said the ads could run with cer-



Rejection by the networks of ads for the movie 'The Pope Must Die' generated major publicity.



An ad for 'No Excuses' jeans featuring Marla Maples turned down by the networks. The rejection made national news.

tain changes, while the other two felt that the spots did not work at all, Schwartz said. The studio changed the title, he said, "to let people know the film is a comedy." One network executive who saw the film before deciding on the spots said the title and certain parts of the spots were "misleading as to the content of the film."

Miramax had similar problems with spot buys in the top-20 markets, although Schwartz said most of the buys went through without problems. The Miramax executive downplayed the idea that the publicity generated from the rejections was positive. "Controversy for a comedy is not necessarily the greatest

thing in the world," Schwartz said, adding that it is a "mixed blessing," and he would prefer that the spots "speak for themselves." He may be right: the film reportedly took in about \$264,000 in 169 movie theaters during its opening weekend.

Miramax, Schwartz said, is planning no legal action against the networks for the rejection. However, the studio did hire well-known First Amendment lawyer Alan Dershowitz to look into it. Dershowitz has been quoted as saying that he will "monitor the situation."

One of the more blatant publicity rides from a network rejection came from the infamous Marla Maples ad for "No Excuses" jeans last year. In the spot, Donald Trump's bride-to-be talks about the importance of cleaning up the environment and how she will start by throwing away "supermarket tabloids" that coincidentally feature Maples on the cover. The networks rejected the ad because it showed the actual tabloids (*National Enquirer*, etc.) being put into a garbage can. The rejection was publicized in both national and local newspapers and on news shows.

The rejection of the spot did not surprise George Lois, chairman/Lois/GGK, the ad agency for the campaign. "I invented this stuff," said Lois, adding that if "you create commercials the networks won't touch, you publicize it. All is fair in love and war." Lois said he has been "struggling against restrictions for 30 years, and 90% of them are silly." Although he may think some restrictions are silly, he has no animosity toward the network standards and practices departments. Explained Lois: "The networks are not my enemy. My job is to push as far as I can, and their job is to push me back."

Although some rejections generate good publicity, it is often short-lived and the advertiser still needs to reach the

Continues on page 43.

CHANGING HANDS

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

WMMO(FM) Orlando, Fla. □ Sold by Radio Orlando to Granum Communications Inc. for \$8.15 million. Seller is headed by James E. Martin Jr., managing partner, who is also partner in WAYP(FM) Holmes Beach, Fla., and WGO(FM) Jessup, Ga. Buyer is headed by Herbert W. McCord, and is partnership with Wall Street firm Kohlberg, Kravis, Roberts & Co. Granum Communications also owns KDBN(AM)-KCDU(FM) Dallas. WMMO has adult rock format on 98.9 khz with 38 kw and antenna 440 feet above average terrain. Broker: Media Services Group Inc.

KMLO(FM) Fallbrook, Calif. (San Diego-North County) □ Sold by Galaxy Broadcasting Group to KMLO Inc. for \$1.25 million. Seller is headed by Robert I. Jacobson, and has no other broadcast interests. Buyer is owned by N. John Douglas (55%), Prudential Insurance Co. (40.5%) and Pruco Life Insurance Co. (4.5%). Douglas plans to simulcast station along with KMAX(FM) Arcadia and KAGR(FM) Ventura, both Calif. KMLO Inc. is owned by Douglas Broadcasting Inc., which controls, through various subsidiaries, licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBQ(AM) Yuba City, all California. Douglas also has interests in WKNR(AM) Cleveland. KMLO has light adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WXLY(FM) North Charleston, S.C. □ Sold by N. Charleston Radio Broadcasters Inc.

to North Charleston Radio Corp. for \$1.1 million. Seller is headed by Beverly Poston, and is 100% controlled by Bahakel Communications Ltd., which is licensee of seven AM's, eight FM's and eight TV's. Buyer is headed by Kenneth H. Maness; 100% voting stock is owned by Bloomington Broadcasting Corp., which owns three AM's and five FM's. WXLY has oldies format on 102.5 mhz with 100 kw and antenna 1040 feet above average terrain. Broker: Gordon Rice Associates.

WFRL(AM)-WXXQ(FM) Freeport, Ill. (Rockford) □ Sold by Freeport Radio Associates to Stateline Broadcasting Inc. for \$900,000. Seller is headed by Arnold M. Zaff, and has no other broadcast interests. Buyer is headed by Harish Puri and Thomas Imhoff, and has no other broadcast interests. WFRL has adult contemporary format on 1570 khz with 5 kw day and 500 w night. WXXQ has CHR format on 98.5 mhz with 50 kw and antenna 450 feet.

KABI(AM)-KSAJ-FM Abilene, Kans. □ Sold by Warner Stations to Eagle Broadcasting Inc. for \$650,000. Seller is headed by Norton Warner and also owns four AM's three FM's. Buyer is headed by John K. Vanier, and has no other broadcast interests. KABI has adult contemporary format on 1560 khz with 250 w day. KSAJ-FM has oldies format on 98.5 mhz with 100 kw and antenna 443 feet above average terrain. Broker: Jorgenson, Chapin & Co.

WDOE(AM)-WCQA(FM) Dunkirk-Fredonia, N.Y. □ Sold by Chautauqua Broadcasting Corp. to Tri-County Broadcasting Inc. for \$650,000. Seller is headed by Vincent T. Ridikas, and has other broadcast interests. Buyer is headed by E. Michael Boyle and is licensee of WCED(AM)-WOWQ(FM) DuBois, Pa. Directors of Tri-County Broadcasting are also stockholders of Derrick Publishing Co. licensee of WKSJ(AM)-WHUG(FM) Jamestown, N.Y. WDOE has adult contemporary format on 1410 khz with 1 kw day and 500 w night. WCQA has adult contemporary format on 96.5 mhz with 660 w and antenna 686 feet.

KEZV(FM) Spearfish, S.D. □ Sold by United Radio Group Inc. to Duhamel Broadcasting Enterprises for \$525,000. Seller is headed by Richard J. Harr. Dean Sorenson, principal in seller, has 100% interest in five AM's and five FM's, and 50% interest in one AM and one FM. Buyer is headed by William F. and Peter A. Duhamel, and is licensee of KOTA-AM-TV Rapid City and KHSD-TV Lead, both South Dakota.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$470,000 □ 5

FM's □ \$3,458,000 □ 9

AM-FM's □ \$2,905,000 □ 7

TV's □ \$210,000 □ 2

Total □ \$7,043,200 □ 23

Year to Date:

AM's □ \$59,649,080 □ 196

FM's □ \$154,851,646 □ 198

AM-FM's □ \$182,338,972 □ 144

TV's □ \$926,034,200 □ 63

Total □ \$1,322,873,898 □ 601

For 1990 total see Jan. 7, 1991 BROADCASTING.

Continues on page 43.

CLOSED!

WUSQ-AM/FM, Winchester, Virginia from The Holt Corporation of Virginia, Arthur Holt, President to Benchmark Communications, Joe Mathias, Phillip Rainwater and Bruce Spector, Partners for \$3,400,000.

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RADIO and TELEVISION BROKERAGE
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FOCUS ON FINANCE

Most media stocks were down in week during which general market indices declined roughly 1%. Only cable MSO issues increased on average. Stocks gaining included Scripps Howard, which over last five weeks has climbed 36%, to \$58 bid. Up 3% was King World Productions, to 29½. Ackerley Communications climbed ¾, to \$2. Company said at end of August that Chairman Barry Ackerley had bought 30,000 shares in open market. So far in 1991 median monthly volume has been under 200,000 shares. Group owners Gannett and

Tribune were both off almost 12% over past two weeks. Former stock had only previous Friday received recommendation from George Jacobsen, chief investment officer for New York money management firm Trevor, Stewart, Burton & Jacobsen. Viacom slid 4%, to 27½. Company last week priced 2.2 million-share secondary offering at \$26. QVC Network recently issued red herring prospectus for 3,750,000-share offering—including 500,000 shares being sold by shareholders—being lead managed by Furman Selz.

Stock Index Notes: A-American, N-NYSE, O-NASDAQ, T-Toronto. 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 Sep 11	Closing Wed Sep 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	55	56	1/2	- 1/2	-02.66	-6	1,533
N (CCB) Cap. Cities/AIC	436	435			00.22	17	7,317
N (CBS) CBS Inc.	159	5/8 158	1/4	1 3/8	00.86	71	2,112
A (CCU) Clear Channel	13	1/8 14		7/8	-06.25	1312	100
O (JCOR) Jacor Commun.	2 11/16	2 11/16			00.00	1312	76
O (OSBN) Osborn Commun.	7	7	3/4	- 3/4	-09.68	1312	76
O (OCOMA) Outlet Comm.	5	4	3/4	1/4	05.26	-7	32
N (PL) Pinelands	13	1/4 14	1/2	- 1/4	-08.63	-30	226
A (PR) Price Commun.		5/16	7/16	- 2/16	-28.58		2
O (SCRIP) Scripps Howard	47	52		5	-09.62	21	485
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	21	485
O (TLMD) Telemundo	2	3/4 2	1/4	1/2	22.22	-1	62
O (UTVI) United Television	28	28	1/4	- 1/4	-00.89	3	304

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	3/4 30	5/8	- 7/8	-02.86	22	556
A (AK) Ackerley Comm.	2	1	1/4	3/4	01.60	-1	28
N (AFL) American Family	23	3/8 24	1/8	- 3/4	-03.11	15	1,907
O (ACOMA) Assoc. Comm.	15	1/2 17	3/8	- 1 7/8	-10.80	140	578
N (CCN) Chris-Craft	27	25	7/8	1 1/8	04.34	10	689
O (DUCO) Durham Corp.	32	33		- 1	-03.04	16	270
N (GCI) Gannett Co.	45	1/4 45	3/4	- 1/2	-01.10	20	6,477
N (GE) General Electric	72	3/4 74	1/8	- 1 3/8	-01.86	14	63,336
O (GACC) Great American	1 13/16	1	7/8	- 1/16	-03.34		91
A (HTG) Heritage Media	3	2	7/8	1/8	04.34	-3	136
N (JP) Jefferson-Pilot	47	7/8 48	7/8	- 1	-02.05	10	1,652
N (LEE) Lee Enterprises	25	1/4 23	5/8	1 5/8	06.87	13	581
N (LC) Liberty	40	1/8 41		7/8	-02.14	13	315
O (LINB) LIN	75	3/4 72	3/8	3 3/8	04.66	-39	3,893
N (MHP) McGraw-Hill	54	3/4 54	1/4	1/2	00.92	15	2,684
A (MEGA) Media General	20	7/8 20	5/8	1/4	01.21	21	540
N (MIDP) Meredith Corp.	25	3/8 26	1/4	- 7/8	-03.34	13	427
O (MMEDC) Multimedia	28	27	1/8	7/8	03.22	20	969
A (NYTA) New York Times	22	3/8 21	7/8	1/2	02.28	31	1,729
N (NWS) News Corp. Ltd.	15	16	1/4	- 1 1/4	-07.70	8	4,027
O (PARC) Park Commun.	14	3/4 15		1/4	-01.67	17	305
O (PLTZ) Pulitzer Pub.	24	1/4 24		1/4	01.04	23	254
O (SAGB) Sage Bsg.	1	3/4 1	5/8	0/8	07.69	-1	6
O (STAUF) Stauffer Comm.	117	117			00.00	-1	6
N (TMC) Times Mirror	32	5/8 31	5/8	1	3.16	26	4,192
N (TRB) Tribune Co.	46	3/8 44	1/2	1 7/8	04.21	32	2,975
A (TBSA) Turner Bsg. 'A'	15	3/8 15	7/8	- 5/8	-03.15	-36	2,332

	Closing Wed Sep 11	Closing Wed Sep 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N	(WPO) Washington Post	216	230	-14	-06.09	17	2,565		
N	(WX) Westinghouse	23	3/8	23	1/4	1/8	00.53	43	7,329

PROGRAMING

O	(IATV) ACTV Inc.	2	3/8	2	1/4	1/8	05.55	2
O	(AACD) All American TV		5/8		5/8		00.00	2
N	(CRC) Carolco Pictures	6	3/4	6	3/8	3/8	05.88	21 194
O	(DCPI) dick clark prod.	5	1/4	5	1/4		00.00	18 43
N	(DIS) Disney	116	3/4	116	3/4		00.00	20 15,188
A	(FE) Fries Entertain.		5/16		5/16		00.00	1
A	(HHH) Heritage Ent.		15/16		15/16		00.00	1
N	(HSN) Home Shop. Net.	6		6			00.00	-75 522
O	(IBTV) IBS		1/2		1/2		00.00	6 1
N	(KWP) King World	29	5/8	28	1/2	- 1 3/8	-03.00	11 989
O	(KRE) Kings Road Ent.		1/4		9/32	- 1/32	-11.12	-1 1
N	(MC) Matsushita	119		117	3/4	1 1/4	01.06	14 247,547
A	(NNH) Nelson Holdings		9/16		1/2	1/16	12.50	2
O	(NNET) Nostalgia Net.		7/16		3/8	1/16	16.66	2
N	(OPC) Orion Pictures	2	1/4	1	7/8	3/8	02.00	50
N	(PC) Paramount Comm.	38	1/8	38	1/8		00.00	29 4,485
N	(PLA) Playboy Ent.	7	1/2	7	1/2		00.00	83 138
O	(QNTXQ) Qintex Ent.		1/8		1/8		00.00	83 138
O	(QVCN) QVC Network	12	1/2	14		- 1 1/2	-10.72	-21 220
O	(RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-21 220
O	(RPCA) Republic Pic.'A'	7	1/2	7		1/2	07.14	37 32
A	(SP) Spelling Ent.	4	7/8	4	5/8	1/4	05.40	34 161
O	(JUKE) Video Jukebox	3	5/8	4	1/2	- 7/8	-19.45	-24 38
O	(WONE) Westwood One	2	1/16	2	3/16	- 1/8	-05.72	-1 30

CABLE

A	(ATN) Acton Corp.	3	3/4	3	7/8	-	1/8	-03.23		5
O	(ATCMA) ATC	44	1/4	44	1/4			00.00	37	4,826
A	(CVC) Cablevision Sys. 'A'	24	1/4	24	3/8	-	1/8	-00.52	-2	544
A	(CTV) Century Comm.	8		7	3/4		1/4	03.22	-8	591
O	(CMCSA) Comcast	13	1/8	13	7/8	-	3/4	-05.41	-8	1,517
A	(FAL) Falcon Cable	8	3/8	8	1/4		1/8	01.51	-4	53
O	(JOIN) Jones Intercable	8	3/4	9	1/2	-	3/4	-07.90	-2	104
N	(KRI) Knight-Ridder	54	5/8	54	1/4		3/8	00.69	19	2,701
T	(RCLA) Rogers 'A'	11	3/8	11	5/8	-	1/4	-02.16	19	2,701
O	(TCAT) TCA Cable TV	14	3/4	15	1/4	-	1/2	-03.28	54	361
O	(TCOMA) TCI	13	3/4	13	3/8		3/8	02.80	-19	4,846
N	(TWX) Time Warner	83	3/4	81	1/4	2	1/2	03.07	-6	4,815
O	(UAECA) United Art. 'A'	13	5/8	13	1/2		1/8	00.92	-11	1,912
A	(VIA) Viacom	27	1/2	29	3/8	-	1 7/8	-04.00	-41	3,487

HANGING HANDS

continued from page 41.

; KSGW-TV Gillette, Wyo., and KDUH-TV Cottonbluff, Neb. Buyer is requesting waiver of multiple ownership rules because of proximity of KEZV to KOTA-AM. KEZV has light rock format on 101.1 mhz with 100 kw and antenna 1,490 feet.

REY(AM) Millville and WIBG(AM) Ocean City, both New Jersey □ Sold by Joseph Powers to Quinn Broadcasting Inc. for \$410,000. Seller also owns WSKR(FM) Lynchburg, N.J. Buyer is headed by James Quinn and Joseph O'Connell, and has no other broadcast interests. WREY has adult contemporary format on 1440 khz with 1 kw. WIBG has oldies format on 1020 khz with 500 w day. Broker: Ray H. Rosenb-
n.

BZ(FM) Bowling Green, Ky. □ Sold by Bowling Green Broadcasters Inc. to Target Communications of Kentucky Inc. for 50,000 cash at closing. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and is licensee of seven AM's, six FM's and eight TV's; recently sold WKZZ(FM) Lynchburg, Ky. ("Changing Hands," June 24). Buyer headed by Donald Alt, who has interests in licensees of six AM's and eight FM's. BZ has adult contemporary format on 7 mhz with 1.7 kw and antenna 426 ft above average terrain.

BOAZ TO HEAD TVX STATIONS

Confirming previous reports in BROADCASTING ("Closed Circuit," Aug. 12, 19), recently installed Paramount Domestic Television President Steve Goldman announced that James D. Boaz has been named president of the TVX Broadcast Group. The Boaz appointment is effective immediately, concurrent with the relocation of TVX's offices from Virginia Beach, Va., to Paramount's Hollywood lot, part of anticipated cost-cutting and consolidation moves by the studio.

Boaz, currently vice president and general manager of TVX's Houston station, KTXH(TV), will oversee operations of Paramount-TVX's six independent stations and report directly to Goldman. Before taking over as general manager of KTXH(TV) earlier this year, Boaz served as VP-GM of TVX's WTXF-TV Philadelphia since 1987, and prior to that was president and chief executive officer of WXXA-TV Albany, N.Y., from 1982 to 1986.

Market
Capitali-
Percent P/E zation
Range Ratio(000,000)

Closing Closing
Wed Wed
Sep 11 Sep 4
Net
Change
Percent
Change
Market
Capitali-
Percent P/E zation
Ratio(000,000)

VG

00.58	14	18.914
01.57	18	454
00.00	550	24
01.57	-18	234
22.22	-18	234
02.23	8	21
04.81	20	14.116
00.00	33	923
05.89	8	200
09.86	200	23
05.20	-11	37
00.56	18	8.910
33.33	-3	8
07.54	14	321
03.27	21	14.686
00.00	-27	856
00.97	87	726
28.57	-3	8
02.09	-2	171

SERVICE

O	(AFTI) Am. Film Tech.	3	1/4	3	1/8	1/8	04.00	-10	35
O	(BSIM) Burnup & Sims	7	3/8	7	7/8	- 1/2	- 06.35	-22	93
A	(CLR) Color Systems	3	1/4	3	1/8	1/8	04.00	-4	37
N	(CQ) Comsat	31	5/8	32	1/2	- 7/8	- 02.70	-35	596
N	(CDA) Control Data	9	1/4	8	5/8	5/8	07.24	77	395
N	(DNB) Dun & Bradstreet	44	1/8	43	7/8	1/4	00.56	16	7,883
N	(FCB) Foote Cone & B.	26	3/8	26		3/8	01.44	12	288
O	(GREY) Grey Adv.	138		128	1/4	9 3/4	07.10	12	156
O	(IDBX) IDB Commun.	11	3/4	12	5/8	- 7/8	- 06.94	106	74
N	(IPG) Interpublic Group	47		49		- 2	- 04.09	106	74
N	(OMC) Omnicom	28	3/8	29	3/4	- 1 3/8	- 04.63	14	795
O	(RTRSY) Reuters	43	3/8	45	1/2	- 2 1/8	- 04.68	15	18,814
N	(SAA) Saatchi & Saatchi	13/16		13/16			00.00		1,261
O	(TLMT) Telemation	3/16		3/16			00.00		0
O	(TMCI) TM Century	7/32		1/8		3/32	75.00	-10	4
A	(UNV) Unifil Video	8	1/8	8	1/8		00.00	10	12
O	(WPPGY) WPP Group	3	5/8	3	1/4	3/8	11.53	1	156

Standard & Poor's Industrials 456.65 471.86 -15.21 -3.23%

WASHINGTON

COMPETING APPLICATION FILED FOR NBC O&O WRC

Plethora of first-batch petitions not expected in light of new FCC rules

National Capital Communications Inc. has filed a competing application for NBC-owned station WRC-TV. The filing comes in the wake of petitions to deny license renewal for several Washington TV stations.

The application was filed by Washington attorney Benito Gaguine, who represented Boston Broadcasters Inc., one-time licensee of WCVB-TV Boston, in their successful competing application for the *Boston Herald Traveler's* WHDH-TV Boston in 1969.

Gaguine said NCCI hopes to establish that it is more qualified than WRC's parent company, General Electric, to be an FCC licensee and that GE is unfit to continue holding the license because of defense-contracting-related felony convictions. The "FCC must have grounds to deny renewal, [and there has to] be a basis for an attack on the existing licensee" for a competing applicant to be successful, Gaguine said.

According to its application, NCCI has 250 voting shares, divided equally among Leon B. Reid, Steven Rich, Janice A. Booker and Mercedes M. Morris. The 1,000 non-voting shares are divided among 12 shareholders.

Reid, president of NCCI, is currently vice president of the Beer Institute and would be the station's general manager. Reid lives in Camp Springs, Md., and has no other broadcast interests.

Steven Rich of Duluth, Minn., is NCCI's vice president and would serve as program and operations manager. He is a former program director for KBJR-TV Duluth and has less than 1 percent stock in Granite Broadcasting Corp., licensee of WEEK-TV Peoria, Ill., and KBJR-TV Superior, Wis.

Janice A. Booker, NCCI secretary and director, would be the station's business manager. She lives in Washington and owns less than 1 percent interest in District Cablevision.

Mercedes M. Morris, NCCI treasurer, lives in Silver Spring, Md., and would be the station's news and public affairs director. She has no broadcast interests.

Should it come to a comparative hearing, NCCI would earn minority credits because Reid and Booker are black, and Mercedes is Hispanic.

NCCI plans to broadcast from WNVCTV Fairfax, Va.'s tower.

The filing against WRC followed petitions to deny license renewal of all the major D.C. stations by national and local Hispanic groups, who claimed that the stations were not meeting the programming needs of Washington's Hispanic community and that their respective equal-employment programs had failed to increase Hispanic employment ("In Brief," Sept. 9).

Also, Gannett Co., licensee of WUSA (TV) Washington, is facing two petitions

to deny its renewal following its recent purchase of five daily suburban papers that serve the same area as WUSA.

The D.C. stations, along with those in Maryland, Virginia and West Virginia, are part of the first (Oct. 1) batch in the new television renewal cycle. North and South Carolina renewal makes up the next batch, on Dec. 1.

If the number of competing applications in this, the first renewal batch, is any indication, broadcasters should brace themselves for an increase in filings, a trend not anticipated when the FCC recently modified the rules—and rewards—of license applications.

An FCC source said there were "only a few, maybe two or three" petitions to deny renewals in the first round of the last TV renewal cycle.

However, another FCC source said it was too early to make conclusions about the effect of the abuse-of-process and settlement-limit rules and what, if any, trend these filings may suggest. The source said recent FCC rule changes were not meant to discourage sincere applicants.

The petitions to deny filed by the Hispanic groups are particularly unwelcome by many broadcasters. The NAACP, long a thorn in the side of broadcasters and known for filing petitions to deny based on equal-employment opportunity violations, found all of the stations in this batch to meet its criteria for minority employment. Those criteria, said its counsel, David Honig, consider all minorities, not just blacks, when evaluating a station's EEO performance.

"We looked at the renewals of D.C., Maryland, Virginia and West Virginia, and every station in that renewal group passed our criteria. We did not challenge anybody. D.C. and Baltimore are so close to the seat of government that those stations are very sensitive to their obligations," Honig said.

Honig said most TV stations do not have EEO problems because "they are larger and can afford to hire counsel who will advise them carefully on how to comply with the rules. Many of the battles over equal employment in television stations were fought years ago." But, he

THOMAS CONFIRMATION: THREAT TO 'METRO'?

Minority preference policies, narrowly upheld by the Supreme Court in 1990's *Winter Park Communications Inc. v. FCC*, commonly known as the Metro decision, could be in trouble if Judge Clarence Thomas wins confirmation, according to Julius Chambers, NAACP Legal Defense and Education Fund director of counsel.

Speaking Wednesday (Sept. 11) in Washington at the National Association of Black Owned Broadcasters fall conference, Chambers said the government, prior to the *Metro* decision, had determined that because "discrimination as a practice was unlikely to pass, [an] affirmative means to do something to correct those practices was needed." He called it an "affirmative obligation" to correct past discrimination.

The 5-4 decision, he said, "is contrary to the position of Judge Thomas, who believes there is no affirmative obligation to correct past discrimination. If the policy is eliminated, many of the minority preferences in licensing for radio and TV will go by the wayside."

said, "some broadcasters still comply only because there's somebody watching and out there filing [petitions to deny]. Their lawyers are going to be on the phone saying, 'You gotta comply with this rule.' It's unfortunate. I'd rather people comply because they think it's morally compelling to do so. Until everybody gets that message, we have to

have enforcement."

But the Hispanic groups are concerned with a particular segment within the minority community, and some predict that Hispanic hiring practices in urban areas and Southern states will be scrutinized throughout the renewal process.

It is also believed that if other minor-

ity groups, especially women, can pull the proper resources together, more petitions to deny will find their way to the FCC.

And beginning June 1 (the filing date for Michigan and Ohio), stations will have to supply the FCC with information on their children's television programming efforts. -PJS

TV COVERAGE OF CONGRESS: WHAT'S THE BIG DEAL?

Author says media's significance in the legislative process is exaggerated

Television and the other news media are an unimportant element in the proceedings of Congress, but neither legislators nor Capitol Hill reporters seem to know it, says Stephen Hess, senior fellow, governmental studies for the Brookings Institution, Washington.

"Quite the contrary: in fact, they tend to overestimate the extent of television coverage and hence its importance in the legislative and electoral process," Hess says in *Live from Capitol Hill: Studies of Congress and the Media*, a book just published by Brookings.

Senator Albert Gore (D-Tenn.) praised the Hess book during a Capitol Hill briefing last Wednesday (Sept. 11). "I believe it is extremely important for all of us to have a clear picture" of the impact TV has on the U.S. government, Gore said. "Steve Hess is helpful in pointing out the misconceptions and providing us with much more accurate information about the true relationship."

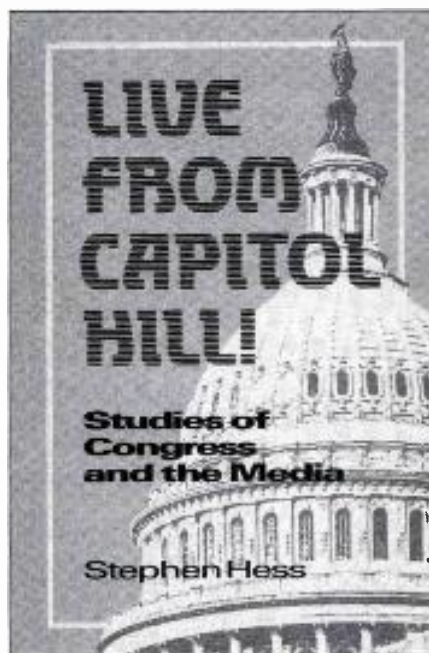
Common misconceptions about Washington coverage, according to Hess:

- *The news media, especially television, have become the most influential players in congressional politics.*

"What we learned from the ultimate insiders is that the national media unilaterally reduce the Senate from 100 members to 20. The other 80 they don't have much interest in," he said. "The national media have a presidential bias."

- *A long-standing bias in network TV news coverage of the Senate over the House of Representatives is fading.*

Hess acknowledged a statistical jump in House coverage in recent years, but said it is too early to say that bias toward the Senate has ended. Congressmen have traditionally attracted TV attention by running for President, by being elected speaker of the House, Senate majority leader or to some other leadership position, or by getting mired in a scandal. In recent years, "you have the unique situation where your two top leaders in the House get in trouble and actually have to leave," Hess said.



- *House members who are unable to attract national TV coverage become media stars in their home districts through local TV newscasts.*

"Despite all of the struggles on the Hill to get on the local news, local news today is overwhelmingly unpolitical, ungovernmental and is generally uncongenial to Washington news," Hess said. A Brookings survey found that stations in small TV markets tend to dwell on local stories, and stations in large markets represented by several congressmen, such as New York or Los Angeles, tend to focus on senators over House members.

Hess's assertions drew mixed responses from Capitol Hill press specialists contacted by BROADCASTING. Bryce Dustman, communications director for Senator Conrad Burns (R-Mont.), agreed Washington news is often difficult to find on small TV stations. A strong local angle must be presented before most news directors in rural areas will run a story, he said.

But Gary Koops, press secretary for

the Republican National Committee, said: "I've come from the school of thought that the most dangerous place to be on Capitol Hill was between a TV camera and a congressman. With the growth of C-SPAN and CNN, you see a hearing built around how C-SPAN is going to cover it.... Is it [Hess's] premise that having CNN do almost gavel-to-gavel coverage of the Thomas hearings has no impact on the nomination?"

Koops also questioned whether there is really a trend toward less coverage of Congress by local stations. RNC-produced audio and video feeds have become easier to distribute in recent years with satellite technology. "Not every [feed] is picked up by every single station in your market, but I would say about half of those stations in more rural areas would use parts or all of it," Koops said.

Although he praised the book, Gore seemed to place greater importance on television than Hess. "I would like to see a time when all of the major and most important debates are scheduled not only with an eye to the legislative calendar, but also with due regard for when the greatest number of American citizens can hear the various points of view by means of the media," he said.

Gore credited C-SPAN for giving the public a new image of Congress. "Until the introduction of C-SPAN, the only time the American people ever saw Congress as a whole on television was [in joint session] when it was standing applauding the President," he said.

In spite of the keen awareness congressmen seem to have of C-SPAN's audience, the network has not changed the way Congress does business, Hess said. He cited earlier surveys finding only minor changes, such as slightly longer sessions and a small increase in the number of speeches, as a result of increased TV coverage. "The actual audience of C-SPAN is very modest," Hess said. But he said it has improved the ratio of House coverage in comparison to the Senate. -RMS

INDUSTRY, COURTS URGE COPYRIGHT OFFICE TOWARD BROADER COMPULSORY LICENSE

FCC joins industry commenters in calling for equal rights and responsibilities for wireless cable, as well as SMATV; court, carriers say satellite too

Who should be entitled to compulsory licenses to retransmit broadcast signals? For now, U.S. Copyright Office rules based on the 1976 Copyright Act grant the privilege only to cable systems. The Home Satellite Viewers Act of 1990 has granted it to satellite carriers, but only until Dec. 31, 1994.

But if a Sept. 4 court decision and comments submitted to the Copyright Office last week are any indication, a new consensus may be gaining momentum: Withholding compulsory license from satellite master antenna television (SMATV) systems, wireless cable (MMDS) operators and, perhaps, also satellite carriers any longer will threaten the growth of cable competition and, thereby, contradict the intent of copyright law to encourage competition and diversity.

Concluding two weeks ago that the Copyright Act definition of "cable system"—facilities that retransmit broadcast TV "signals or programs by wires, cables or other communications channels"—includes satellite carriers, the U.S. Court of Appeals in Atlanta ruled that satellite carrier PrimeTime 24 qualifies as a "cable system" entitled to compulsory license under the Act (BROADCASTING, Sept. 9).

The ruling came only five days before comments on the "cable system" definition came due at the Copyright Office, which proposes to grant compulsory license to SMATV, but not to MMDS or satellite carriers. Replies are due Oct. 9, and Dorothy Schrader, general counsel for the Copyright Office, said she believes new rules could be adopted by the end of 1991.

Most of the more than 20 entities submitting comments last week, including the FCC's Mass Media Bureau, urged granting compulsory license to one or all of cable TV's competitors, including SMATV, MMDS and/or satellite.

However, argued the Motion Picture Association of America, MMDS should not gain compulsory license without being subject to other cable regulations, including the imposition of syndicated exclusivity. And rules regarding SMATV royalty payments ought to include the same restrictions placed on cable, said the National Cable Televi-

sion Association.

But, like the circuit court, many commenters from MMDS, SMATV, satellite and cable interests alike argued that compulsory license qualification should be based not on technological definitions of those video distribution systems (only those using wires), but rather on "equivalency of function" among cable, MMDS, SMATV, satellite and future delivery systems.

Arguing for "a universal license for all video distribution technologies," the

"MMDS and traditional cable systems further the basic purpose underlying the Copyright Act"

Turner Broadcasting System

Satellite Broadcasting and Communications Association (SBCA) said the "overriding principle" in copyright policy should be "to insure that the consumer public has access to new video technologies, services and a choice of diverse and high-quality television programming."

Noting the FCC's "interest in effective competition...in particular competition between cable television systems and MMDS," comments submitted by Mass Media Bureau Chief Roy Stewart argued that denying MMDS compulsory license "clearly would impinge on the ability of those systems to compete with traditional cable systems."

In the FCC's view, he said, granting wireless cable and SMATV the right to retransmit broadcast signals for a fee "would facilitate the achievement of congressionally endorsed policy objectives...the desirability of fostering competition" and First Amendment-based diversity goals embodied in the 1934 Communications Act and 1984 Cable Act.

Other commenters addressing only SMATV or MMDS also argued for a pro-competition, non-technology-based definition of "cable system."

Noting the court's PrimeTime 24 de-

cision, the Wireless Cable Association urged prompt adoption of "rules that reflect Congress's desire for the compulsory license to be available on a technology-neutral basis." And according to Turner Broadcasting System: "It is simply irrelevant whether programming is retransmitted by way of wires, cables, or other communications channel, such as microwave. Both MMDS and traditional cable systems further the basic purpose underlying the Copyright Act of promoting 'broad public availability of literature, music and the other arts.'"

Noting the plethora of technological and federal policy changes that have occurred since Congress passed the Copyright Act of 1976, the Copyright Office's Schrader said that, in light of that "very broad [circuit court] decision," the Copyright Office will re-evaluate its own earlier, tentative determination that satellite carriers do not qualify as cable systems.

However, she said, the Copyright Office continues to be concerned that the courts do not seem to recognize the interests of copyright holders, to the extent that "the court doesn't seem to see that compulsory license is itself an exception" to copyright law and to the creative community's ability to negotiate exclusive TV distribution contracts. The PrimeTime 24 decision, she said, appeared focused on whether the carrier had been properly licensed, more than on the ramifications for copyright holders.

Copyright rate negotiations begin this month between satellite carriers and copyright holders, including the studios, sports rightsholders, networks, PBS and religious broadcasters. Given failure to reach an agreement (carriers now pay 12 cents per subscriber on independent TV station signals and three cents on network signals), the Home Satellite Act mandates independent arbitration. Several comments asked for similar "back-up" arbitration for MMDS and SMATV.

In any case, Schrader said, "we don't think it's all in our ball park." Schrader, PrimeTime 24 and the FCC suggested that the circuit court decision might move Congress to revisit the Home Satellite Act, which mandated the upcoming negotiations.

WASHINGTON WATCH

FUTURE PLANS

"It is clear that telecommunications technologies will be a significant part of the new landscape," concludes the *Public Television Managers' Guide to Fiber Optics and Other New Telecommunications Technologies*, a report to be released this month by the Association of America's Public Television Stations. "In exploring these technologies today and building appropriate systems, public television managers are directing the evolution of their stations from public broadcasting to public telecommunications."

The report advises noncommercial station managers to begin planning the integration of emerging technologies—fiber optic distribution, digital video compression, high-definition television, personal communications networks, interactive video and data and audio information services—to transform their stations into more than simple TV broadcasting transmission.

Suggested strategies include looking for partners in new media development, lobbying state government funding agencies and contacting regional telephone companies. "It is important to claim telecommunications as part of public television's turf," the report says. "State legislatures and education groups do not necessarily make an association between public TV and video services delivered by fiber, cable or satellite."

RBOC REQUEST

The seven regional Bell operating companies (RBOC's) jointly filed a request with the Court of Appeals in Washington to vacate a stay on their entry into the information services business. "Every day the stay remains in effect it prevents the Bell companies from engaging in lawful competition and providing new services desired by consumers. Those losses, to both the Bell companies and the public at large, can never be recouped," the RBOC's said.

Until a July 25 decision by U.S.

District Court Judge Harold Greene, the modified final judgement (MFJ), the consent decree ruling the 1984 breakup of AT&T, banned the RBOC's from providing information services. But Greene stayed the effects of his decision to lift the ban pending further review by the appeals court. He refused a request in August by the RBOC's to vacate the stay.

Besides the denial of services, the RBOC's claimed the stay's harm "is all the more acute because it concerns activities protected by the First Amendment—the generation and communication of news, entertainment and information of every description.... The single barrier standing between the Bell companies and their exercise of First Amendment rights is the stay."

The appeals court in coming months will also be considering requests to overturn Greene's information-services decision filed by several opponents of the RBOC's including the National Association of Broadcasters, the National Cable Television Association and the American Newspaper Publishers Association.

OPPOSING DISCLOSURE

Twenty groups representing the broadcast TV, cable, motion picture and home video industries wrote a letter last week to House Intellectual Property Subcommittee Chairman William Hughes (D-N.J.) opposing the Film Disclosure Act (H.R. 3051).

The bill, introduced by Representative Robert Mrazak (D-N.Y.), would require labeling of video materials edited or adjusted for television presentation. Disclaimers would be required for colorized, edited, time compressed or panned and scanned films. "The public has a right to know whether a motion picture which is being sold, leased or exhibited has been materially altered," the bill says. "The reputation of the artistic author of a motion picture may be harmed."

The industry groups said the proposed labels would discourage viewers from watching TV versions of theatrical releases. They also claimed the bill violates the First Amendment, which "simply

does not tolerate government-imposed labeling of expressive works...created by private citizens. The legislation would breach a wall that for 200 years has properly prevented the government from making aesthetic decisions."

The presidents of the National Association of Broadcasters, National Cable Television Association, Association of Independent Television Stations, Community Antenna Television Association, Motion Picture Association of America and Satellite Broadcasting and Communications Association were among the letter's signers.

HIGHER EEO FINES SOUGHT

The NAACP, League of United Latin American Citizens and the National Black Media Coalition filed a petition with the FCC for reconsideration recommending that a single EEO violation be defined as "absence of meaningful EEO efforts for a particular hiring or promotional opportunity," effectively raising the base fine from the present \$10,000 to \$250,000, before downward adjustments. The petition also calls for including prior violations by other stations owned by the same licensee when adjusting fines.

COURT OK'S CLIPPING

Broadcast and cable news organizations have suffered a setback in their ongoing battle to prevent so-called video clipping services from selling excerpts from their newscasts.

A three-judge panel of the U.S. Court of Appeals in Atlanta has thrown out a lower court injunction blocking New York-based Video Monitoring Service from clipping CNN programming.

In its Sept. 5 opinion, the panel called the injunction "serious legal mischief."

If the courts enjoined services from clipping unregistered programs, it said, "we would allow broadcasters to close the door on public access to their work product."

FOR THE RECORD

As compiled by BROADCASTING from September 2 through September 6 and based on filings, authorizations and other FCC actions.

Abbreviations: APC—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

■ **KMLO(FM) Fallbrook** (San Diego North County), CA (BALH910822GX: 107.1 mhz: 3 kw: ant. 300

ft.)—Seeks assignment of license from Galaxy Broadcasting Group to KMLO Inc. for \$1.25 million. Seller is headed by Robert I. Jacobson, and has no other broadcast interests. Buyer is headed by N. John Douglas (55%), Prudential Insurance Co. (40.5%) and Pruco Life Insurance Co. (4.5%). KMLO Inc. is headed 100% by Douglas Broadcasting Inc., which controls, through various subsidiaries, licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco KWWN(FM) Placerville and KOBQ(AM) Yuba City, all California. Douglas is also sole shareholder of DB Affiliates Inc., general partner of licensee of WKNR(AM) Cleveland. Filed Aug. 22.

■ **KZIQ-AM-FM Ridgecrest, CA** (AM: BAL910819ED: 1360 khz: 1 kw-U: FM: BALH910819EE: 92.7 mhz: 1.5 kw: ant. -1,295 ft.)—Seeks assignment of license from Bel Air Broadcasting Corp. to James L. and Donna L. Knudsen for \$250,000 ("Changing Hands," Sept. 2). Seller is headed by Robert Rosenthal, who has no other broadcast interests. Buyers have no other broadcast interests. Filed Aug. 19.

■ **KXBS(FM) Santa Paula, CA** (BALH910826HH: 96.7 mhz: 87 w; ant. 1,500 ft.)—Seeks assignment of license from Richard C. Phalen, receiver for Radio Ventura, to KXBS Broadcasting Co. for \$775,000 ("Changing Hands," Sept. 2). Seller 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. Filed Aug. 26.

■ **WXPQ(AM) Babson Park, FL** (BAL910823EC: 1530 khz: 500 w-D)—Seeks assignment of license from Ted L. Hite to Webber College Inc. for \$22,500. Seller has 100% interest in WAUC(AM) Wauchula, FL, and 50% interest in new FM at Zolfo Springs, FL. Buyer is headed by Roger M. Rose, and has no other broadcast interests. Filed Aug. 23.

■ **WFGX(TV) Ft. Walton Beach, FL** (BALCT910826KF: ch. 35: 635 kw-V: 63.6 kw-A; ant. 280 ft.)—Seeks assignment of license from TV 35 Ltd. to Bowers Network, Inc. for \$210,000. Seller is general partner in C1CF III, headed by Henry A. Ash; it has interests in KAYC(AM)-KAYD(FM) Beaumont, TX, and WQRF-TV Rockford, IL. Ash has interests in WVFT(TV) Roanoke and WJPR(TV) Lynchburg, both Virginia. Buyer is headed by Claud W. Bowers, who is director of Associated Christian Television System Inc., non-profit corporation that is 100% stockholder of licensee of WACX(TV) Leesburg, FL. Filed Aug. 26.

■ **WRFA(AM) Largo, FL** (BAL910821EA: 820 khz: 50 kw-D, 1 kw-N)—Seeks assignment of license from Freeman E. Teuton, receiver, to Vernon E. Cross, trustee, in bank foreclosure of notes and instruments in principle amount of \$793,312.27. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 23.

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■ **WKAA(FM)** Ocilla, GA (BALH910821GU; 97.7 mhz; 1.8 kw; ant. 400 ft.)—Seeks assignment of license from Irwin County Broadcasting Corp. to Harper Broadcasting Inc. for \$205,000. Seller is headed by E.L. Kilday, and has 100% interest in WSKX(FM) Hinesville, GA. Buyer is owned by Harold G. Harper, and has no other broadcast interests. Filed Aug. 21.

■ **WFRL(AM)-WXXQ(FM)** Freeport (Rockford), IL (AM: BAL910823GV; 1570 khz; 5 kw-D; 500 w-N; FM: BALH910823GW; 98.5 mhz; 50 kw; ant. 450 ft.)—Seeks assignment of license from Freeport Radio Associates to Stateline Broadcasting Inc. for \$900,000. Seller is headed by Arnold M. Zaff, and has no other broadcast interests. Buyer is headed by Harish Puri and Thomas Imhoff, and has no other broadcast interests. Filed Aug. 23.

■ **WDKA(TV)** Paducah, KY (BTCCT910827KE; ch. 49; 3.373 kw-V; 337 kw-A; ant. 1,169 ft.)—Seeks transfer of control of CP from Macpherson Broadcasting of Kentucky Inc. to Robert W. Sudbrink for \$200. Seller is headed by Alexander E. Macpherson, and has no other broadcast interests. Buyer is headed by Robert W. Sudbrink (51%) and Marion Sudbrink (49%), husband and wife. Robert W. Sudbrink has interests in WTLK(TV) Rome, GA (pending FCC approval); WCEETV) Mt. Vernon, IL; WXTL(AM) Jacksonville, FL. Filed Aug. 27.

■ **KZPK(FM)** Paynesville, MN (BAPH910822HL; 98.9 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of CP from Katrick Broadcasting Inc. to Ronald J. Linder for \$120,000. Seller is headed by Patrick M. McCabe, and has no other broadcast interests. Buyer is headed by Ronald J. Linder, who is selling KXSS-AM-FM Waite Park (St. Cloud), MN ("Changing Hands," Sep. 2). Filed Aug. 22.

■ **WFFF-AM-FM** Columbia, MS (AM: BTC910823HB; 1360 khz; 1 kw-D; 159 w-N; FM: BTCH910823HC; 96.7 mhz; 3 kw; ant. 400 ft.)—Seeks transfer of control from Haddox Enterprises Inc. to David H. Martin and Ronald E. Geiger for \$250,000. Seller is headed by Lester Haddox, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Aug. 23.

■ **KLGS(FM)** Versailles, MO (BTCH910815HU; 95.1 mhz; 6 kw; ant. 328 ft.)—Seeks transfer of control within licensee Twin Lakes Communications Inc. for \$17,000. Sellers are Roger L. McDowell and James D. Fisher. Buyers are Douglas A. Fisher and Betty J. Fisher; principals have no other broadcast interests. Filed Aug. 15.

■ **KKNK(AM)** Carson City and KKNC(AM) Sun Valley, both Nevada (KKNK: BAP910815EA; 750 khz; 10 kw; KKNC: BAP910815EB; 730 khz; 500 w-U)—Seeks assignment of CP's from Sundance Radio Corp. and Silverado Corp. to Caballero Spanish Media Inc. for \$37,500. Sellers are headed by D.C. Williams. Sundance Radio is permittee of KTCD(AM) Eureka, CA. Williams also has interests in KPLA(AM) Riverbank, CA. Buyer is headed by Eduardo Caballero, and has no other broadcast interests. Filed Aug. 15.

■ **KNFT-AM-FM** Bayard, NM (AM: BAL910821EB; 950 khz; 5 kw-D; FM: BALH910821EC; 102.9 mhz; 3 kw; ant. 135 ft.)—Seeks assignment of license from K.N.F.T. Inc. to Hunter Investments and Entertainment Inc. for \$50,000. Seller is headed by Jack Moulton, and has no other broadcast interests. Buyer is headed by Paul L. Hunter, and has no other broadcast interests. Filed Aug. 21.

■ **WDOE(AM)-WCQA(FM)** Dunkirk-Fredonia, NY (AM: BAL910823HD; 1410 khz; 1 kw-D; 500 w-N; FM: BALH910823HE; 96.5 mhz; 660 w; ant. 686 ft.)—Seeks assignment of license from Chautauqua Broadcasting Corp. to Tri-County Broadcasting Inc. for \$650,000. Seller is headed by Vincent T. Ridikas, and has no other broadcast interests. Buyer is headed by E. Michael Boyle, and is licensee of WCED(AM)-WOWQ(FM) Dubois, PA. Directors of Tri-County Broadcasting are also stockholders of Derrick Publishing Co. licensee of WKSJ(AM)-WHUG(FM) Jamestown, NY. Filed Aug. 23.

■ **WLSE(AM)-WZKB(FM)** Wallace, NC (AM: BAL910821GR; 1400 khz; 1 kw-U; FM: BALH910821GS; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from RVG Broadcasting Inc. to J.G. & J. Broadcasting Inc. for \$230,000. Seller is headed by Richard V. Goines, who is also 100%

owner of WCPQ(AM)-WMSQ(FM) Havelock, NC. Buyer is headed by Mack Edmundson Jones, and has no other broadcast interests. Filed Aug. 21.

■ **WQZM(FM)** Mountaintop, PA (BTCH910726HR; 97.1 mhz; 250 w; ant. 1,102 ft.)—Seeks transfer of control within licensee Fairview Communications Inc. for \$21,000. Seller is Robert Crawford, who is part-time producer at WMGS(FM) Wilkes-Barre, PA. Buyer is Charles T. Morgan Jr. and Donna M. Morgan; Charles Morgan is sales representative for WNEP-TV Scranton, PA. Filed July 26.

■ **WXLY(FM)** North Charleston, SC (BALH910819GQ; 102.5 mhz; 100 kw; ant. 1040 ft.)—Seeks assignment of license from N. Charleston Radio Broadcasters Inc. to North Charleston Radio Corp. for \$1.1 million. Seller is headed by Beverly Poston, and is 100% controlled by Bahakel Communications Ltd., licensee of seven AM's, eight FM's and eight TV's. It also owns 100% of five Virginia cable companies. Buyer is headed by Kenneth H. Maness; 100% voting stock is owned by Bloomington Broadcasting Corp., which owns licensees of WJBC(AM)-WBNQ(FM) Bloomington, IL; WGOW(AM)-WSKZ(FM) Chattanooga, and WJCW(AM)-WQUT(FM) Johnson City, both Tennessee; WKLF(FM) Holland, MI, and WTCB(FM) Orangeburg, SC. Filed Aug. 19.

■ **WIBZ(FM)** Wedgefield, SC (BALH910819HV; 99.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Wedgefield Communications to Raymond F. Reich for \$220,200. Sellers are Calvin Dailey Jr. and Gloria Dailey. Dailey is also 100% owner of Dailey Corp., licensee of WFGM(FM) Fairmont and WADC(AM)-WHCM(FM) Parkersburg, both West Virginia. Buyer, Reich, and Calvin Dailey are partners of Dailey & Reich, licensee of WDXV(AM) Sumter, SC. Filed Aug. 19.

■ **KEZV(FM)** Spearfish, SD (BALH910816HW; 101.1 mhz; 100 kw; ant. 1,490 ft.)—Seeks assignment of license from United Radio Group Inc. to Duhamel Broadcasting Enterprises for \$525,000. Seller is headed by Richard J. Harr. Dean Sorenson, principal in seller, has 100% interest in five AM's and five FM's, and 50% interest in one AM and one FM. Buyer is headed by William F. and Peter A. Duhamel, and is licensee of KOTA-AM-TV Rapid City and KHSD-TV Lead, both South Dakota; KSGW-TV Gillette, WY; KDUH-TV Scottsbluff, NE. Buyer is also requesting waiver of FCC multiple ownership rules because of KEZV's proximity to KOTA-AM-TV. Filed Aug. 16.

■ **KSLT(FM)** Spearfish, SD and KTSL(FM) Spokane, WA (KSLT: BTCH910808HZ; 107.3 mhz; 100 kw; ant. 1,702 ft.; KTSL: BTCH910808HH; 104.7 mhz; 3 kw; ant. 308 ft.)—Seeks transfer of control within licensee Black Hills Christian Communications; purpose is to reorganize board of directors. Licensee has option to purchase KAAR(FM) Medical Lake, WA. Board members David Burdine and Lyle G. Arent are members of Bethesda Foundation, permittee of KLTE(FM) Kirksville, MO. Filed Aug. 8.

■ **KDGE(FM)** Gainesville, TX (BALH910826HG; 94.5 mhz; 100 kw; ant. 1,935 ft.)—Seeks assignment of license from Allison Broadcast Group Inc. to Founders Media Group for \$8.3 million. Seller is headed by Steve Allison, and is merging with buyer to form new company; it has no other broadcast interests. Buyer is subsidiary of Founder Equity Inc., headed by Warren H. Haber (35%), John L. Teeger (35%) and Edward G. Rogoff (30%). Rogoff is principal in CRB Broadcasting Corp., 100% parent of licensees of WNLK(AM)-WEFX(FM) Norwalk, CT; WFAS-AM-FM White Plains, NY; WTCR-AM-FM Kenova-Huntington, WV; WZZR(FM) Stuart, FL; WJBR-AM-FM Wilmington, DE, and WAEB-AM-FM Allentown, PA. Filed Aug. 26.

■ **KYCN-AM-FM** Wheatland, WY (AM: BAL910823EA; 1340 khz; 250 w-U; FM: BALH910823EB; 101.7 mhz; 3 kw; ant. 156 ft.)—Seeks assignment of license from Pioneer Broadcasting Inc. to Kent Godfrey Smith for \$175,000. Seller is headed by Timothy A. Branson, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 23.

Actions

■ **KXXZ(FM)** Barstow, CA (BTCH910618GR; 95.9 mhz; 1.5 kw; ant. 436 ft.)—Granted transfer of control

within Hub Broadcasting Inc. for \$20,024. Seller is Walter C. Tucker, and has no other broadcast interests. Buyer is John J. Schimmenti, and has no other broadcast interests. Action Aug. 28.

■ **WGGA-AM-FM** Gainesville-Cleveland, GA (BAL910708HP; 1240 khz; 1 kw-U; FM: BALH910708HQ; 101.9 mhz; 6 kw; ant. 410 ft.)—Granted assignment of license from Gainesville Bank & Trust Co. to Allied Media of Georgia Inc. for \$1.15 million. Station was recently purchased out of receivership ("For the Record," May 27). Seller is headed by Richard A. Hunt Jr. Bennie Hewett, a stockholder and director of Gainesville Bank and Trust, has 100% interest in WHOD-AM-FM Jackson, AL, and WHFE(AM) Lakeland and WLBA(AM) Gainesville, all Georgia, and 75% interest in WNGA(AM) Nashville, GA. Buyer is headed by Jeffrey J. Brown, and is subsidiary of Allied Media Inc., parent company of licensees of WIGO(AM) Atlanta and WEBB(AM) Baltimore. Action Aug. 29.

■ **WXVT-TV** Greenville, MS (BALCT910709KE; ch. 15; 2,746 kw-V; 549 kw-A; ant. 887 ft.)—Granted assignment of license from Big River Broadcasting Co. of Greenville to Greenville Television Inc. for \$1.43 million ("Changing Hands," July 29). Seller is headed by Marshal Noecker and Andrew W. Stabler Jr., and owns WCYB-TV Bristol, VA; KTXS-TV Abilene, TX, and WLYC(AM)-WILQ(FM) Williamsport, PA. Buyer is headed by John F. Hash (20%), Aubrey L. Collum (20%), Larry Harris, Leon D. Long (20%), and Jo Love Little (20%) and Mary Eliza McMillen (20%), sisters. Hash, Little, McMillen and Collum also have interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, MS, and KDKF(TV) Klamath Falls and KDRV(TV) Medford, both Oregon. Harris owns 342 shares of American Family Assurance Co., publicly traded company and licensee of six TV's. Action Aug. 28.

■ **WCLN(AM)** Clinton, NC (BAL910715EI; 1170 khz; 5 kw-D)—Granted assignment of license from WMXS Inc. to Broadcasting Good News Inc. for \$115,000. Station was recently purchased with WCLN(FM) Clinton for \$650,000 ("Changing Hands," May 13). Seller is headed by L.E. Willis Sr., and has interests in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRN(FM) Warrenton and WSRG(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWPB(FM) Marion, all South Carolina. Buyer is headed by George E. Wilson, and has no other broadcast interests. Action Aug. 27.

■ **WXXM(FM)** Upper Arlington (Columbus), OH (BALH910530GK; 98.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Twin Rivers Communications Ltd. to Columbus Radio, limited partner, for \$2.5 million ("Changing Hands," June 17). Seller is headed by Mary Mahaffey, and has no other broadcast interests. Buyer is headed by Alan D. Gray (22%), Kevin J. McGinty, Jim Bengal, Primus Capital Fund II (51%) and Capital Funds Corp. (18%). Gray owns 100 shares (less than 1%) of common stock of Jacor Communications and 48% of common stock of Dayton Radio Inc., licensee of WYMJ-FM Beaver Creek (Dayton), OH. Action Aug. 27.

■ **WSMT-AM-FM** Sparta, TN (AM: BTC910628GT; 1050 khz; 1 kw-D; FM: BTCH910628GU; 105.5 mhz; 3 kw; ant. 35 ft.)—Granted transfer of control within Heartland Broadcasting Inc. for \$20,000. Seller is R. Dewitt Shelton, and has no other broadcast interests. Buyer is Douglas E. Farley, and has no other broadcast interests. Action Aug. 19.

■ **KREM-TV** Spokane, WA (BTCCT910627KI; ch. 2; 84.7 kw-V; 15.5 kw-A; ant. 2,200 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated at \$400 million. Purchase includes KGW-TV Portland,

OR: KTVB(TV) Boise, ID, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii (see "For the Record," Sept. 9). Seller is headed by Priscilla Bullitt Collins and Dorothy Stimson Bullitt, sisters, and sold KING-AM-FM Seattle ("Changing Hands," July 15). King Broadcasting is also selling KGW(AM)-KINK(FM) Portland, OR, and KSFO(AM)-KYA(FM) San Francisco. Buyer is headed by Frank T. Nickell, Trygve E. Myhren and Jack C. Clifford. Providence Journal Co. operates, through various subsidiaries, WCNC-TV Charlotte, NC; WHAS-TV Louisville, KY; KGSW-TV Albuquerque, NM, and KMSB-TV Tucson, AZ. Action Aug. 27.

■ **WHRD(AM) Huntington, WV** (BAL910712ED: 1470 khz; 5 kw-D)—Granted assignment of license from Marshall University Foundation Inc. to Southern Communications Corp. for \$30,000. Seller's board of directors is headed by Phil E. Cline, and has no other broadcast interests. Buyer is headed by R. Shane Southern, Ira W. Southern (90%) and Judy M. Southern (10%), and is licensee of WIWS(AM)-WCIR-FM Beckley, WV. Action Aug. 27.

■ **WMON(AM)-WZKM(FM) Montgomery, WV** (AM: BAL910424HC: 1340 khz; 1 kw-U; FM: BAPH910424HU: 93.3 mhz; .4 kw; ant. 218 ft.)—Granted assignment of license and CP (WZKM) from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for \$101,500. Seller is headed by Arthur Clark, George Waters, Ted Julian and Jeff Batten, and has no other broadcast interests. Buyer is headed by Vivian Jean Brown and Michael D. Brown, wife and husband, Sarah Agnes Johnson and C. Farrell Johnson (100%), and is licensee of WVAR(AM)-WCWV(FM) Richwood-Summerville, WV. Action Aug. 20.

■ **WOBG(FM) Salem, WV** (BAPH901019GI: 105.7 mhz; 250 w-D)—Granted assignment of CP from Salem Broadcasters to Hilber Corp. for \$72,000. Seller is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. Millses have interests in WBES-FM Dunbar, WV. Buyer is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. Action Aug. 22.

■ **WGEZ(AM) Beloit, WI** (BAL901220EA: 1490 khz; 1 kw-U)—Granted assignment of license from Seehafer Broadcasting Corp to Great Radio Broadcasting Group for \$300,000. Seller is headed by Donald Seehafer, and owns WOMT(AM)-WQTC-FM Manitowoc; WXCX(AM)-WYCO(FM) Wausau, both Wisconsin, and KWEB(AM)-KRCH(FM) Rochester, MN. Buyer is headed by Stephen P. Walrath (50%), Elroy A. Voigt (25%) and Lana S. Voigt (25%), and has no other broadcast interests. Action Feb. 8.

■ **WKBH-AM-FM Holmen-Trempealeau, WI** (AM: BAL910620GO: 1570 khz; 1 kw-D, 500 w-N; FM: BALH910620GP: 105.5 mhz; 3 kw; ant. 531 ft.)—Granted assignment of license from Continental Broadcasting of La Crosse to Riverview Communications Inc., in consideration. Continental Broadcasting and Riverview Communications agree to dismiss with prejudice all claims and counterclaims made by parties in La Crosse County court case Continental v. Riverview. Seller is headed by David Peschau, and has no other broadcast interests. Buyer is headed by Patrick Delaney (45.6%), Joseph Roskos (31.1%), Michael Schmitz (17.1%) and Marge Nader (6.2%). Delaney has 51% interest in DN Communications Inc., licensee of WOSX(FM) Spencer, WI. Action Aug. 20.

NEW STATIONS

Applications

■ **Ceres, CA** (BPET910813KE)—BET Nahraun Inc. seeks ch. 23; 15 kw; ant. 47 m. Address: P.O. Box 4116, Modesto, CA 95352. Principal is headed by William Dadesho, and has no other broadcast interests. Filed Aug. 13.

■ **Panama City Beach, FL** (BPCT910815KF)—Bowers Network Inc. seeks ch. 46; 2.450 kw; ant. 359 m. Address: 4520 Park Breeze Court, Orlando, FL 32808. Principal is headed by Claud W. Bowers, who has interests in Sharp Communications Inc., licensee of WACX(TV), Leesburg, FL. Filed Aug. 15.

■ **Panama City Beach, FL** (BPCT910815KE)—Beach TV Properties Inc. seeks ch. 46; 1.268 kw; ant. 167 m. Address: 8317 West Hwy 98, Ste. 23, Panama

City, FL 32407. Principal is headed by Jud Colley and Tonita Davis, and is licensee of LPTV's at Panama City, Key West and Destin, all Florida; Cape May, NJ, and Charleston, SC. Davis is permittee of LPTV at Perdido Key, FL. Filed Aug. 15.

■ **Union City, TN** (BPH910808MC)—Twin State Broadcasting Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 329 S. Second St., Union City, TN 38261. Principal is headed by Rodney Taylor, and has no other broadcast interests. Filed Aug. 8.

■ **Union City, TN** (BPH910808MD)—River Radio Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 300 N 4th St., Fulton, KY 42041. Principal is headed by Alvin E. McClain, who owns 49% of River County Broadcasting Corp., licensee of WKZT(AM) Fulton, KY. Filed Aug. 8.

Actions

■ **Fruithurst, AL** (BPH900301MF)—Granted app. of Steven L. Gradick for 102.7 mhz; 6 kw; ant. 100 m. Address: 12 First Ave. W, Fruithurst, AL 36262. Principal owns 100% WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Action Aug. 20.

■ **Fruithurst, AL** (BPH900301MG)—Dismissed app. of Evergreen Communications Co. for 102.7 mhz; 3 kw; ant. 106 m. Address: 705 N. Main St., Roanoke, AL 36274. Principal is headed by James C. Vice and

Kay C. Vice, and has no other broadcast interests. Action Aug. 20.

■ **Agana, GU** (BPED890830MD)—Granted app. of Catholic Educational Radio for 90.9 mhz; 3.1 kw; ant. 151 m. Address: Archdiocese of Agana Inc., Cuesta San Ramon, Agana, GU 96910. Principal is headed by Brigido U. Arroyono, and has no other broadcast interests. Action Aug. 15.

■ **Arcola, IL** (BPH901228MA)—Granted app. of Rollings Communications of Illinois Inc. for 107.9 mhz; 6 kw; ant. 100 m. Address: 400 N. Broadway Ave., Urbana, IL 61801. Principal is headed by Mark Rollings, and is licensee WUFI(AM)-WZNF(FM) Rantoul, IL. Action Aug. 16.

■ **Herrin, IL** (BPH890405ME)—Granted app. of Herrin Broadcasting Inc. for 92.7 mhz; 3 kw; ant. 99 m. Address: 2279 Springs Landing Blvd., Longwood, FL 32779. Principal is headed by Barbara Reiche, and has no other broadcast interests. Action Aug. 15.

FACILITIES CHANGES

Actions

AM's

■ **Vero Beach, FL** WAVW(AM) 101.7 mhz—Aug. 19 application (BMLH891207KG) granted mod. of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

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

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

license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Portage, WI** WPDR(AM) 1350 khz—Aug. 22 application (BP910329AH) granted for CP to correct coordinates to 43 31 42N 89 26 01W.

FM's

■ **Coalinga, CA** KNKS(FM) 100.1 mhz—Aug. 16 application (BPH890717IE) returned for CP to change ERP: 21.4 kw H&V; ant.: 228.5 m.; TL: Kettleman Hills -19 mi SE of Coalinga, CA; change class: B (per docket #88-184).

■ **Hollister, CA** KHIP(FM) 93.5 mhz—Aug. 20 application (BMLH900110KD) granted mod. of license to increase ERP: 115 kw H&V (pursuant to docket #88-375).

■ **Merced, CA** KDAT(FM) 106.3 mhz—Aug. 26 application (BMLH901119KC) granted mod. of license (BLH890725KE) to increase ERP: 2.95 kw H&V (pursuant to docket #88-375).

■ **Winton, CA** KFMK(FM) 98.7 mhz—Aug. 22 application (BMPH910422IG) granted mod. of CP (BPH880126ND) to change ERP: 4.4 kw H&V; ant.: 117 m.; TL: Old Lake Rd., CA. 8.31 km from main post office in downtown Merced on bearing of 12.4 degrees (T).

■ **West Palm Beach, FL** WNGS(FM) 92.1 mhz—Aug. 20 application (BMLH891211KV) granted mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Lakeland, GA** WHFE(FM) 105.9 mhz—Aug. 20 application (BMPH900713ID) granted mod. of CP (BPH870910NV) to change ERP: 6 kw H&V; change TL: 3.6 km SW of Ray City, GA 31 03 26N 83 13 50W.

■ **Rome, GA** WKCX(FM) 97.7 mhz—Aug. 20 application (BPH901214IG) granted for CP to change ERP: 4.1 kw H&V; change ant.: 241 m.; class: C3; TL: atop Armstrong Mtn., 3.2 km NE of Shannon, GA (per docket #89-425).

■ **Twin Falls, ID** KAWZ(FM) 89.5 mhz—Aug. 26 application (BPED900807MD) granted mod. of CP change freq: 89.9 mhz; change ERP: 7 kw H&V; ant.: 303.1 m.; TL: Flat Top Butte, 8.4 km E of Jerome; (non-commercial educational FM).

■ **Baxter Springs, KS** KMOQ(FM) 107.1 mhz—Aug. 22 application (BMLH900326KA) granted mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Emporia, KS** KEGS(FM) 101.7 mhz—Aug. 20 application (BPH910422IE) dismissed for CP to change ERP: 39 kw H&V; change ant.: 169 m.; TL: located in Rural Greenwood County, KS, 4.8 km W and 1.3 km S of Madison, KS, change to channel 269C2 (per docket #90-65).

■ **Hindman, KY** WKCB-FM 107.1 mhz—Aug. 20 application (BMLH900302KB) granted mod. of license to increase ERP: 1.55 kw H&V (pursuant to docket #88-375).

■ **Sault Ste. Marie, MI** WYSS(FM) 99.5 mhz—Aug. 26 application (BMPH910104ID) granted mod. of CP (BPH870227NP) to change ant.: 133 m.; TL: Rte. 2 Box 240, Sault Ste. Marie, Chippewa, MI. 1.7 mi N of intersection of Hwys. I-75 and M-28, adjacent to existing tower.

■ **Mountain Grove, MO** KCMG-FM 92.7 mhz—Aug. 22 application (BMLH890327KC) granted mod. of license to change freq: 106.5 mhz (per docket #86-410).

■ **Warrenton, MO** KFAV(FM) 99.9 mhz—Aug. 20 application (BMPH910123IE) granted mod. of CP (BPH880107MO) to change ERP: 2.5 kw H&V; ant.: 156 m.; and to increase to full-power class A with 6 kw.

■ **Belgrade, MT** KGVW-FM 96.7 mhz—Aug. 20 application (BPH910603IJ) granted for CP to change ant.: 212.4 m.; change TL: High Flat 11 mi W SW of Bozeman, MT.

■ **Elko, NV** KRJC(FM) 95.3 mhz—Aug. 22 application (BPH910422IH) granted for CP to change ERP: 25 kw H&V; change ant.: 236 m.; change class 237A to 237C1.

■ **Kingston, NY** WFGB(FM) 89.7 mhz—Aug. 19 ap-

plication (BPED901114IA) granted for CP to change ant.: 453 m.; change TL: Overlook Mt., Woodstock, NY. 4 km from Woodstock, bearing 11 degrees.

■ **Kingston, NY** WAMK(FM) 90.9 mhz—Aug. 19 application (BPED901109IA) granted for CP to change antenna supporting-structure height: change ant.: 453 m.; TL: Overlook Mt., Woodstock, NY. 4 km from Woodstock, bearing 11 degrees.

■ **Belpre, OH** WQHD(FM) 91.7 mhz—Aug. 9 application (BMPED900918IB) granted mod. of CP (BPED860805MA) to change ERP: .17 kw H&V; ant.: 105 m.

■ **Montpelier, OH** WYDF(FM) 104.5 mhz—Aug. 20 application (BMPH910214IB) granted mod. of CP (BPH890731MJ) to change TL: 5.4 km from Melbourne, OH, at bearing of 170.7 degrees; change coordinates: 41 30 54N 84 39 43W.

■ **Port Clinton, OH** WOSE(FM) 94.5 mhz—Aug. 16 application (BPH910603IQ) granted for CP to change TL: 3.2 km NE of Elmore, OH.

■ **Erie, PA** WEFK(FM) 88.1 mhz—Aug. 23 application (BMPED901107IC) granted mod. of CP (BPED840302CC) to change ERP: .63 kw H&V; ant.: 131 m.; TL: .74 km N of E Stancliff Rd., .28 km E of Oliver Rd., and 4.27 km SE of Middleboro, PA.

■ **Mercersburg, PA** WGLL(FM) 92.1 mhz—Aug. 21 application (BMLH900426KE) granted mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Vieques, PR** WSNM(FM) 98.9 mhz—Aug. 22 application (BPH900809IJ) granted for CP to change ant.: 229 m.

■ **Moncks Corner, SC** WJYQ(FM) 105.5 mhz—Aug. 22 application (BPH910219IC) granted for CP to change ERP: 4.5 kw H&V; change ant.: 114 m. (equivalent to 6 kw 100 m.).

■ **Harrogate, TN** WXJB(FM) 96.5 mhz—April 30 application (BMPH910430IL) granted mod. of CP (BPH851114MG) to change a non-directional circular-polarized antenna and remove beam tilt.

■ **Terrell, TX** KTLR-FM 107.1 mhz—Aug. 16 application (BMPH901010ID) dismissed mod. of CP (BPH880106IB) to change ERP: 3.276.

■ **Norton, VA** WNVA-FM 106.3 mhz—Aug. 19 application (BPH900406ID) granted for CP to change ERP: 1.663 kw H&V; change ant.: 187 m.

■ **Wisconsin Dells, WI** WNNO-FM 107.1 mhz—Aug. 20 application (BMLH900110KC) granted mod. of license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

TV

■ **High Springs, FL** WHSF(TV) ch. 53—Aug. 22 application (BMPCT880607IG) granted for CP to change ERP: 1400 kw (vis); ant.: 129 m; TL: overall height of existing ant. structure is 113 m above ground. 29 45 23N 82 24 29W. Amended 10-11-90: to change ERP: 1,493 kw (vis); ant.: 262 m; TL: 2.4 mi NW of the Devil's Millhopper near Gainesville, FL; antenna: Bogner B24UH(DA) (BT). 29 43 59N 82 25 16W.

ACTIONS

■ **Homewood, AL** Denied joint petition for extraordinary relief, waiver and approval of universal settlement and stay of procedural dates in proceeding for new FM on channel 247A. (MM docket 90-638 by MO&O [FCC 91R-74] adopted August 16 by Review Board.)

■ **Phoenix, AZ** Upheld ALJ and Review Board decisions finding that Maricopa Community Television Project, applicant for new television station on channel 61, was not financially qualified. (MM docket 88-581 by MO&O [FCC 91-239] adopted July 30 by Commission.)

■ **Los Angeles** Upheld decision by Mass Media Bureau to renew, unconditionally, license of KCET(TV) over objections of National Hispanic Media Coalition. (Report MM-568, Mass Media Action, August 12 by MO&O [FCC 91-263].)

■ **Porterville, CA** Granted request by Arthur C. Kralowec for waiver of rules and for modification of facilities and extension of time to construct unbuilt station KKAK(TV) channel 61; and for pro forma

assignment of construction permit from Kralowec to Kralowec Children's Family Trust, over various objections. (By MO&O [DA 91-1048] adopted August 16 by Chief, Video Services Division, Mass Media Bureau.)

■ **Chicago** Upheld its earlier action granting application of Monroe Communications Corp. for construction permit for new television station on channel 44, and denying application of Video 44 for renewal of its station WSNS-TV on that channel. (MM dockets 83-575-576 by MO&O [FCC 91-234] adopted July 23 by Commission.)

■ **Hammond, LA** Denied application of Pontchartrain Broadcasting Company, Inc., for new commercial TV. (MM docket 87-342 by Supplemental Initial Decision [FCC 91D-42] issued August 15 by ALJ Edward J. Kuhlmann.)

■ **Shreveport, LA** Denied Innovative Women's Media Association's appeal of dismissal of their application for new FM on channel 275C2 at Shreveport, LA. (MM docket 88-524 by MO&O [FCC 91R-73] adopted August 12 by Review Board.)

■ **Yadkinville and Greensboro, NC** Denied motion by Robert Carroll Rickenbacker, Jr., for stay concerning modification of FM facilities at Yadkinville, and for construction permit for new FM station at Greensboro. (MM docket 89-357 by MO&O [FCC 91R-72] adopted August 6 by Review Board.)

ALLOCATIONS

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

■ **Joshua Tree, CA** Effective October 4, allotted channel 221A as its first broadcast service. Filing window: October 7-November 6. (MM docket 90-549 by R&O [DA 91-1017] adopted August 12 by Assistant Chief, Allocations Branch.)

■ **Knob Noster and Moberly, both Missouri** Effective October 3 substituted channel 289C3 for channel 288A at Knob Noster, and conditionally modified license of KKKX-FM accordingly; and substituted channel 288C3 for channel 288A at Moberly and conditionally modified license of KZZT-FM accordingly. (MM docket 89-550 by R&O [DA 91-1007] adopted August 8 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Lometa, TX** Effective October 7, allotted channel 270A as its first FM service. Filing window: October 8-November 1. (MM docket 90-392 by R&O [DA 91-1012] adopted August 12 by Assistant Chief, Allocations Branch.)

CALL LETTERS

Applications

Existing AM's

KAPL(AM) KITH Apple Valley Broadcasting; Apple Valley, CA
KLFD(AM) KQIV Mid-Minnesota Broadcasting Co.; Litchfield, MN
KVFC(AM) KISZ DeLane Broadcasting Inc.; Cortez, CO

Existing FM's

KKMI(FM) KDWD Hensley Broadcasting Inc.; Burlington, IA
WBOG(FM) WTRL-FM Magnum Radio, Inc.; Tomah, WI
WWNJ(FM) WKTW Mercer County Community College; Dover Township, NJ

Existing TV

WNSI(TV) WOCD LG Communications Inc.; Amsterdam, NY

CLASSIFIED

RADIO

HELP WANTED MANAGEMENT

Working sales manager for Northern California regional combo: We require an aggressive, idea person to direct local & regional sales efforts. If you've been trained by a pro and believe in yourself... Send resume to: KARZ/KHTE Manager, PO Box 492890, Redding, CA 96049. EOE.

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

Sales manager: 100,000 watt successful regional powerhouse seeks sales manager to move station to the next plateau. Successful candidate will be analytical, possess creative marketing techniques and be a competitive self starter who can train and motivate. Proven people skills with a desire for authority and responsibility and well organized. Resume to Reynold Hawk, WMMZ, PO Box 70229, Ocala, FL 32670. EOE

GM/GSM for Rocky Mountain resort FM. Unique small market position with equity opportunity. Growing group needs dedicated management to keep expanding. EOE. Reply Box P-22.

Sales-oriented hands-on GM for Wyoming small market station. Sales background, stable employment and quality references desired. Engineering/technical ability helpful. Resume to Box P-23. EOE.

Staffing for brand new FM: Northeast—need bright, enthusiastic applicants for all staff positions: GM, SM, AE's, ND. On-air talent. Send resumes only to Box P-24. EOE.

Sales manager: Contemporary Christian top 10 Northeast market seeks dynamic sales manager who can balance selling with coaching. Looking for professional, creative team player able to interact with GM & OM. EEO employer. Reply to Box P-25.

HELP WANTED SALES

Top performer wanted: Sunbelt, southwestern college town, fantastic four-season lifestyle in the sun. Dominant, class C FM Adult Contemporary leader has an immediate opening and list available now for a very, very good small/medium market radio account executive. If you're a hard-working, proven top performer and are ready to relocate to our beautiful college town to earn more and learn more, reply in confidence today. KMGH Radio, Kenas Guarino, Sales Manager, PO Box 3421, Flagstaff, AZ 86003. 602-526-5765. Immediate reply to all inquiries. Equal opportunity employer.

Florida medium market: New hot Oldies FM—great opportunity, experience a must! Fax; sell me, I'll call you. Fax 1-904-622-4449—thanks, owner, CRMC. EOE.

HELP WANTED ANNOUNCERS

F/T disc jockey: Applicant should have at least 3 years radio experience. Successful applicant will act as full time air personality. Will run boards, do airshift, present promotional and public service announcements and news and weather. For consideration submit resume to: Bob Davis, KSTP-FM, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

Announcer for #1 AM/FM in market. Previous board and production experience helpful. Send tape and resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

HELP WANTED TECHNICAL

Top rated Washington, DC station needs a capable engineer who is a self-starter and highly motivated. Applicant must have at least one year experience and a FCC general license. Send resume and salary requirements to Box P-26. EOE.

Broadcast engineer: Midwest combo: 50,000 watt FM & 5,000 watt directional AM seeking experienced engineer. Will maintain transmitters, studio/production equipment, STLs, satellite receivers, micro processor equipment. Competitive pay & benefits. Will have good transition support. Operation guided by Christian principles. Contact Ed Moore, GM, WFRN/WCMR, Box 307, Elkhart, IN 46515. 219-875-5166. EOE.

HELP WANTED NEWS

Experienced local news person needed immediately; could evolve into morning sidekick role with our established, top rated morning man. Some production and on-air board shifts are necessary as a part of the job. Sunbelt, southwestern college town, fantastic four-season lifestyle in the sun. Dominant, class C FM Adult Contemporary leader; attractive small/medium market in the mountains of northern Arizona. KMGH Radio, Paul Lancaster, Program Director, PO Box 3421, Flagstaff, AZ 86004. 602-526-5765. Equal opportunity employer.

WSSU-FM, 50,000 watt NPR public radio station in Springfield, Illinois, seeking director of network operations. Produce reports and programs about Illinois government and politics for WSSU and state radio network. Required: Two years radio news experience, six months devoted to covering government/politics, Bachelor's degree. Send cover letter, resume, non-returnable audition tape and three references to: Chair, Search Committee, WSSU Director of Network Operations, WSSU-FM, Sangamon State University, Springfield, IL 62794-9243. SSU is an EEO, affirmative action employer. Women, minorities and persons with disabilities encouraged to apply. Application review process begins October 15. Questions 217-786-6516.

Newsperson for established news, talk station. Previous experience a must. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

NC 100,000 watt FM is seeking a program director experienced in Urban/Black programming. Send an air check, resume, and references to The Bowen Company, 3420 Pebble Dr., Monroe, NC 28110. EOE.

SITUATIONS WANTED MANAGEMENT

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.

25 years broadcast experience, in AM-FM-TV operations, management, sales and engineering. Currently working with six independent stations. Want to consolidate energies with one company. Willing to relocate and travel. Reply to Box P-17.

Available now. Experienced in sales, engineering and programing with over eight years as successful general manager. Recently left position on good terms. Looking for new opportunity with or without equity. Excellent references. Last 5 years, set billing and cash flow records for market. Tom 314-636-4558.

Previous radio station owner with nineteen years experience in management desires general management position with small to medium market station. Expertise in training ALL staff positions. Faxed resume upon request. Excellent credentials. 512-490-7489.

Made mistake! Veteran pro street fighter GM/GSM got out of radio this spring; wants back in. Exc. references, super history. Reply to Box P-27.

Retiring or need help? GM with degree, over 20 years experience including strong sales/community involvement, seeks GM position with equity situation. Some dollars to invest. Florida/southeast preferred. 174 Lee Road, Melbourne, FL 32904.

SITUATIONS WANTED ANNOUNCERS

Eleven years experience, very good pipes and delivery, prefer East or Southeast. Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237. 412-364-5622.

Announcer: Mature broadcaster seeking return to radio. Country, Oldies or Adult Contemporary. Prefer East Coast. Call Ed. 703-799-0739. Available now!

Experienced announcer with background in sports, news and sales, seeking job in radio. Versatile, committed, hard-working individual who will perform well in any role he is placed in. Call Mike at 419-666-0368 anytime for information.

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.

Lifetime broadcast engineer. 31 years experience all phases radio must relocate. Salary open. Leave message for resume. 318-387-2001.

Experienced major market chief engineer seeking opening for corporate director of engineering or a major market CE position. I have more than the required experience, am good at what I do, and established broadcasters will verify this. Construction, maintenance, computers, good administrative skills, supervisory experience, budgeting, unions. Call Jim 718-472-7244.

Attention all stations! Former Harris engineer is accepting assignments anywhere for expert field service on automation, transmitters, audio, constructional & directional antennas. Any manufacturers equipment. Available 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.

Secret formula! Survey proven #1 rated programming concept combined with a revolutionary new way of making money with your unsold airtime. Only two stations can have this format operational before the end of this year. Many will want it. Consultant basis. I work for a modest initial fee plus a percentage of the revenue I'll generate. All rights reserved. 813-849-3477.

18 years radio/TV/agency. Solid promotion/community involvement; excellent organizational/people skills. Operations-programing or similar. Prefer Great Lakes medium/large opportunity. Reply Box P-28.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley. 1-800-333-8108.

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

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager needed for a #1 ABC affiliate in the East Texas market. We are seeking a person with strong sales and creative skills. Minimum 3 years experience required. Must be able to motivate and develop a local sales staff. Excellent transition opportunity for current broadcast executive. Please send resume, compensation requirements and references to: General Sales Manager, PO Box 957, Tyler, TX 75711 by Sept. 13th. EOE.

News director: ABC affiliate in Florence/Myrtle Beach, SC, market has immediate need for a news director. We're looking for a community-minded leader with an extensive news background. Previous experience as a news director not necessary. Send resume to: Mike Reed, General Manager, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6303, or Fax to 803-665-4709. EOE.

General sales manager: KGSW-TV, New Mexico's #1 Fox affiliate/independent, has an opportunity for a creative, people motivator with strong communication skills. Position requires supervision of local, regional and national sales effort and staff. Heavy emphasis on local sales. Excellent opportunity for a positive leader with strong management and market research skills. KGSW-TV is group owned by the Providence Journal Company and located in a great place to live. Good salary, incentive package and benefits. Replies will be completely confidential. Submit resume/salary history with cover letter outlining experience to Erick Steffens, President and General Manager, KGSW-TV, PO Box 25200, Albuquerque, NM 87125. EOE, M/F.

National sales manager: Top 75 market. NBC affiliate looking for aggressive NSM. Candidate should have a minimum five years local, national or rep sales experience. Knowledge of Marshall marketing helpful. Must be marketing oriented and forward thinking. Reply to: Bob Stettner, GSM, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls. 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.

General sales manager needed for the NBC television station in Midland, Texas. Prior television sales management experience preferred. Send resume and references to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EEO.

WINK-TV is looking for a highly motivated, knowledgeable and personable account executive. The right individual will have minimum two years sales experience in TV, radio or cable sales, successful track record in developing new business, as well as excellent references. Must possess strong verbal and written presentation skills, must also be well organized, creative and service oriented. College degree preferred. Candidate must be willing to reside and participate in the Lee County community and must possess a valid Florida driver's license with good driving record. Send resume to: General Sales Manager, WINK-TV, PO Box 1060, Fort Myers, FL 33902. EOE.

HELP WANTED TECHNICAL

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.

Chief engineer: KMBH-TV & FM and KHID-FM in south Texas seeks applicants who have demonstrated ability, training, and experience to supervise small engineering department at public broadcast facility. Must be team player and hands-on worker. Send resume, salary history, and references to: General Manager, KMBH, PO Box 2147, Harlingen, TX 78551. EEO/AA.

Chief engineer for medium market. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF/VHF transmitter and the latest state-of-the-art studio equipment. Should have 3-5 years in supervisory position and possess FCC General Class or SBE certificate. Send resumes only to Box P-29. EOE.

Maintenance engineer: KCSO-TV has immediate opening for studio maintenance engineer. Must have experience on Sony 3/4" and Ampex 1" tape machines. Grass Valley switchers, microwave and transmitter experience a plus. Salary commensurate with experience. Resume to Chief Engineer, KCSO-TV, PO Box 3689, Modesto, CA 95352. EOE.

Chief engineer, medium size midwest market. Must be hands-on, have UHF experience, good people skills, good planner, good implementation skills. Salary \$35-\$40K. Good benefits. EEO. Send resume to Box P-32.

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.

Video wiz: Do you love movies and independent television? Are you a creative writer and editing wizard? Then come work at WNUV, Baltimore's #1 rated independent. Send tape and resume: WNUV-TV, 3001 Druid Park Drive, Baltimore, MD 21215. An ABRY Communications station, America's fastest growing television group. No phone calls. EOE M/F.

TV news reporter: Creative hard working TV reporter with excellent writing skills. Must be able to communicate to viewers in an understandable, personable, comfortable way. Live field experience essential. Must be creative writer and story teller, with a minimum of three years TV news experience. Send tape and resume to Liz Grey Crane, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

Reporter/weather: WHIZ is looking for a reporter with the ability to do weather. Entry level. Tapes to George Hiotis, 629 Downard Road, Zanesville, OH 43701. WHIZ is an equal opportunity employer.

News director position available in the 37th market; NBC affiliate. Applicants should have at least 3 years experience as news director in medium size market or assistant news director/executive producer in larger markets. Send resume to Bob Groothand, General Manager, WOTV, 120 College Ave., SE, Grand Rapids, MI 49503. No phone calls. WOTV is EOE.

News producer: M-F-11 pm newscast. Responsible for assigning crews and script writing. Create graphics, oversee content and selection of all stories, good people skills and writing ability. Prefer 2-3 years experience. Journalism degree preferred. Send resumes and tapes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE M/F.

ABC affiliated, award winning news department on the east coast is seeking a morning anchor/general assignment reporter. 1 year broadcast TV experience is a must. Anchor experience helpful. Send non-returnable tape and resume to Roger Follebout, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. M/F EOE.

News director: WIS-TV, South Carolina's dominant news operation, is looking for a dynamic, innovative news director who sets high standards and has the ability to get things done. Successful candidate must have a prior record of notable achievement as a news director, assistant news director or major market producer. WIS-TV has a state-of-the-art news operation supported by ownership committed to excellence. Send resume and statement of news philosophy to General Manager, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

TV news producer: Television news experience required, including exceptional organizational, supervisory, leadership, writing, and news judgment skills and abilities. Prior TV newscast producing experience and working knowledge of NewStar computer system will be major assets. Weekend/nights/flexible work schedule. Letter & resume to: News Director, PO Box 7088, Indianapolis, IN 46207. (No phone calls.) M/F EOE.

Assistant news director sought for dominant West coast affiliate. Looking for strong leader with good people skills, management experience, and great news sense. Send resume/salary requirements to: Maria Barrs, News Director, KSBW-TV, PO Box 81651, Salinas, CA 93912. No phone calls, please. EOE.

Reporter: WTMJ-TV is searching for an aggressive reporter with great storytelling ability. Minimum three years prior television reporting experience required. Send non-returnable 3/4 inch tape to Jim Prather, News Director WTMJ-TV, 720 East Capitol Drive, Milwaukee, WI 53201. EEO.

Photographer/editor: Local cable news operation seeks experienced photographer for daily newscast. Salary high teens. Send non-returnable tape to Alex Likowski, PO Box 7065, Gaithersburg, MD 20898. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Television art director: If you have a strong sense of broadcast design; have worked on a variety of graphic related assignments ranging from spot concept to print ads to set design & logo development... If you have high energy & a commitment to finding new ways to use design in broadcast related projects... If you can work under pressure & impossible deadlines & still turn out award-winning products... If you want to live in an area famous for its creativity & arts communities... If you have 2-3 yrs of broadcast design experience, & have strong computer graphics skills... Send tape, resume & salary requirements to: Parker Harms, Marketing Director, KOAT-TV, PO Box 25982, Albuquerque, NM 87125; No phone calls please! Deadline: 9/20/91. KOAT-TV is an equal opportunity employer.

Producer: Producer with major market TV experience needed for half-hour weekly magazine show. Must be creative, self-starter, familiar with longer form stories. Must be able to supervise production from start to finish. Send resumes and tapes to: David Friend, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes, please. We are an equal opportunity employer.

Production manager: Top 20 affiliate seeks production manager with 5 years management experience. Duties include supervising major projects, scheduling studio, post production, commercial production and production staff. Resumes only: Kurt Eichsteadt, Program Director, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. No phone calls. EOE M/F.

Producer/director: If you have directed fast paced news, live talk shows, parades and special projects...and like it, you might be the person we need. WISN-TV has a challenging position for a person with at least five years in TV, most of it in directing. We need a person with sound judgement, creativity, a positive work attitude and a thorough knowledge of TV equipment and production techniques who can lead and communicate under pressure. Send resume to Personnel Director, PO Box 402, Milwaukee, WI 53201. We encourage women and minorities to apply. EOE.

Executive producer video promotion. KAET-TV/Phoenix. KAET seeks an experienced and creative individual to develop, write and supervise the production of video promotion for KAET's programming and fund-raising efforts. Minimum qualifications: Bachelor's degree in Broadcasting, Communications or related field and six years experience writing, producing and/or directing television promotions; or eight years experience writing, producing and/or directing television promotions; or any equivalent combination of experience, training and/or education from which comparable knowledge, skills and abilities have been achieved. Desired qualifications: Recent experience in public television video promotion. Knowledge of CMX editing techniques; broadcast rules and regulations; studio and remote production. Skill in communicating effectively, both verbally and in writing; establishing and maintaining effective working relationships; and, coordinating the work of subordinates. Salary range: \$31,500 - \$39,375 DOE (anticipated range \$31,500 - \$35,000) plus excellent benefit package. Direct letter of applications to: Employment section, Department of Human Resources, Arizona State University, Tempe, AZ 85287-1403. Resume package should include: Detailed work experience indicating responsibilities and duration of each position, the names of three individuals with direct knowledge of the applicant's experience in performing the duties and responsibilities outlined above and the source of how you learned of this position. Final candidates will be required to submit examples of their work. Deadline 9/30/91. An EEO/AA employer.

Creative services manager: Mid-size network affiliate needs extremely creative individual with proven successful track record. Dynamic self-starter who knows promotion, graphics, advertising; candidate should possess creative writing skills, hands-on editing ability and knowledge of post-production. Opportunity to work for one of America's premiere broadcast groups. EEO. No tapes, resumes only to: Reply Box P-33.

SITUATIONS WANTED MANAGEMENT

Experienced sales manager: Local, regional, and national sales management/rep experience. Enthusiasm abounds, strong leader, personally motivated, high achiever, assertive, creative, with proven sales and sales management track record. Well disciplined, effective sales trainer. A good communicator, who also possesses excellent people skills. If you can appreciate and reward the above, please reply to Box P-11.

Experienced general manager turn-around specialist with total winning track record. 817-465-1540. Please leave message. I will return your call.

Owners, GM's, GSM's; Jeff Arthur Productions just wrote over one million dollars in new advertising revenue in Texas, Florida, Louisiana, North Carolina and South Carolina for stations just like yours. This proven results program works! Guaranteed! Please call collect - 813-573-5277.

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.

Moving from NJ to Miami seeking work in TV. Has over 3 yrs work exp. in NYC. Exp. in cameras, T.D. & editing etc. Carl 908-289-5660.

25 years broadcast engineering. 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply to Box P-30

SITUATIONS WANTED NEWS

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

Broadcast journalist with radio, PBS and cable TV background, halfway to MBA degree, seeks reporter/anchor/producer position. Mike: 314-843-0198.

News video tape editor, 10 years TV news experience. Productive, handles pressure well, quality work (regional Emmy award), familiar with most 3/4 and Beta systems, other experience: Production management, reporting, writing, teaching skills. Resume and tape upon request. 212-734-0106.

Exceptional background. Top AP, newspaper supervisor, reporter, editor, plus business experience and respect for bottom line. Seeking news or independent project. 415-751-1845.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

PERSONALITY/TALENT

Emmy winner 4 times w/original, sophisticated, surreal visual style and personality. Unlike any you've ever seen. Will bring new look, good numbers to your late-night. For tape/resume please contact: Reply Box P-31.

MISCELLANEOUS

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing/THE HOT SHEET, PO Box 1476-ELB, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo people is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED 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.

Mega-bucks: Our marketing representatives earn \$100-200,000 commission. Sales managers earn \$200-450,000. International sales managers can earn \$1-2,000,000. 1-800-A-C-POWER.

HELP WANTED NEWS

Radio-TV coordinator/news writer: Kansas State University invites applications for a radio-TV coordinator/news writer. Identifies and coordinates radio and TV production of news stories for office of news services. Writes news and feature material for electronic and print media. Required: Bachelor's degree in Journalism, Radio-TV or related communications area. Experience in news writing/reporting for broadcast media. Creativity and imagination. Familiarity with technical requirements of radio and television. Send complete resume and names and phone numbers of three references to: Kay Garrett, Chair, Search Committee, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506 no later than Oct. 7, 1991. Final applicants will be asked to submit a demo tape, preferably on VHS. KSU is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

SITUATION WANTED MANAGEMENT

Tired of high legal bills? Experienced Washington communications attorney, formerly in-house with major group broadcaster, seeks to return to in-house legal or government relations position. Reply to Box P-20

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.

You never know when something will break! Keep your resume on file with the best broadcast operations. Send \$2 for each page of addresses. Jeff Wright, 1318.4 Michigan Ave., S.L.C., UT 84105-1607.

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: Reasonably priced C and KU Band uplinks. Submit specifications and cash price to: Webber Parrish, Telecommunications Systems, Rt. 4 Box 392, Olney, IL 62450, or call 1-618-863-2323.

FOR SALE EQUIPMENT

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

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

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

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

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

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

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

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

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

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

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.

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.

TV transmitters: RCA TTU-60 on channel 19 available mid-September. Very reliable. Many spare parts. Excellent Klystrons. Transistor exciter. See operating now. Contact Don Roden, Huntsville, AL 205-533-3676.

BE-FM30, 1981. Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

AM transmitters: Continental/Harris 1KW, CCA 2.5KW, MCM/CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: Collins/RCA 20KW, BE/Collins/RCA 10KW, CCA 2.5KW, Harris 1 KW. Transcom 800-441-8454.

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

Madison receiving transmitting tubes, transformers, filter capacitors, Yaesu amateur radio. Surplus Jennings RH7G \$300.00. Free flyer. Madison Electronics, Houston, TX 713-729-7300 1-800-231-3057.

For sale—Complete field, production, and post-production system now in operation in a northern Illinois market. S-VHS acquisition format; editing primarily S-VHS. Call John Schaller at 815-282-4500.

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

TV production truck. 28ft. on a 40ft. air ride trailer. No equipment. \$12,500. Call Milt 804-582-2737.

RADIO Situations Wanted Management

TURNAROUND ARTIST

I took my last station (the only Class-A in a Top-40 market of powerhouses) from a 24-month loss of \$1 million to an operational break-even in 10 months.

If you have a problem station in a good market, let's discuss fixing it.

**Call Jim at
313-671-1727**

Programing Services

LIVE OVERNIGHT TALK!

Join stations like KTAR, KSDO, KKOB for the best in overnight programing syndicated, barter basis.

**Chancellor Broadcasting
(702) 798-1798**

CABLE Help Wanted Sales

ACCOUNT EXECUTIVE SALES NCA

National Cable Advertising, Cable's largest spot representative firm, seeks an experienced sales person for its New York office to represent major market systems. Proven track record in advertising sales, both on the agency and client level is required. Please send resume and salary requirements in confidence to:

Sue Schmalzbach
Director of Sales
National Cable Advertising
114 W. 47th St. (17th Floor)
New York, NY 10036
FAX #: (212) 840-1497

TELEVISION Help Wanted Sales

TELEVISION BROADCAST SALES

ANGENIEUX has a sales position available in the Metropolitan N.Y. area. You will demo and sell television lenses. Salary to match your experience and performance. Please reply with resume and salary requirements to:

**7700 NO. KENDALL DRIVE
STE 407
MIAMI, FL 33156
(No Phone Calls)**

Help Wanted Management

WTOG-TV, Tampa/St. Petersburg has an immediate opening for General Sales Manager. We are seeking an Aggressive, Knowledgeable Manager who is highly competitive and rises to the forefront when a challenge arises. Sales Management experience is required. Sales Management experience at an Independent is an absolute plus. Send your resume with qualifications, and references to:

Edward G. Aiken
President/General Manager
WTOG-TV
365- 105th Terrace NE
St. Petersburg, FL 33716
No telephone calls accepted.
EOE M/F

ASSISTANT SUPERVISOR, TELEVISION TRAFFIC

THE OPPORTUNITY: Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to assist in preparing the television stations' program logs, coordination of program recordings and the performance of various shipping and receiving duties. This person will also supervise the Traffic Department in the absence of the supervisor.

THE SUCCESSFUL APPLICANTS: Individuals must have a Bachelor's degree in Broadcasting or related field and two (2) years of occupational work experience in television traffic operations; experience in public television is desirable; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

THE PROCESS: Call (414) 225-1800 for an application and complete job description. The deadline is Monday, September 30, 1991. Please indicate on the application the source of your referral for this position. Resumes and letters of application will not be accepted in lieu of a completed application.

MATC
Milwaukee Area
Technical College

MATC is an affirmative action/equal opportunity employer

Help Wanted Technical

IMMEDIATE OPENING FOR STAFF CAMERA OPERATOR. EXTENSIVE EXPERIENCE IN BETACAM, 16MM FILM. WORKING KNOWLEDGE OF FIELD AUDIO. OUTDOOR SPORTS PROGRAMMING BASED IN LITTLE ROCK, ARKANSAS. PLEASE FAX RESUME TO:

501-372-0431

Help Wanted News

NEWS DIRECTOR SAN DIEGO'S ONLY PRIME TIME NEWS

Hands-on News Director with good grasp of latest technologies, graphics, and an enlightened approach to local coverage and special event programming. Must be able to operate efficiently and competitively in America's sixth largest city. 3 years News Director experience essential. Send resume and tape of current newscast to (No phone calls please):

9 KUSI-TV 51

Attn: Personnel Director
4575 Viewridge Avenue,
P.O. Box 719051,
San Diego, CA 92171.

AN EQUAL OPPORTUNITY EMPLOYER

TV PRODUCTION SPECIALIST I

THE OPPORTUNITY: Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to perform a variety of duties related to the services and operation of studio and location program production and to assist in the training and direction of student workers. Working under the supervision of the Assistant Director, Program Production, this person will operate studio and location video cameras and video switching equipment, assist in the design of lighting plots, and serve as talent liaison for producers.

THE SUCCESSFUL APPLICANTS: Individuals must have an Associate degree in Broadcasting, Film, or related field; plus one year of related experience, or any equivalent combination of experience and training which provides the necessary knowledge skills and abilities. The applicant must also be able to lift and carry weights of fifty pounds thirty to forty percent of the time.

THE PROCESS: Call (414) 225-1800 for an application and complete job description. The deadline is Monday, September 30, 1991. Please indicate on the application the source of your referral for this position. Resumes and letters of application will not be accepted in lieu of a completed application.

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AT 12:00 NOON
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Includes: Real property, certain F.C.C. broadcasting
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Financing: May be available to credit-worthy bidders on
favorable terms from Allied Financial Services Corporation.
Finance arrangements must be completed at least 7 days
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BOSTON, MASSACHUSETTS 02110
MONDAY, SEPTEMBER 30TH AT 2:00 P.M., E.S.T.**

Limited partnership interests representing seventy-nine percent (79%) of the partnership interests (such limited partnership interests being hereinafter called the "Limited Partnership Interests") in Trittek-Southern Communications, Ltd., a Georgia limited partnership which has commenced chapter 11 proceedings in the United States Bankruptcy Court for the Northern District of Georgia (the "Debtor"), will be offered for sale to the highest bidder at Public Auction by RECOLL Management Corporation as attorney-in-fact for the Federal Deposit Insurance Corporation as receiver for New Bank of New England, N.A., successor to Bank of New England, N.A. (the "Secured Party").

The Limited Partnership Interests will be offered and sold pursuant to the Massachusetts Uniform Commercial Code and the sale shall be subject to the following terms and conditions:

1. Twenty-five (25%) of the amount of the successful bid shall be paid at the time of acceptance of the bid and the balance shall be paid before 2:00 p.m. E.S.T. on October 7, 1991. All payments shall be made in cash or by cashier's or certified check payable to the order of the Secured Party.
2. The Secured Party may adjourn the sale hereby advertised or cause the sale to be adjourned from time to time, without notice or publication, by announcement at the time and place appointed for such sale, or any adjournments, and, without further notice or publication, such sale may be made at the time and place to which the sale may be so adjourned.
3. Right is reserved to the Secured Party to bid at the sale or any adjournments thereof and to credit the purchase price against the expenses of the sale and the principal, interest, and any other amounts owed to the Secured Party. The outstanding amount of the indebtedness of the Debtor owed to the Secured Party shall not be otherwise diminished until satisfaction in full thereof or release by the Secured Party.
4. The Limited Partnership Interests are being offered for sale as a single block and must be purchased as a block by a single purchaser.
5. The Purchaser must:
 - a. Purchase the Limited Partnership Interests for investment purposes and not with the view to resale or other distribution thereof;
 - b. Acknowledge that he has such knowledge and experience in financial and business matters that he is capable of evaluating the merits and risks of investment in the Limited Partnership Interests;
 - c. Be able to bear the economic risk of investment in the Limited Partnership Interests;
 - d. Be a resident of a jurisdiction where such sale may be consummated pursuant to an exemption from registration under the securities laws of such jurisdiction; and
 - e. Represent in writing that he had access to and availed himself of such financial and other information as deemed necessary to make an informed investment decision before offering to purchase the Limited Partnership Interests, and deliver an investment letter, in form and substance acceptable to the Secured Party, with respect to the Limited Partnership Interests prior to the opening of bidding.

Only persons who satisfy the foregoing requirements will be permitted to bid at the sale. THE LIMITED PARTNERSHIP INTERESTS HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933 OR ANY STATE SECURITIES LAWS AND MAY NOT BE RESOLD, TRANSFERRED, PLEDGED, HYPOTHECATED OR OTHERWISE ASSIGNED IN THE ABSENCE OF AN EFFECTIVE REGISTRATION STATEMENT PURSUANT TO SUCH ACT AND COMPLIANCE WITH APPLICABLE STATE SECURITIES LAWS OR UNLESS THE ISSUER RECEIVES AN OPINION OF COUNSEL, SATISFACTORY TO THE ISSUER, THAT SUCH RESALE, TRANSFER, PLEDGE, HYPOTHECATION OR ASSIGNMENT MAY BE EFFECTED IN RELIANCE UPON AN EXEMPTION FROM SUCH ACT AND APPLICABLE STATE SECURITIES LAWS. The issuer shall have the right to insert the foregoing statement on all certificates evidencing Limited Partnership Interests sold pursuant to this notice.

6. Said sale shall be subject to compliance with all of the applicable provisions of federal or state laws and prospective purchasers should obtain any requisite governmental approvals.
7. The above terms and conditions of the sale may be subject to additional or amended terms and conditions to be announced at the time of the sale.

Further information as to the sale and such other information concerning Trittek-Southern Communications, Ltd., which the Secured Party has available may be examined by qualified sophisticated investors through Alan Finn, Joseph Finn Co., Inc., 188 Needham Street, Newton, MA 02164, (No. (617) 964-1886). All information concerning Trittek-Southern Communications, Ltd. shall be treated as confidential and each party requesting such information will be required to sign an agreement of confidentiality prior to receipt thereof.

FATES & FORTUNES

MEDIA

Doyle Rose, president, Emmis Radio division, adds duties as GM, co-owned KPWR(FM) Los Angeles, succeeding **Phil Newmark**, resigned.

Alan B. Frank, station manager and sales manager, WTOG(TV) St. Petersburg, Fla., joins WPGH-TV Pittsburgh as GM.

Appointments at Univision Holdings Inc., Miami: **Raul Torano**, senior VP, network sales, named senior VP, corporate sales; **Ray Rodriguez**, VP, director of talent relations, named senior VP, operating manager, Univision Network; **Jose Cancela**, GM, co-owned WLTV(TV) Miami, adds duties as senior VP, Univision Station Group, and **Richard P. Ramirez**, GM, WXTV(TV) Paterson, N.J. (New York), adds duties as senior VP, Univision Station Group.

Appointments at American Television & Communications Corp.: **Leslie Hill**, formerly from HBO, named GM, Parsons and Chanute, Kan., systems; **Natalie Darland**, general sales manager, KCCR(AM)-KNIN-FM Wichita Falls, Tex., named marketing and customer service manager, Wichita Falls, Tex., system; **Saundra Green**, from KCBS-TV Los Angeles, named marketing and customer service manager, Marion, Ind., system, and **Phaedra Hyche**, from T. Rowe Price Association, Los Angeles, named marketing and customer service manager, Terre Haute, Ind., system.

Wendy Stahl, VP, investments, Landmark Communications, Norfolk, Va., named VP, strategic planning and business development, Broadcasting and Video Enterprises Division of Landmark Communications, Atlanta.

Joel S. Rudich, president and chief operating officer, Coaxial Communications, Columbus, Ohio, named CEO.

Richard Adamson, member service manager, KVIE(TV) Sacramento, Calif., joins Iowa Public Television, Johnston, as executive director.

Jerry Fox, station manager, WTVQ-TV Lexington, Ky., named GM, succeeding **Diane Sutter**, named executive VP, operations, parent company Shamrock Broadcasting Inc., Burbank, Calif.

Tommi Jones, VP, personnel, Jefferson-Pilot Communications, Charlotte, N.C., retired.

Robert A. DeFelice, formerly from Radio Advertising Bureau, New York, joins

WGNV-AM-FM Newburgh, N.Y., as GM.

SALES AND MARKETING

Richard Dyer, national sales manager, WJLA-TV Washington, joins WUSA(TV) there as local sales manager, succeeding **Chuck Cowdrey** ("Fates & Fortunes," July 29).

Ronald H. Sugarman, executive VP and director of account service, McCann-Erickson Japan, joins Interpublic Group of Companies Inc., New York, as senior VP and director, Center for Advertising Services, succeeding **Charles A. Mittelstadt**, who retired in December 1990 and continued as part-time consultant.

Craig Gugel, senior VP, media research director, Backer Spielvogel Bates Inc., New York, named senior VP, executive director, media research and technology.

Laurie Horgan Venner, media manager, Checkerboard Media, St. Louis, joins **Bozell Omaha** as associate media director.



Zeiden

active director, and senior VP, co-creative director, respectively.

Greg Bendin, general sales manager, WKYC-TV Cleveland, joins KOVR(TV) Stockton, Calif. (Sacramento), in same capacity.

KFBK(AM) Sacramento, Calif., account executives **Fred Hormell** and **Michael Hernandez** named local sales managers, KFBK(AM)-KGBY(FM), there.

Paul R. Gordon, advertising sales manager, Cox Cable Communications, Gainesville, Fla., system, named director of advertising sales, Atlanta.

Tim Shears, national sales manager, MNN Radio Networks Inc., St. Paul, Minn., named general sales manager.

Carl J. Sullivan, media services representative, Lawrence Butner Advertising Inc.,

New York, named manager, media services. **David Weber**, manager, telemarketing, Lawrence Butner Advertising, New York, named manager, telemarketing/fulfillment.

Mark Sonderman, local sales manager, WCPX-TV Orlando, Fla., joins WKCF(TV) Clermont, Fla. (Orlando), as national sales manager. **Wayne Spracklin**, general sales manager, WGNX(TV) Atlanta, joins WKCF in same capacity.

James Wexler, VP, West Glen Communications, joins Visnews U.S.A., New York, as director of marketing, corporate television group.

Michele Logan, account executive, WTMJ(AM)-WKTI(FM) Milwaukee, named national sales manager.

Judith Simms, public affairs director, KMOX(AM) St. Louis, named director of advertising, promotion and public affairs.

Kim Windschitl, assistant promotions director, KMSP-TV Minneapolis-St. Paul, joins Conus Communications there as marketing coordinator.

Appointments at KPDX(TV) Vancouver, Wash.: **Walt Adler**, national sales manager, named general sales manager; **John Georgeson**, local account manager, named regional account manager, and **Nancy Balding**, account executive, KGW-TV Portland, Ore., named local account manager.

Bill Petrowiak, executive producer, on-air operations, Cable Value Network, Plymouth, Minn., joins Twin Cities Teleproductions, Minneapolis, as account executive in charge of sales and marketing.

Alan H. Eisenstein, GM, Metrobase Cable Advertising Inc., Frazer, Pa., named VP.

Stephen Jonsen, account executive, Jones Intercable, Aurora, Ill., joins Eastman Radio, Chicago, in same capacity. **Dianne Opelt**, local sales manager, WBMX-FM Boston, joins Katz Radio there as sales manager.

Leon Spencer, from WTGS(TV) Hardeeville, S.C. (Savannah), and **Tim Mathis**, account executive, WPXN(FM) Paxton, Ill., join WACH(FM) Columbia, S.C., as sales representatives.

Donald S. Williamson, local market manager, Birch/Scarborough, Atlanta, joins WRUF-AM-FM Gainesville, Fla., as general sales manager.

Sam Rosenwasser, local sales manager, KXAN-TV Austin, Tex., joins KVUE-TV there in same capacity.

PROGRAMING

Susan D. Lee, former VP, daytime drama, NBC Entertainment, West Coast, Burbank, Calif., rejoins in same capacity. **Kenneth Schanzer**, executive VP, NBC Sports, New York, named executive VP, NBC Sports and NBC Talent Negotiations.

Patricia McMillen, executive producer, *Donahue* show, New York, adds duties as executive producer, *Pozner & Donahue* news and current events program.

Jeremiah Bosgang, director, specials, variety programs and late night, NBC-TV, joins Fox Broadcasting Co., Beverly Hills, Calif., as director, comedy development.

Renee Kenneth, supervising producer, *Barbara De Angelis Live*, seven-week summer test on KCBS-TV Los Angeles, joins Over-night Television (OTV) there as VP, programming and talent development.

Ethan J. Podell, former executive VP, finance, business and legal affairs, Orbis Communications, joins Multimedia Entertainment, New York, as VP, international development.

Lawrence M. Small, president and chief operating officer designate, Federal National Mortgage Association (Fannie Mae), elected director of Paramount Communications Inc. board of directors.

William E. Josey, senior VP, syndicated programming and business affairs, MGM/UA Telecommunications, joins Saban Entertainment, Burbank, Calif., as senior VP, business affairs. **Bill Nault**, director of financial planning and budgeting, Orion Pictures Corp., Los Angeles, joins Saban Entertainment in same capacity.

Paul Gratton, VP, programming, First Choice, joins Ontario Film Development Corp., Toronto, as CEO.

Frank De Rose, manager, on-air promotion, USA Network, New York, named supervising producer, World Premiere Promotion, there.

Jamie Hyatt, program director, KIKI-FM Honolulu, joins KOY-FM Phoenix in same capacity.

Dave McKay, operations manager, KODA-FM Houston, joins Bonneville Broadcasting System, Northbrook, Ill., as program director, easy listening programming.

Pat McCrummen, national affiliate sales manager, Business Radio Network, Colorado Springs, Colo., named VP, affiliate services.

Damond Benningfield, science and technology writer, Austin, Tex., joins *Star Date* astronomy radio program, University of Texas, there as writer and producer. **Sandy Wood**, co-producer and co-host, *Dimensions* local radio talk show, joins *Star Date*, Austin, Tex., as announcer.

INTV ELECTS NEW BOARD

The Association of Independent Television Stations, Inc. (INTV), elected its annual Board of Directors. New members elected for a two-year term are: **J. Daniel Sullivan**, Clear Channel Television, Houston; **David Pulido**, ABRY Communications, Boston; **Roger Ottenbach**, KCPO(TV) Tacoma, Wash. (Seattle), and **Michael A. Liff**, KABB(TV) San Antonio, Tex. Elected to a second consecutive two-year term are: **Bill Frank**, KCOP(TV) Los Angeles; **Edward T. Karlik**, Chase Communications, Hartford, Conn., and **Ed Trimble**, KTVU(TV) Dallas-Fort Worth. The seven electees will join board members who were not up for election this year: **LeBon G. Abercrombie**, KMPH(TV) Visalia, Calif. (Fresno); **Michael Alexander**, WWOR-TV Secaucus, N.J. (New York); **Al DeVancy Sr.**, WPMR-TV Gary, Ind. (Chicago); **U. Bertram Ellis, Jr.**, ACT III Broadcasting, Atlanta; **Dennis FitzSimons**, WGN-TV Chicago; **James B. Hedlund**, INTV, Washington; **Thomas Herwitz**, WTTG(TV) Washington; **Kevin O'Brien**, KTVU(TV) Oakland, Calif. (San Francisco), and **Randall E. Smith**, WPHL-TV Philadelphia. Ex-officio members include: **John Serrao**, WATL(TV) Atlanta, immediate past INTV chairman; **Edward G. Aiken**, WTOG(TV) St. Petersburg, Fla., INTV representative on NAB TV board; and associate members: **Dennis Gillespie**, Viacom, New York, and **Patrick Kenney**, Cannell Distribution, Los Angeles.

NEWS AND PUBLIC AFFAIRS

Wendy Tokuda, anchor and reporter, KPIX(TV) San Francisco, joins KNBC-TV Los Angeles as weekend anchor.

Paul Sagan, former director of news, WCBS-TV New York, joins Time Warner New York City Cable Group there as VP, news and programming, 24-hour New York City all-news cable channel.

Shaun D. Rabb, general assignment reporter and weekend co-anchor, KDFW-TV Dallas, adds duties as weekend anchor. **Jose Grinan**, from WLRN-TV Miami, joins KDFW-TV as general assignment reporter.

Budd McEntee, managing editor, WAGA-TV Atlanta, named news director.

Dixie Platt, 10 p.m. producer, KSDK(TV) St. Louis, named news manager. **Tony Villarsana**, news director, WMAX-TV Macon, Ga., joins KSDK as 5 p.m. executive producer.

Tracy Warren, sports and news reporter, anchor and producer, WPHL-TV Philadelphia, joins WOTV(TV) Grand Rapids, Mich., as sports reporter and weekend sports anchor.

Appointments at KDKA-TV Pittsburgh: **Chick Samuels**, 6 p.m. executive producer, named assistant news director; **Mariann Krusheski**, special projects producer, named executive editor, and **Michael Chalik**, photographer, named chief photographer.

Robert Seith, reporter, WHBF-TV Rock Island, Ill., joins WZZM-TV Grand Rapids, Mich., as general assignment reporter. **Ron Nakasone**, news and sports photographer, KSFY-TV Sioux Falls, S.D., joins WZZM-TV as photographer.

Robin Boyce, news and community affairs director, KMJM(FM) St. Louis, joins KETC(TV) there as community development manager and host, *Spectrum*.

Mark De Marino, news director, WGAR-FM Cleveland, joins WUAB(TV) Lorain, Ohio, as 10 p.m. managing editor.

Maria Salmon, director of community relations, KVEA(TV) Corona, Calif. (Glendale), named assignment desk editor.

Joe DiGiovanni, chief meteorologist, KTSM-TV El Paso, joins KMSP-TV Minneapolis, as weeknight meteorologist. **Julia Sandidge**, reporter and weeknight anchor, WNWO-TV Toledo, Ohio, joins KMSP-TV as general assignment reporter.

Robert Stein, development writer, Ithaca College, joins WAER(FM) Syracuse, N.Y., as development director. **Bruce Bradley**, account executive, WHEN(AM)-WRHP(FM) Syracuse, N.Y., joins WAER as underwriting director.

Clay Johnson, bureau chief, WPTF-TV Raleigh-Durham, N.C., joins WGHP-TV Highpoint, N.C., as reporter and producer.

James N. Shaver, news director, WDBJ(TV) Roanoke, Va., named VP, news and programming, succeeded by **James C. Kent**, assistant news director.

Appointments at WLKY-TV Louisville, Ky.: **Tom Bowman**, producer, NBC Sports, New York, named executive producer; **Glenn McElfresh**, 11 p.m. producer, WLEX-TV Lexington, Ky., named noon producer; **Mike Gargiulo**, from WYOU(TV) Scranton, Pa., named reporter; **Greg Singleton**, photographer, WKYT-TV Elizabethtown, Ky. (Lexington), to same capacity; **Lee Du-laney**, noon producer, named 6 p.m. producer, and **Le Phuc Dihn**, photographer, named chief photographer.

Johann Jonak, traffic manager, KASN(TV) Little Rock, Ark., joins KESQ-TV Palm Springs, Calif., in same capacity.

Bill Meck, morning weatherman, WSPA-TV Spartanburg, S.C., joins WESC-FM Greenville, S.C., as weatherman.

Dawna S. Diggs, reporter and fill-in morning anchor, WLYX(TV) Columbia, S.C., joins WSSB-FM Orangeburg, S.C., as program director, news director and public affairs director.

John Ryan, writer and station producer, WMAL(AM) Washington, joins Guam Cable TV, Agana, Guam, as anchor and reporter. **Travis Lee Coffman**, reporter, WSIL-TV Harrisburg, Ill. (Carbondale), joins Guam Cable TV, Saipan bureau, as correspondent.

Daryl Ann Merenich, account executive, WEGX(FM) Philadelphia, joins Shadow Traffic Network Inc., there, as account executive.

TECHNOLOGY

Appointments at Available Light Ltd., Burbank, Calif.: **Clint Clover**, owner, Clint Clover Productions, Los Angeles, named head of new commercial and TV division; **Joseph Thomas**, motion control animation camera operator, named director, motion control technology, and **Beverly Bernaki**, optical technician, named optical supervisor.



Masiello

Anthony Masiello, director, technical operations, CBS Radio Division, New York, named VP, technical operations.

Christopher J. Bowick, VP, engineering, headend and earth station systems, Scientific Atlanta's Transmis-

sion Systems business division, joins Jones Intercable Inc., Englewood, Colo., as group VP, technology, and chief technological officer. **Kenneth A. Wright**, director of engineering, Western division, United Artists Cable, joins Jones Intercable, Englewood, Colo., as director of technology.

Barry Parkin, GM, sales and marketing, Marconi Defence Systems, joins Jerrold Communications' European operation, Reading, Berkshire, U.K., as director of sales.

Jonathan C. Stilwell, formerly with Catel Communications and Motorola Semiconductor Products, joins Hammett & Edison Inc. consulting engineers, San Francisco, as engineer.

Sati Tooray, formerly with Modern Video-

film, joins Varitel Video, Los Angeles, as colorist.

Scott Sajer, recent graduate, Columbia Business School, New York, joins Thomson Broadcast Inc., Englewood, N.J., as national sales engineer.

Mark Stropki, field service engineer, Pioneer Communications of America Inc., named district sales manager, Denver.

Stephen E. Sigman, director of market planning, Zenith Electronics Corp., Glenview, Ill., named VP, consumer affairs, Zenith Sales Company, succeeding **John J. Pederson**, who retired.

Craig Rees, manager of microwave operations, Southern California, Keystone Communications, Los Angeles, adds duties as production manager. **Bradley J. Lowder**, partner, Lowder Perry & Lowder advertising agency, joins Keystone Communications, Salt Lake City, as account executive.

Cathleen Newsham, former videographic designer and animator, Power House Studios, joins Interface Video Systems, Washington, as art director, creative services department.

Godfrey Pye, former owner and managing director, Rushes post-production house, joins Composite Image Systems, Hollywood, as part of management team.

Tom West, formerly with Motorola Corp., Bell South and Cellular One, joins Lighting Master Corp., Jackson, Miss., as national sales manager.

PROMOTION AND PR

Ellen Morgenstern, manager, press and publicity, WWOR-TV Secaucus, N.J. (New York), joins Children's Television Workshop, New York, as director of media relations.

Jim Girodo, VP, creative services, KUSA-TV Denver, joins KSDK(TV) St. Louis as director of creative services.

Sharon Kyle, assistant promotion director, WCPT(AM)-WCXR-FM Alexandria, Va. (Washington), joins WETA-TV Washington as publicist.

Elizabeth Wold, assistant promotion manager, KFMB-AM-FM San Diego, Calif., and **Jennifer Eve**, promotion and programing coordinator, KNBR(AM) San Francisco, named promotion managers, KFMB-AM-FM.

Larry Watzman, promotion producer, WVIT(TV) New Britain, Conn. (Hartford), and **Bill Hartnett**, promotion producer, KTZZ-TV Seattle, join WWOR-TV Secaucus, N.J., as on-air promotion producers.

Margie C. Burgess, promotion coordinator, WDBJ(TV) Roanoke, Va., named promotion manager.

Peggy Goff, account supervisor, Casanova Pendrill Publicidad Inc., joins KVEA(TV)

Corona, Calif. (Glendale), as director of marketing and promotions.

ALLIED FIELDS

Linda Mason, executive producer, CBS News, New York, named recipient of 1991 William Rogers Award from the Associated Alumni, Brown University.

John Suder, VP-GM, KWGN-TV Denver, appointed to three-year term on board of directors, Colorado Broadcasters Association.

Marilyn Solomon, director of corporate relations, KCOP(TV) Los Angeles, named board member for City of Hope.

Ruth Roman, client service representative, Radio Station Services, Arbitron, New York, named account executive. **Mario Christino**, client service representative, advertiser/agency services, Arbitron, Dallas, named account executive, Radio Station Services, Laurel, Md.

Stephanie Bryson, consulting associate, Audience Research & Development, Dallas, rejoins in same capacity.

Ed Milner, VP, technology, Flight Trac Inc., joins National Cable Television Institute, Denver, as information systems specialist.

Jhan Hiber, media consultant, Jhan Hiber & Associates, Carmel, Calif., retired.

DEATHS



Dickoff

Charles R. Dickoff, 63, radio broadcaster, died of cancer Aug. 25 in Eau Claire, Wis. He began radio career in high school at WMAM(AM) Marinette, Wis., and in 1951 built and managed WBEV(AM) Beaver Dam, Wis., until 1959. Since

1959, Dickoff had been majority owner of WEAQ(AM)-WIAL(FM) Eau Claire, Wis. He is survived by his wife, Dorothy; two daughters, Mary and Jane; two sons, Steven, VP-GM, WEAQ-WIAL, and Michael; three grandchildren and two sisters.

Jeffrey Bowman Webreck, 44, engineering manager, KCOP(TV) Los Angeles, was found dead Sept. 7 in shallow grave in Angeles National Forest, about 55 miles north of Los Angeles. He had been shot once in upper torso. Death is still being investigated. Before joining KCOP in 1990, he was news engineer at KTLA(TV) and KNXT-TV (KCBS-TV), both Los Angeles. He is survived by his sister, Jacque.

FIFTH ESTATE

THE INDEPENDENT STYLE OF JIM HEDLUND

I don't know if I would say I'm the consummate insider, but I certainly seek consensus and a friendly resolution of issues over confrontation, where that's possible," says Association of Independent Television Stations President Jim Hedlund.

Hedlund's style has been molded by 20 years of Washington government service and lobbying work. The third president in INTV's 19-year history describes himself as more low key than his predecessor, Preston Padden, but more outgoing than founding president Herman Land.

He now applies his style to the current top Washington television issue, the Senate's cable bill (S. 12) and its controversial must-carry and retransmission consent provisions. Through the heated 1991 debates over the bill, Hedlund has maintained a cordial relationship with his former boss, National Cable Television Association President Jim Mooney, and the heads of other broadcast and cable associations.

INTV's traditional role has been to allow the larger organization of the National Association of Broadcasters to take the lead on issues of broad importance to all broadcasters and focus on issues of the greatest importance to independent stations. In terms of the cable bill, most of INTV's attention is on S. 12's must-carry provisions, where Hedlund is extremely confident of victory. "Most of the cable industry for some time has been willing to have must-carry and channel-positioning rules enacted as long as they were reasonable," he says.

A recent Hedlund victory was the FCC's decision to grant a three-month delay on new ad time limits for barter-syndicated children's programs, enhancing Christmas-season revenues for independent stations during an already slow ad sales year. Several months of INTV lobbying for the delay at the FCC is believed to have led to the decision.

Hedlund says the children's TV decision was a personal victory on par with the Yale prom he organized in 1965. "Some of my old friends claim I peaked when I was 21," he says. "I'm still introduced by some of my college friends as the guy who brought Duke Ellington and the Supremes to Yale."

Another fond memory was the 1981



fight to pass the first Reagan budget while serving as Republican staff director of the House Budget Committee. "It was probably Reagan's first real, significant legislative breakthrough of his presidency. That was a fun job. We used to round things off to the half billions."

Mooney, then NCTA executive vice president, recruited Hedlund for a lobbying position 10 years ago, even though he had no prior experience in television. "At an NAB convention, I go on to the floor and I can't tell you what 90% of it is," Hedlund says. "But that's not the stuff you do here anyway."

More time is spent studying the trends in the television industry, such as the future of network television. Hedlund disagrees with those who forecast the demise of one of the major networks within the next 10 years. "I would be inclined to think you'll see more networks, but not the dominance of the three big ones," he says. "You'll see some continued audience erosion of the big three networks, but I think you'll see independents relying more heavily on many net-

works." Fox will survive, he says, but never reach the level of dominance of the big three.

The trend toward more first-run programming on independents is contributing to a relative increase of the strength of independents. "Not too many years ago, the typical independent station was featuring films, off-network series and maybe some sports. You are now seeing greater interest in first-run programs."

More independent stations are starting news departments. "As cable expands, you have a number of services that resemble independent stations with movies, off-network series and some sports. Increasingly, a station has to have a local identity, [and] news gives you a local identity," Hedlund says. "Some advertisers have always buffaloed us [to get into news]. They're very partial to news."

Telcos will inevitably enter cable television within the next few years, Hedlund predicts, but it may be well past 2000 before they could build an infrastructure reaching as many homes as the current cable industry and begin providing the futuristic fiber-optic services to large audiences. Depending on the terms of their entry, telco-cable could be a positive thing for broadcasters, Hedlund says. "We think the biggest mistake ever made with the cable industry was to have them be allowed to be vertically integrated—essentially with no constraints—and yet have a virtual stranglehold on what goes down their wire with no common carrier-type responsibilities at all."

Whatever direction the communications trends take, Hedlund expects to be involved for several more years. "I don't have any set of goals where this is some step on the ladder. I'm not interested in being the chairman of Salomon Brothers," he says. "I like Washington as a city."

James Bradford Hedlund

President, Association of Independent Television Stations, Washington; b. Dec. 31, 1943, Milwaukee; AB, economics, Yale University, New Haven, Conn., 1966; staff economist, Regional Planning Agency of South Central Connecticut, 1967-68; director of planning and development, City of Wallingford, Conn., 1968-71; assistant to director, Department of Housing and Urban Development, Hartford, Conn., 1971-73; executive assistant to Under Secretary, HUD, Washington, 1973-75; special assistant to the director, Office of Management and Budget, 1976-77; Republican staff director, Committee on the Budget, U.S. House of Representatives, 1977-81; VP, government relations, NCTA, Washington, 1981-83; VP, government relations, INTV, 1983-89; present position since December 1989; m. Lee Ehler, Nov. 21, 1968; child: Steven, 24.

IN BRIEF

U.S. Court of Appeals in Chicago (7th circuit) last week ruled it **will be venue for consolidated appeals of FCC's new financial interest and syndication rules**, denying motion of Media Access Project for new lottery to determine which court would hear appeals.

National Rifle Association wants fairness doctrine applied to non-commercial educational broadcasters because such broadcasters "occupy a discrete broadcasting submarket—namely, one that aims to influence public officials and opinion leaders on significant political matters. [They] exercise a predominant influence over political discourse." In petition to institute rulemaking or notice of inquiry, NRA said public broadcasters "should be sub-

ject to the fairness doctrine as regards political speech to insure an enlightened spectrum of facts and opinions necessary to informed political decisionmaking by the electorate and public officials."

FTC said federal antitrust laws would not prevent FCC from relaxing national multiple ownership rules. FTC said large number of existing stations in most markets would prevent same service owners from gaining market advantage.

Television Bureau of Advertising forecast for 1992 puts spot television up 3%-5%; local up 3%-5%; network up 4%-6%; syndication (including Fox) up 7%-9%; cable up 8%-10%.

SIKES ADVANCES TELCO-CABLE CROSSOWNERSHIP PLAN

FCC Chairman Alfred Sikes proposed an easing of the commission's telco-cable crossownership regulations in his six-point "video dial tone" plan, during a *Business Week* seminar in New York last Wednesday (Sept. 11). The Sikes plan would permit cable operators "to invest in, not simply lease facilities for carriage of video programming" and prohibit telcos "at least on a transitional basis from full program involvement." The rules changes are designed to ease the technological transition to future wideband fiber optic video services.

The FCC is expected to release the proposals for comment this fall, perhaps as early as the regular October meeting.

Sikes's plan would modify footnotes 1 and 2 of the 1970 FCC telco-cable crossownership regulations, which prohibit any direct or indirect financial relationship other than carrier leasing. Those rules go well beyond the crossownership restrictions codified in the 1984 Cable Act. Currently proposed legislation on Capitol Hill would eliminate the Cable Act's crossownership restrictions.

The chairman suggested transitional telco involvement in program delivery, allowing minority interests in partnerships for some unspecified time limit. "We don't want to substitute monopolies," Sikes said. After a transition period, full or majority ownership could be granted.

"We welcome the chairman's recognition of the fact this issue must be addressed, which is a proper role for the FCC," said Ward White, vice president, government affairs, United States Television Association.

"We believe current law provides adequate flexibility to accommodate the technological changes that lie ahead. We question the assumption that encouraging the phone companies to spend hundreds of billions of dollars on broadband plant is the best and most efficient way to bring 21st century telecommunications services to the public," said National Cable Television Association spokeswoman Peggy Laramie.

Other elements of the Sikes plan include: (1) prohibiting local regulations of telcos' integrated voice-data-video networks; (2) allowing all telcos "to offer a full range of advanced information services"; (3) prohibiting telcos from discriminating in leasing facilities between affiliated and unaffiliated information-service competitors, and (4) refraining from rate regulation of competitive services.

—RMS

ABC News won 15 **Emmy Awards for news and documentary programming** at ceremony last Wednesday night in New York, including five honors for *Primetime Live*. (*Primetime* co-anchor Diane Sawyer was presented one Emmy by



Virginia Governor and Presidential candidate L. Douglas Wilder.) PBS won 13 awards, including five for its *Frontline* series, while CBS News took home seven and NBC two.

Under questioning from Senator Herbert Kohl (D-Wisc.) about **cameras in nation's highest court**, Supreme Court Nominee **Clarence Thomas said he has "no objections** beyond the concern that the cameras be as unobtrusive as possible. I think it [would be] good for the American public to see what is going on in there."

Warner Bros. Domestic Television Distribution, making presentations last week to New York station rep firms, **laid out marketing plans for fall 1993** off-network sales launch of *Family Matters*. According to rep sources, Warner Bros. sales executives will be offering half-hour sitcom on weekly cash license basis, with 30 seconds of national barter tagged to first year and total of one minute national barter ad time in second year before reverting to straight cash fee for remaining two years of first cycle. Word is that stations in New York and Los Angeles have been given until end of week to turn in bids.

It's rumored that **MCA TV is in negotiations with WWOX-TV New York to buy Major Dad and Coach**, both of which are slated

for fall 1993 off-network launches. Buena Vista Television is also said to be readying *Empty Nest* for mid-October sales launch, and will be completing marketing plans at sales meetings week of Sept. 30.

After four years as CPB president, Donald Ledwig will step down when current term expires Jan. 1. Ledwig said he has met most of programing, authorization and organizational goals he set for himself over years.

NBC is said to be near decision on future of NBC-owned television station sales division. Latest rumor has NBC's Miami, Washington and Denver stations going to Petry Inc. with New York, Los Angeles and Chicago stations going to Blair. Al Jerome, president, NBC TV Stations, would not comment on speculation except to say that nothing will be announced until this week. Petry, Blair executives could not be reached.

Major League Baseball owners last Thursday voted to give CBS exclusive rights to network's final two wild-card games of season, prohibiting competition from local TV. In post-season developments, CBS has decided to drop some pre-game shows during league championship series in favor of regularly scheduled network programing.

Former King World Productions sales president **Sid Cohen has signed on with MGM Television as president of domestic TV distribution**, reporting to David Gerber, who has expanded title as chairman-CEO of newly-realigned MGM Worldwide Television Group (see story, page 30).

Starting Oct. 1, **Showtime will add a fully multiplexed feed**, Showtime 2, which will be counterprogramed to original Showtime channel. In multiplex tests in TeleCable systems, which included three channels each of HBO and Cinemax, Showtime had been using its West Coast feed as second channel in TeleCable test systems. Showtime plans to extend its two-channel multiplexing test to other MSO's later this year and early in 1992.

Leo Chaloukian, president of Academy of Television Arts and Sciences, was re-elected by ATAS's board.

National Association of Broadcasters and Association of Independent Television Stations filed opposition to FCC rulemaking request by Community Broadcasters Association to change name of "low-power television" stations to "community" stations and change LPTV station's current six-letter call signs to conventional four-letter calls. CBA application also calls for LPTV power increases in certain cases (BROADCASTING, June 17). NAB and

NCTA SPELLS OUT PR PUSH

The National Cable Television Association unveiled the details of its \$10-million public relations initiative last week, including a series of six 30-second commercials that will premiere on 13 basic cable networks this week.

"This is an important milestone for cable," said NCTA President Jim Mooney to begin the one-hour teleconference sent to the industry last week, outlining the initiative that also includes public affairs training sessions and 14 corporate guidelines. "This is important," he said, "very important."

All six television ads created by Bozell Inc. involve cable programing. The first three are specific to the categories of movies, sports and news. They begin with a montage of pictures, which stops abruptly with a test pattern. Then a voiceover by actor Jose Ferrer describes, for instance, how cable provides 600 movies or 1,200 hours of sports programing a month, or the relationship between the money that cable subscribers pay and the costs cable networks such as CNN incurred in covering the Gulf war.

The second set of three commercials speaks to broader issues: cable's commitment to education through Cable in the Classroom, C-SPAN's commitment to covering government and Discovery's commitment to nature and the environment. All six commercials end with the tagline: "Cable Contributes to Life." Showtime Chairman Tony Cox said the basic networks will run 10 spots per week across all dayparts throughout the next year.

There will also be a print portion delivering the same message. Six ads have been created, and they will debut in October in major newspapers, such as the *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today* and in *Time* and *Newsweek*. More print and television spots will premiere throughout the year.

The majority of the \$10 million campaign will be invested in advertising. Since the campaign is latebreaking, NCTA will be initially buying spots on the basic networks. Later, it hopes to get commercial time at a discount or for free.

TIME WARNER CONSIDERING BUSINESS CHANNEL

According to Steve Ross, chairman and co-chief executive officer of Time Warner, the media giant is considering starting a business news channel. Asked whether the project has been given a firm go-ahead, he told BROADCASTING: "It's too early to tell."

If such a project were to materialize, it would not necessarily be launched as a nationwide 24-hour channel, according to Thayer Bigelow, newly named president and CEO of Time Warner Cable Programing (see story, page 26.) "It's frustrating to have to launch nationally. There may be a way to do something in some systems, on a smaller scale, get it right and find out what the consumer likes," said Bigelow. One possibility is to put two or three hours on a satellite, and let systems take it down when and how they choose, he said. New York might be a good market to try this, since it will have a channel via the New York news channel, said Bigelow.

Bigelow did not rule out the possibility that Turner Broadcasting System (Time Warner has a 20% stake in TBS) might be an interested partner in a business news venture. Ever since it sought to acquire Financial News Network in 1989, Turner has been rumored to be interested in a business news venture. Said Bigelow: "There's always a chance we'd do something with Turner."

INTV accused CBA of attempting to upgrade their secondary status and blocking FCC's ability to cancel LPTV licenses to make way for new primary services. Associations said TV spectrum must be preserved to implement terrestrial high-definition television.

Ten stations received NAB Crystal Radio Awards for Excellence in Local Achievement at the Radio 1991 Convention. Awards were presented by NAB Radio Board Chairman Richard Novik, president of

WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.; to KENI(AM) Anchorage; KFOR(AM) Lincoln, Neb.; KIHQ(FM) Prescott Valley, Ariz.; KMIT(FM) Mitchell, S.D.; KOMC(AM) Branson, Mo.; KRGI(AM) Grand Island, Neb.; KROE(AM) Sheridan, Wyo.; WBZ(AM) Boston, and WOJO-FM Chicago.

Viacom International Inc. on Friday said it is offering \$200 million of 10.25% senior subordinated notes due Sept. 15, 2001 to pay back debt.

EDITORIALS

TWO-EDGED SWORD

Radio broadcasters are faced with a classic dilemma these days: whether to turn away from the present in favor of the future. The Lorelei is DAB (digital audio broadcasting), which holds out the promise of a quantum leap upward in technology at the same time that it exposes today's radio to the threat of still greater competition.

That dilemma was evident at last week's National Association of Broadcasters radio convention in San Francisco, which devoted two major sessions to the subject and spared delegates no details in considering this complicated issue. It was a continuation of the excellent stewardship NAB has exhibited on DAB from the outset, seizing this technological nettle and attempting to assure that broadcasters control DAB's fate, rather than being made victims of it.

But even those who applaud the process have reservations about the outcome. Robert Fox, of KVEN(AM)-KHAY(FM) Ventura, Calif., spoke for many if not for most when he declared: "I don't want it to happen." His concern: dislocating an entire industry for what might prove to be only a marginal increase in quality.

FCC Commissioner Sherrie Marshall, on the other hand, struck out for the new ground. She likened radio to over-the-air TV, saying the new world of DAB would further fractionalize the aural medium as cable and compression had fractionalized video.

Others were more cautious, going for the middle ground. It is evident that those charged with corralling DAB's future feel they may be damned if they do, damned if they don't.

The world wants three things of DAB: compact-disc quality, an interference-free signal and the capability of data transmission. That last could conceivably be the most important, if it added a new dimension to radio's capability and enabled the broadcast medium to compete against wire in the Information Age. If it can deliver all three, DAB's would be a brave new world indeed.

In some respects, DAB is sometime off. In others—conspicuously, securing the spectrum to make it possible—the future is closer at hand. Hopefully, the U.S. government will go into WARC '92 next February armed with a position that best takes advantage of this new technology. Thanks to the extraordinary and enlightened attention paid to this matter by the NAB, broadcasters have a fighting chance of participating in the future on even terms.

BATTLE PLANS

We hope that industry plans for improving coverage of the next war will do no more than gather dust. History, however, has so far given lie to those hopes; hopes that, in any event, must not preclude planning for the very real possibility. To that end, various media representatives met with Secretary of Defense Dick Cheney last week to talk about media concerns raised by military manipulation of

coverage of the war in the Persian Gulf. In addition, the Radio-Television News Directors Association is gathering a group of broadcast and cable journalists in Washington next month to come up with some guidelines for reporting news independently of the military. That independence should, we believe, be the watchword in any discussions about war coverage.

The news media already have a sharp taste of what it's like to report under the baton of military commanders. While both journalists and generals have a keen interest in the news that comes home from the front, they are clearly not the same interest. The military's strong suit is command and control, a point made obvious by General Schwarzkopf's virtuoso performance. To the extent that commanding and controlling the news media serves a military objective, that objective will be pursued, as it was with so much success in the Gulf war. The "everybody into the pool" tactic that worked effectively to keep the battle for information on the Pentagon's turf undercuts the natural and healthy adversarial relationship between the media and the military. The result was that with a few enterprising exceptions, news was rationed like tins of government-issue Spam, with the kind of punctual, every-afternoon-at-three orderliness that makes generals beam and should make journalists uncomfortable. As RTNDA's David Bartlett pointed out last week (although we hope the point is self-evident): "The military is going to try to keep as much information as possible from the American people," while the media are "going to try to get as much information as possible to the people." Hardly a recipe for cooperation, nor should it be.

We assume the media's purpose in talking among themselves and to the Defense Department is to prevent the kind of spin control coverage that made up so much of the Gulf war news front. We can hardly assume that the military, fresh from that information control victory, is equally eager to give up that territory.

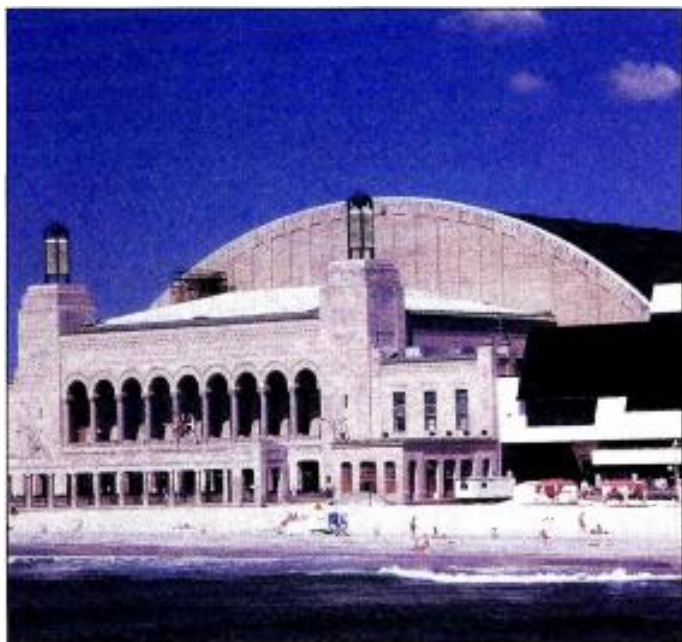
That said, to the extent that powwowing with the Defense Department can facilitate the independent coverage of war, so much the better. But if that meeting produces a roomful of beaming generals, look out.



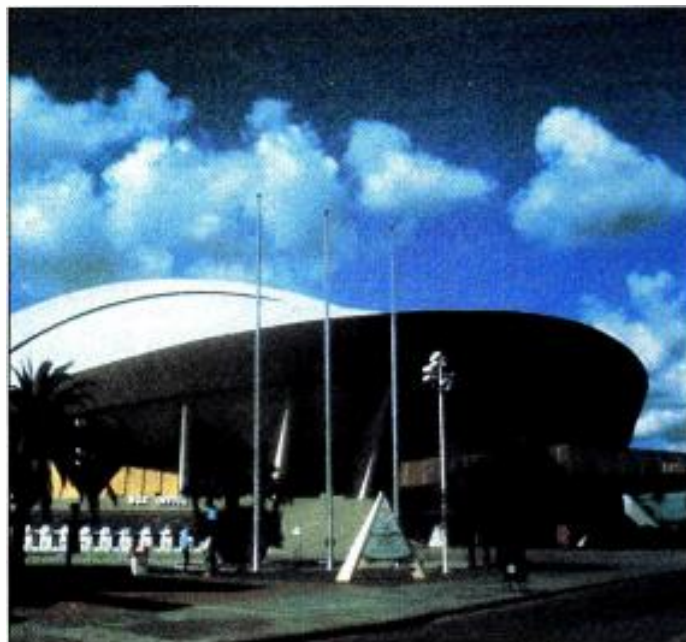
Drawn for BROADCASTING by Jack Schmidt

"We have to make sure that we don't set broadcaster fees so high that they affect our political advertising rates."

Cable Coast to Coast



September 30 Atlantic Cable Show
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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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John DuPrez (PRS/BMI)

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David Kitay (BMI)

Jonathan Sheffer (BMI)

Hans Zimmer (PRS/BMI)

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