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TELEVISION / 31

*It's all action on 1992-93
talk front: ABC takes early
lead on Saturday morning*

RADIO / 40

*Ailing stations
buy time
with LMA's*

TECHNOLOGY / 45

*Sony's Morizono:
NATAS's first
lifetime achiever*

WASHINGTON / 48

*Retransmission consent
battle opens in House;
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**IS THE BOOM BACK
IN CABLE?**
CBS maintains momentum;
ABC off to slow start

"A Better Understanding

Breaking Into the Business

I got my break into the cable television industry when I was going to school out in California. I was selected to intern for the public access department of a cable television station. I spent a year-and-a-half there, finished my degree and did a brief stint with an advertising agency. Shortly thereafter, my internship paid off, and I was hired to kick off a public access department for Colony Communications in Florida.

In a Boxing Ring Until Two

At that time in cable, all job descriptions ended with "and all other duties as assigned." Besides being responsible for access development — which consisted of putting a program together, teaching courses and showing the community how to operate video equipment — I also did a lot of work with local programming. I reported news for a while and filled in as an anchor on an occasional basis. But there was also the down-and-dirty work, like running camera in a boxing ring until two in the morning and then pulling cable until three. This experience gave me a chance to see all the different elements of the industry. It was also around this time that I became interested in the business side of things — specifically marketing and advertising.

Many Cultures Within One Market

Since I've become the regional marketing and advertising manager at Colony Communications in south Florida, I've had to draw from my experiences growing up in Brazil and Colombia. Why? Because our franchise area is 80 percent Hispanic. And within that Hispanic majority, there are people from Cuba, Nicaragua, Argentina — from all over Latin America.

From a marketing perspective, I know it's key to understand the diversity that exists within the Hispanic community. Most people, I have found, tend to think "Hispanics" and then make the mistake of only marketing Spanish programming to them. Like every-

one else, this sector of the community thirsts for better quality television programming and a greater variety of choices to suit their individual needs. They want to see sports, documentaries, drama, comedy and public affairs. This is where program services like C-SPAN and C-SPAN 2 make a difference.

An Eye on Government

Many of the Hispanics in our area came to the United States for freedoms that were not available in their native countries. As American citizens, it's really close to their hearts to have the opportunity to go out and vote. For them, it's unimaginable to think of a television camera covering Congress, especially one that is not owned by the government. Through services like C-SPAN and C-SPAN 2, they are able to watch their elected officials in action. And through C-SPAN's coverage of foreign affairs committee hearings, international conferences, and international legislatures, they can closely follow the events that are affecting their native countries.

Cable's Contribution

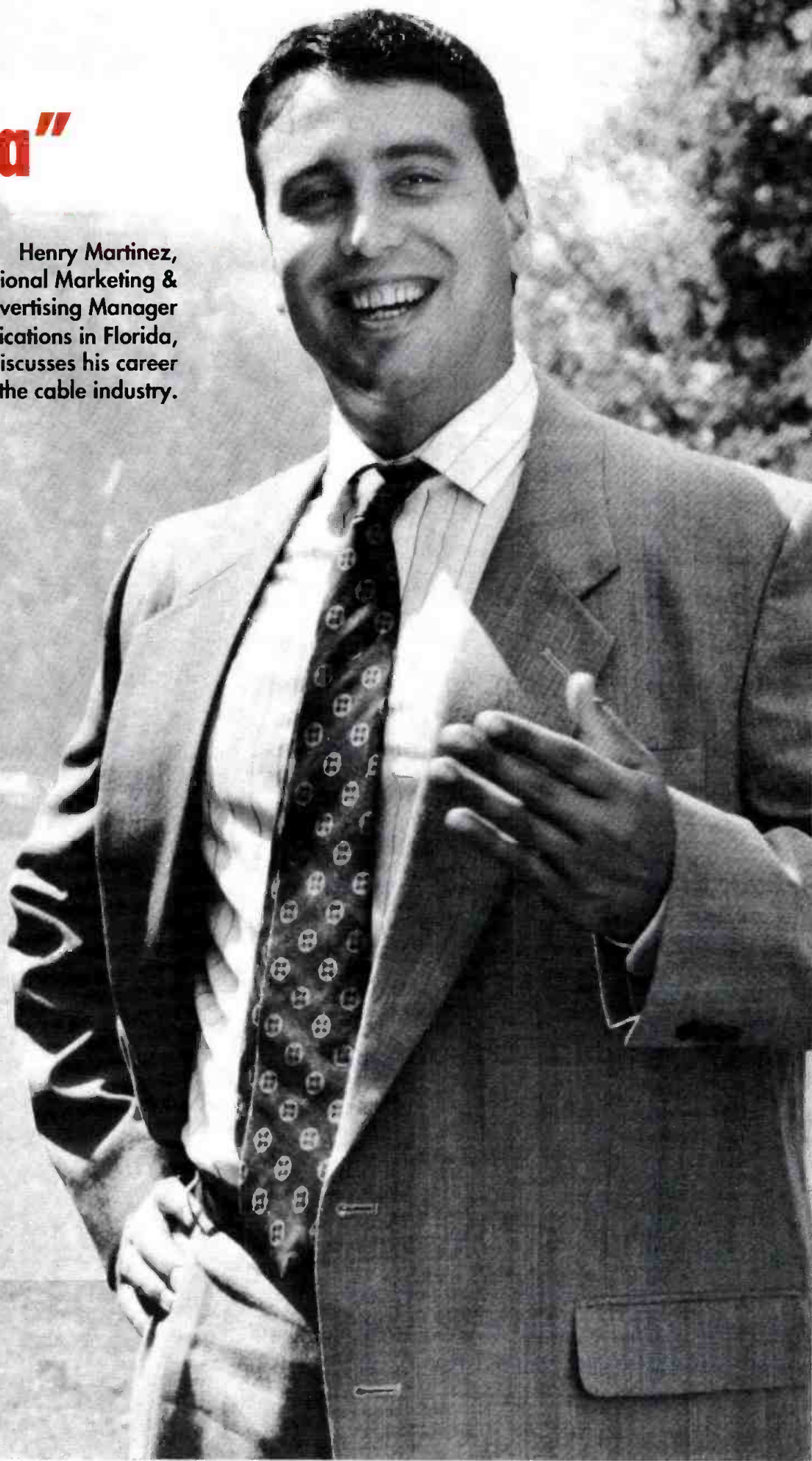
One of the best parts about this job is that I am able to see the many contributions that different ethnic groups bring to what is traditionally considered the American culture. At the same time, I am able to watch these citizens enjoy the choices and freedoms we have to offer here. Through unedited coverage of the U.S. government, the C-SPAN networks provide these "new" Americans with the resources they need to make informed choices and to take advantage of their new freedoms. Cable gives them this opportunity and makes a significant contribution toward a better understanding of America.

C-SPAN

PRIVATELY FUNDED TO SERVE THE PUBLIC BY AMERICA'S CABLE TELEVISION COMPANIES

f America"

**Henry Martinez,
Regional Marketing &
Advertising Manager
of Colony Communications in Florida,
discusses his career
and the cable industry.**



THIS WEEK

23 / GOOD DAY FOR CABLE

Cable's financial fortunes, as reflected in the markets, turned up dramatically last week, but no one is really sure why. A couple of good cable deals may have inspired the mood shift, and favorable Washington developments—a drop in the discount rate, murmurings of relief in HLT restrictions and reduced odds, according to some handicappers, for passage of cable regulation—probably didn't hurt.

24 / WEEK TWO, SO FAR: CBS STILL FIRST

Having won the first week of the new season by more than two points, CBS looks well positioned to take the second, and its Monday night line up has the

Prior network exposure for 'Full House' boosts its strength in syndication (page 24).



potential to overtake NBC's Thursday as the week's strongest night. The overall result of Week One was an unfavorable portent for the networks: on a combined basis, the big three were down more than two points over last year. On the syndication front, *Married...with Children* remained strong, and *Full House* and *A Different World* parlayed their prior network exposures into solid positions.

25 / CREATIVE DEALS FOR SITCOM PACKAGES

A flood of shows entering the market, and tough times for TV, have induced syndicators of off-network sitcoms to offer better deals and to shop the cable marketplace. WTBS is said to be a potential buyer of *Empty Nest* in the latter half of the show's first cycle, but observers disagree on whether that competition will enhance or hurt the show's appeal among stations. In the meantime, falling prices for shows like *Family Matters* suggest the syndicators may have misjudged the market.

26 / BIG STEP FOR SKYPix

SkyPix moved closer to creating an 80-channel satellite-delivered "in-home video store" by contracting with Mitsubishi International Corp. for financing the manufacture of consumer digital receiver-decompressors. SkyPix hopes the promise of 200 pay-per-view movies a day will draw video renters and premium subscribers to the service, which a

SkyPix executive says "is within 95% of full implementation."

27 / TOUGH TIMES, BIG CROWD AT RTNDA

Record attendance at the RTNDA convention may have belied the dour recessionary mood among the attendees—even show organizers were surprised by the turnout. The talk of the show was planned overnight anchored news services: ABC plans to launch a service by early next year and *NBC Nightside* debuts Nov. 4; CBS's plans were unclear. At the meeting, ABC, CBS, NBC and CNN unveiled a presidential debate plan, calling for four 90-minute match-ups to appear commercial-free on each network. Presidential campaign coverage was also the topic of Bernard Shaw's keynote address: the CNN anchor lambasted TV news for its soft coverage of election events.

29 / RX FOR SICK AM: WIDE OPEN SPACES

The FCC has moved to inject new life into what Chairman Alfred Sikes called "a very, very sick radio service" by adopting a multifaceted interference-reduction plan for AM. Its core element is an expanded band, with the new area governed by strict interference standards and reserved for incumbent stations willing to make the move. The anticipated shift of perhaps hundreds of stations into the new band will relieve congestion and interference across the

dial, thereby helping to bridge the fidelity gap between AM and FM.

31 / ABC IS EARLY WINNER WITH KIDS

In the contest for superhero of Saturday morning ratings, ABC won the first two weeks, including the first four-network match-up of the season Sept. 14. CBS, a close runner-up in both overall viewers and in the crucial 2-11 demographic, grants that ABC is the more "kid-friendly" of the two, but wagers that a trend will not develop for several more weeks. HUT levels for the four networks combined were down 7% over last year; only Fox showed an increase (2%).

32 / SYNDICATION: ALL TALK, NO GAMES

In spite of lackluster yields for the new-season crop of talk shows, syndicators can't get their fill. Slated to enter the already crowded field are shows hosted by Whoopi Goldberg (for which Genesis Entertainment reportedly paid \$4 million), Vicki Lawrence, Dennis Miller and Kitty Kelley. The current dominance of the genre is attributed to two factors: production costs are lower than for game shows (although at \$175,000 to \$200,000 a week for a talk show the difference is diminishing), and syndicators are able to lock in 26-, 39- or 52-week commitments for the so-called "slow-pattern growth vehicles."

36 / NEW 'WORLD' OF LEARNING

Discovery Networks unveils its recently purchased, newly revamped and newly sloganed ("The World of Ideas") Learning Channel on Tuesday, Oct. 1. Discovery describes TLC's mission as providing continuing education to people who want to learn more about the world. Programing will be split into three dayparts: the commercial-free morning series "Classroom America" can be used by teachers; the lunchtime "Pursuits" is dedicated to career advice, exercise, cooking and other hobbies and "Renaissance People" in the evening consists of dramatic productions and documentaries.

37 / NEWS HOLE GETS BIGGER

"We'll slice up news and information in the '90s the way entertainment was sliced up in the '80s," said a Time Warner Enterprises executive of cable's ultra-targeted moves into local news coverage. As local broadcasters go national and international, and network news goes regional and local (as evidenced by NBC's recent foray to Phoenix), cable is putting its narrowcasting strengths to use in a number of metropolitan areas. Participants in a National Academy of Cable Programing panel disagreed over whether the new services would attract new viewers or divide up the current ones, or how financially viable they'll turn out to be.

40 / LMA'S: NEW WAY OF LIFE

In an effort to forestall bankruptcy or worse, more and more radio stations



Soon-to-be talk show host Whoopi Goldberg and Genesis Entertainment CEO Gary Gannaway announce plans for the syndicated 'Whoopi Goldberg Show,' one of many new talk shows planned for 1992-93 (page 32).

are going the way of the local marketing agreement—sharing programing and/or commercial time sales functions with another station. Because of current economic conditions hurting radio, the FCC has no immediate plans to interfere with the formation of any LMA's, but it warns stations not to use the option to circumvent antitrust laws.

46 / TVANSWER LAYS GROUNDWORK FOR INTERACTIVE SERVICE

TVAnswer, by signing a deal with Hughes Network Systems for the provision of VSAT satellite earthstations, has taken the first steps toward building a national interactive service for consumers. The initial phase of the agreement includes construction of a network control center in Reston, Va., and provision of at least 1,000 very small aperture terminals in the first year. TVAnswer plans to use the VSAT facilities as hubs to deliver and receive low-power radio waves carrying automatic-teller,

bill-paying, home-shopping, TV-listing and other services.

48 / RETRANS CONSENT BILL IN HOUSE

Representatives Dennis Eckert (D-Ohio) and Jack Fields (R-Texas) introduced a retransmission consent bill last week in

the House that stands alone from the House cable bill. Proponents hope that excising the proposal from the bigger reregulation package will make the bill more palatable to Republicans. H.R. 3380—the Fair Competition in Broadcasting Act—is almost identical to the retransmission consent/must-carry proposal expected to soon pass the Senate as part of its cable bill.

50 / BROADCAST REPS MOVE TO CABLE

Rep firm Katz Communications, facing the slowdown in national spot advertising, has signed on with Allbritton Communications' new Washington-area cable news channel in what it hopes is the beginning of a big cable friendship. Katz is looking to sign on with Hearst Corp.'s New England Cable News and Time Warner's planned New York City service.

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CLOSED CIRCUIT

WASHINGTON

Tethering Bells

House Communications Subcommittee member Jim Cooper (D-Tenn.) is expected to introduce bill in October restricting regional Bell operating companies' (RBOC's) entry into information services. RBOC's are currently asking courts to vacate stay on decision by U.S. District Court Judge Harold Greene to lift information-services ban (BROADCASTING, July 29). Newspaper industry wants legislation to replace restrictions. Cooper bill is said to allow RBOC's into information services if sufficient level of competition has been established in local loop. Representatives of several newspaper chains will meet today (Sept. 30) in Washington to discuss details of bill. There were no indications of House co-sponsors or coming companion legislation in Senate last week.

PCS plans

FCC plans to take first step, possibly in October, toward allocating spectrum and promulgating rules for new per-

sonal communications service, which amounts to cross between cordless telephone and cellular telephone and which has captured attention of several cable operators. After receiving industry comments on statement, agency hopes to follow up with en banc hearing before end of year.

Fin-syn begin again

FCC Mass Media Bureau has gotten ball rolling for agency's reconsideration of controversial new financial interest and syndication rules, distributing summary of comments and options paper to five commissioners late last week. As far as anyone had read, papers contained no surprises. FCC is still headed toward affirming rules pretty much as is at Oct. 24 open meeting.

Idea men

FCC Commissioners Ervin Duggan and James Quello are looking for support for some ideas they have floated. Duggan is promoting "media Marshall plan" aimed at instilling First Amendment values in evolving political and legal systems of Eastern Europe

and Soviet Union. To help implement plan, Duggan says, he hopes to find some "like-minded citizens." Project is "extracurricular thing," he says.

Quello's idea involves more mundane issue of how federal treasury can earn money from award of non-broadcast spectrum without resorting to auction as Bush administration has advocated. Idea is twist on lottery FCC now uses to award some spectrum. To participate in Quello lottery, applicants would have to put up 1% of appraised value of spectrum. Winning applicant would be obliged to pay additional 4% and operate service with spectrum for two years.

DENVER

No go

Top-rated ABC News appears ready to break from traditional presidential election year coverage in 1992 by not sending anchor Peter Jennings to convention halls. While idea has previously been hinted at by networks, ABC News executives appeared to be pretty set on idea before affiliates last week at closed-door meeting at Radio-Television News Directors Association meeting in Denver. Jennings would anchor coverage from his usual *World News Tonight* studio.

LOS ANGELES

Romantic involvement

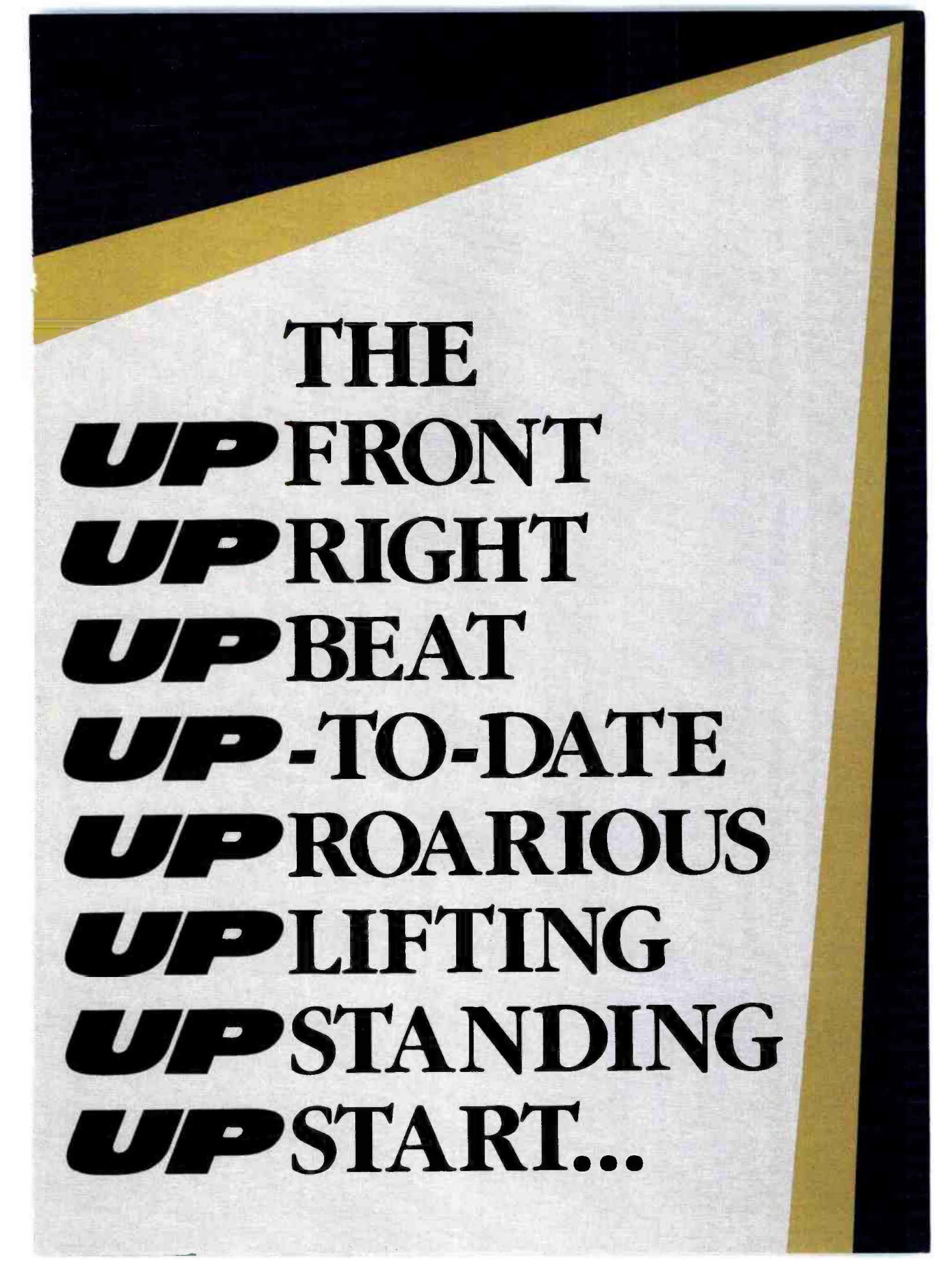
Despite some early rating difficulties with *Love Stories* (see story, page 34), sources say Warner Bros. Domestic Television is pushing forward with development of two other romantically themed syndicated strips. Kushner-Locke Productions is said to have *Kiss and Tell* in development for fall 1992 with Warner Bros. Eric Leiber Productions, producers of Warner Bros.' *Love Connection*, is said to be developing *Couples* (working title), half-hour romance game show, also for 1992-93 season.

Pitching new talk show

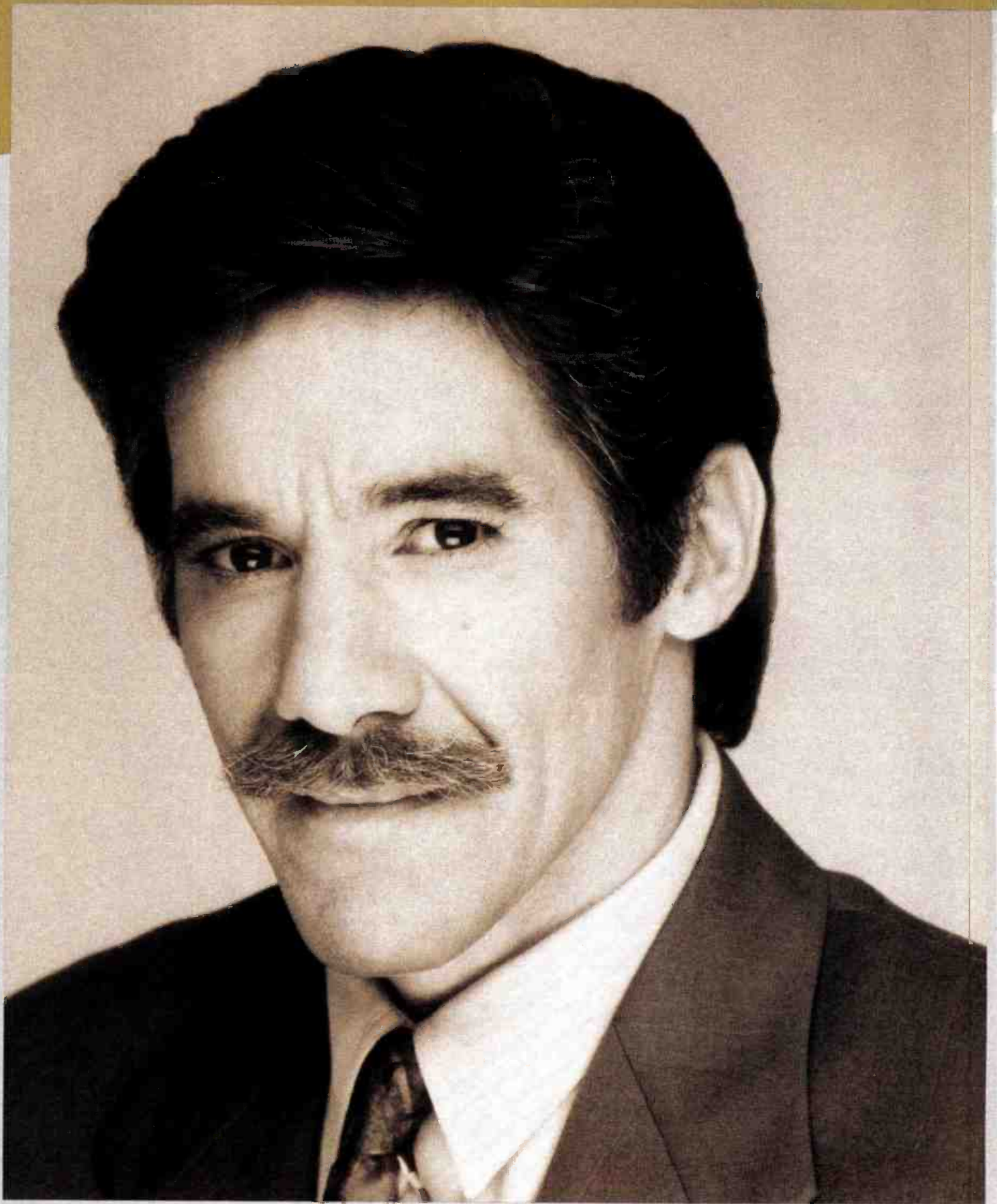
Word has it that Multimedia will be syndicator of *Living Today*, half-hour

Capcities/ABC Inc. executives last week presented the company's Lowell Thomas Award for Distinguished Achievement to evangelist and author Dr. Billy Graham. Award is given to men and women for "singular efforts in their field." Shown at the presentation at Capcities/ABC headquarters in New York (l-r): Capcities/ABC Chairman Thomas Murphy, Graham, ABC founder Leonard H. Goldenson and Capcities/ABC President and CEO Daniel Burke.





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UP FRONT
UP RIGHT
UP BEAT
UP -TO-DATE
UP ROARIOUS
UP LIFTING
UP STANDING
UP START...



...IS

UP

21% IN RATING

During the first two weeks of the new season, not only did *Geraldo* register significant gains in rating in its time period; the show also posted share increases in nearly 60% of the metered markets over last year, and an 8% share increase overall. What's more, *Geraldo* upended the new competition in market after market, proving once again that having this crowd-pleaser in your lineup puts you one up on the competition.

Geraldo

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or Don Frehe, General Sales Manager, Central Region
(312) 222-4514

Advertiser Sales
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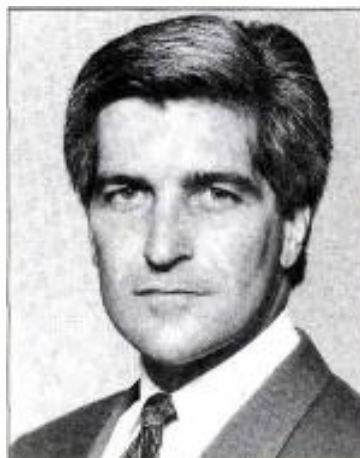
McCLUGGAGE GETS TV'S BRASS RING AT PARAMOUNT

Paramount Domestic Television officially named former Universal Television President Kerry McCluggage to the presidency of Paramount Television Group last week, filling the last major TV executive vacancy created by last month's resignation of Mel Harris.

McCluggage will paint on a broad canvas. Effective Oct. 1, he will oversee network, international and syndicated television operations, as well as Paramount's TVX independent station group and the Wilshire Court made-for-cable long-form production unit. He also will have oversight of Paramount's 50% stake in basic cable's USA Network and its 49% interest in Zenith Productions, an independent TV production house based in the United Kingdom.

McCluggage, 36, who had been Universal Television's president since 1986 and was with the MCA Inc.-owned studio for 13 years, had been considered a prime candidate for the Paramount post since his resignation from Universal last June, a move that shocked many industry observers who believed McCluggage was wrongly passed over for the chairmanship of MCA TV Group, in which a retiring Al Rush turned to Tom Werthimer.

Nonetheless, the timing seemed to work in his favor when Brandon Tartikoff officially took over the chairmanship of Paramount Pictures last July. Tartikoff is counting on McCluggage to smooth over recent upper- and middle-management jitters in respect to the restructuring of the executive ranks and recent cutbacks at the studio.



"It has been an anxiety-filled six months and, if anything, I hope to calm things down," McCluggage told BROADCASTING, referring to concerns held by employees in Paramount's network and syndication divisions. "I have worked closely with Brandon on a number of Universal series, and I am looking forward to working closely with him and the entire Paramount production team."

It was the extent of Tartikoff's desire to be directly involved in the development of network and syndication programming that led to Harris's resignation. That presumably poses no problem to McCluggage, who affirmed that he has forged a "strong working relationship" with Tartikoff.

In a departure from the past, home video operations, which Harris was largely credited with establishing over 10 years ago, will be shifted to another executive, according to sources. James Boaz, recently named president of the TVX station group, will now report directly to syndication president Steve Goldman, rather than to McCluggage.

McCluggage has not yet met Goldman, recently installed as head of the syndication division following the departure of Lucie Salhany for the chairmanship of Twentieth (Fox) Television, but credits him with "building an incredibly successful sales record." As for John Pike, president of network production, McCluggage said: "I know him very well...we've bumped into each other many times in some network lobbies."

"If it isn't broken, I don't intend fixing it," he said. -MF

daytime "on location" talk show to be hosted by Hall of Fame pitcher and former Baltimore Oriole Jim Palmer. Pilot for program, one of numerous syndicated talk shows in works (see story, page 32), is being shot this week in and around Baltimore. Show, targeted for first-quarter 1992 national rollout, is being produced by Corpasant, Philadelphia-based production company headed by veteran TV and theatrical producer Sam Maturo.

Katz returns

Katz Radio is back in radio syndication market with deal to represent CD Media's *Rick Dees Weekly Top 40* and *Weekly Music Survey*. Companies will work together to develop other projects as well. CD Media was formed earlier this year by Wally Clark and Rick Dees after Unistar passed on renewal option to distribute program (BROADCASTING, Dec. 3, 1990).

ALEXANDRIA

Test scores

Results of first advanced TV proponent tests should become available to essentially public forum of FCC Advisory Committee working parties by November, none too soon in eyes of Advanced Television Research Consortium (NBC, Philips, Sarnoff, Thomson), which offered resounding praise for Advanced Television Test Center's integrity and thoroughness in testing ATRC's Advanced Compatible TV (ACTV) system in July, August and September.

Release of data "could help industry better assess the value" of ATRC's analog system just tested, said James Carnes, president of Sarnoff Research Center. Preparing for tests of its own digital system next March, ATRC now sees analog system not as "interim" step toward full high-definition TV standard, but rather as simulcast "companion" to digital HDTV for broadcast-

ers wishing to offer both small- and wide-screen NTSC (and digital audio) service until facilities and programming become full HDTV.

NEW YORK

Lien times

Issue of whether banks should be able to place lien on FCC license has major twist that appears to have been overlooked in initial filings on subject. Allowing banks to have lien would place foreign-owned financial institutions in violation of foreign-ownership prohibition, should they exercise lien upon creditor's default. Recognizing problem, Banque Paribas, Kansallis-Osake-Pankki and other foreign banks have recently requested legal advice on dilemma. Errol Antziz, vice president at Paribas, said one way around conflict would be for foreign banks to have their liens placed with trustees.

On September 16, 1991,
CHEERS,
THE COSBY SHOW,
A CURRENT AFFAIR,
ENTERTAINMENT TONIGHT,
HARD COPY
and
WHEEL OF FORTUNE
got some bad news...

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LOS ANGELES

KTTV, Ind. – Access

10 Rating +246%

Beats 'Wheel of Fortune',
'Entertainment Tonight' and
'The Cosby Show'

CHICAGO

WMAQ, NBC – Access

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Beats 'A Current Affair' and
'Entertainment Tonight'

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10 time slot behind *Garfield* on CBS and *Beetlejuice* on ABC.

Fox's strongest performance came in the 8-9 hour, when *Attack of the Killer Tomatoes*, 2.9/18, and *Bobby's World*, 3.9/17, ranked second in the 8-8:30 and 8:30-9 time slots. Fox placed fourth at

9:30-11, the last hour and a half of its lineup, with *Taz-mania*, *Little Shop*, and *Bill and Ted's Excellent Adventures*. Margaret Loesch, president, Fox Children's Network, said the last-place finish for *Taz-mania* "was disappointing because it's a better show than the num-

bers indicated."

As for the two series at the end of the schedule, Loesch said that "both *Little Shop* and *Bill and Ted's* were late pickups and suffered from too little development time. They're both good shows but they need to get better." -SC

TALK, TALK, TALK: SYNDICATORS CROWD FIELD

Despite general failure of last year's crop of talk hopefuls and soft early returns on current new crop, syndicators are all action on talk show development front

Despite the less than auspicious debut ratings for three new talk shows, *The Maury Povich Show*, *The Chuck Woolery Show* and *The Jenny Jones Show* (swelling the current field of syndicated talk shows to over a dozen), syndicators are embarking on an even more ambitious talk show development derby for next season. Slated to enter the already crowded field are such celebrity names as Whoopi Goldberg, Vicki Lawrence, Dennis Miller, Jane Wallace, Cristina Ferrare and Kitty Kelley, and new possibilities include Earvin "Magic" Johnson, Valerie Harper, Reba McEntire, Ann Jillian, Jim Palmer, Paul Rodriguez and Morton Downey Jr.

Last season, syndicators introduced five new game shows, all of which underperformed in the ratings and were later canceled. At this time last year, the pendulum swung back toward talk show development, yet it appears major syndicators are again willing to gamble development money in a soft broadcast econ-

omy to prove their new talk show hosts can compete with such incumbent powers as *The Oprah Winfrey Show*, *Donahue*, *Geraldo*, *The Arsenio Hall Show*, *Live with Regis & Kathie Lee*, *Sally*

"It's mind boggling....When do we hit the saturation point?"

Tom Bumbera, Seltel

Jessy Raphael and *The Joan Rivers Show*. And that's not even including proven network talk shows such as *The Tonight Show Starring Johnny Carson* (to be taken over by Jay Leno in May

1992) and *Latenight with David Letterman*.

"It's mind-boggling," said Tom Bumbera, vice president and associate director of programing, for Seltel. "When do we hit the saturation point?"

Many industry observers cite the lower production cost of talk shows as the reasoning behind the influx of new product being introduced to the marketplace, but one Hollywood producer says the average talk show costs \$175,000-200,000 to produce weekly, putting it on par with the cost of producing game shows for stripping. The biggest difference between the two genres, said one distributor, is that talk shows are "slow pattern growth vehicles" and syndicators are able to lock stations into 26-, 39- or 52-week broadcast commitments, while game shows are usually sold on "short fuse deals" where they can be pulled after 13 or 26 weeks, in some cases.

Perhaps the most graphic example of a syndicator putting money behind its talk is Genesis Entertainment, which apparently engaged in a mini-bidding war for the distribution rights to *The Whoopi Goldberg Show* ("In Brief," Sept. 23), a half-hour late fringe vehicle being readied for fall 1992. Industry sources said that Genesis, King World Productions and Buena Vista Television were among the remaining active bidders for the Goldberg project, but that the latter two passed when Genesis allegedly submitted a bid in the neighborhood of \$4 million. It is believed by those sources that Paramount Domestic Television paid the previous record upfront sum of over \$2 million to obtain distribution rights to *The Maury Povich Show*.

Genesis Chairman and CEO Gary Gannaway, said the privately held company's belief in a one-subject, single guest, celebrity-oriented talk show lies in Whoopi's "appeal to male and, more importantly, female viewers," to carve

'EDJ' GETS AX

Twentieth Television informed stations last week that it will be ceasing production on its first-run syndicated strip, *Entertainment Daily Journal*, effective Oct. 25. Reformatted last July as *EDJ*, Twentieth Television originally rolled out series in September 1990 as *Personalities*, hosted first by former CBS *Nightwatch* anchor Charlie Rose and later by Bill Sternoff. However, ratings continued stagnant (3 rating/9 share, May 1990 sweeps, NSI) under original format, so Twentieth named former Fox Entertainment News reporter Janet Zappala and Jim Moret as anchors of more entertainment news-oriented format. Bill Knoedelseder, who took over as executive producer of *EDJ* last April, said: "While our ratings grew and we built on what was inherited from *Personalities*, we've determined that the current economic environment cannot support a five-day-a-week broadcast of this kind." Instead, plans are in works to develop and produce an hour-long news magazine under the Fox Entertainment News (FEN) banner as four to five news specials similar to the highly rated *Marilyn* [Monroe]: *Something's Got To Give* special, which aired last season on Fox Broadcasting Co. affiliated stations. FEN will also resume stripping of five-minute entertainment news segments for Fox O&O's and affiliates, which were on hiatus during *EDJ*'s broadcast run.

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GAMES.**



host: Michael Burger



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**HOST:
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NIGHT GAMES

THE GAMEDY THAT WILL KEEP YOU AWAKE EVEN LONGER!

CABLE

THE NEW LEARNING CHANNEL: 'WORLD OF IDEAS' DEBUTS

Revamped program schedule divided into three dayparts kicks off this week under channel's new owner, Discovery Networks

The Learning Channel, under its new owner, Discovery Networks, this Tuesday (Oct. 1) begins airing its revamped programing schedule. That schedule's mission, according to Ruth Otte, Discovery Networks president and chief operating officer, is to provide continuing education to people who want to learn more about the world.

TLC, which reaches 15.5 million subscribers, wants to be careful to differentiate its programing from that of its sister network, The Discovery Channel. In Otte's terms, Discovery's programing deals with the experiential, physical world, whereas TLC deals more with "the world of ideas" (that is the channel's new slogan). In audience, TLC is targeting adults 25 to 54, and projects to skew 50% male and 50% female, different from Discovery's decidedly male skew.

TLC will be split into three dayparts: "Classroom America" in the morning, "Pursuits" primarily in the afternoon, and "Renaissance Spirit" in prime time. Over the last two months, TLC has acquired enough programing to take it through December. Very little library programing from the previous TLC schedule will be part of the new prime time programing.

"Classroom America," which airs from 10 a.m. to 11 a.m., will be commercial-free programing that can be used by teachers in the classroom. From 9 a.m. to 10 a.m., and from 11 a.m. to 2 p.m. (and repeated from 5 p.m. to 7 p.m.), "Pursuits" will be devoted to programing dedicated to personal growth, such as career advice, exercise, cooking and other hobbies. "Renaissance Spirit," which airs from 8 p.m. to 11 p.m. (and repeats from 11 p.m. to 2 a.m. for West Coast prime time), will consist of both dramatic productions and documentaries on a variety of humanities topics.

At 8 p.m., *Renaissance People* will feature interviews and biographies on accomplished personalities. "The emphasis will be on substance over celebrity," according to John Ford, TLC's se-



Discovery SVP Greg Moyer, President Ruth Otte and SVP John Ford were the redesign architects for The Learning Channel

nior vice president, programing. *Renaissance Ideas*, which airs at 9 p.m., will have programs and series devoted to topics such as art, history, science, social relations and world commentary, according to Ford. At 10 p.m., TLC will strip mini-series, such as *Pride of Place: Building the American Dream*, about American architecture and monuments, and a docudrama titled *The Voyage of Charles Darwin*.

Before Discovery's purchase of the channel in May, TLC spent about 14% of its revenues on programing. With its new schedule, TLC is now spending 62% of its revenues on programing. Of the programing acquired so far for TLC's prime time schedule, 22% is making its U.S. premiere, 4% is making its world premiere and 32% will be making its cable premiere.

The only original production on TLC's plate so far is *Teacher TV*, which is being co-produced with the National Education Association. Premiering Nov. 18, to kick off American Education Week, the one-hour magazine-format

show, which TLC hopes to make a weekly program, will offer advice and strategies to teachers. It will air in prime time fringe and/or weekends. In the next four years, TLC projects that half of its prime time programing will be original productions.

Although Discovery Networks has had talks with PBS and Maxwell Communications about working on TLC or other possible channels, Otte says TLC does not need a partner. There may, however, be room for partners on specific projects. TLC is in talks with several PBS stations about specific programs, according to the channel's executives.

Assuming that compression does not dramatically increase channel capacity in the next several years, TLC predicts it will reach 30 million subscribers by 1994. Its new rate card—separate from Discovery's—charges cable operators who sign up before the end of 1993 between three and four cents per subscriber, with increases of one and a half cents each year.

-SDM

BROADCAST AND CABLE JUGGLING THEIR NEWS ROLES

Local stations go national, networks go local and cable targets the discontents

Cable is looking to fill the gap in local news coverage it says local broadcast stations have let increasingly widen. And as local broadcast stations continue to increase their national and international coverage, they are even opening up a door for national network news to dip into regional news coverage.

Cable is latching on to local news because it establishes local identity, and in an era of negative perception of cable it "shows how responsible a citizen cable can be," said Betsy Frank, senior vice president, Saatchi & Saatchi, at a panel on local news sponsored by the National Academy of Cable Programming in New York last week.

Philip Balboni, special assistant to the president for new projects at Hearst Corp., discussed his company's plans to launch a 24-hour news channel in New England in March 1992, concentrated initially in the Boston market with further expansion targeted at Providence, R.I. Helping out is Hearst's own WCVB-TV, Boston's ABC affiliate. "No doubt we'll bleed red for a while," said Balboni. "Our expectations are modest, but we still think we can experience success over time."

Hearst is being realistic, said Balboni, by not expecting large audiences and instead finding a niche of viewers that want news at times other than a few half hours a day, want more localized coverage of specific neighborhoods and are leaving local broadcast news in response to its change in scope to a national and international focus.

Steve Friedman, executive producer, *NBC Nightly News*, did agree that local broadcasters have expanded their arena, and "local news directors are trying to compete with national newscasts." NBC is trying to use this to its advantage, to some degree, by going into local markets for selected newscasts "to build audience market-by-market." Two weeks ago, *NBC Nightly News* aired its newscast from Phoenix, in association with its local affiliate, and covered local stories that were deemed to be of national interest. Friedman said he hopes those viewers now turn to NBC. The Phoenix test has seemingly been deemed successful, since plans are to air newscasts from Tampa, Orlando, Dallas, Cincinnati, and Columbus, Ohio. Friedman hopes to visit a different city at least once a month.

Though Hearst's New England News-

Channel will work with WCVB and other organizations, such as the *Providence Journal*, Balboni said the company does not want to depend too much on synergies with other news organizations. "We're looking more to create new programming," he said. But according to Bob Pittman, president and chief executive officer, Time Warner Enterprises, using synergies creates a better service by building on products that already have an image and a reputation. Time Warner's planned New York City news channel plans to build on the reputation of its magazines, such as *Fortune* and *Time*, which will editorially contribute to the channel.

News ventures such as Hearst's and Time Warner's are trying to get as local as they can. Hearst's New England NewsChannel will offer local cable operators the ability to insert their own news reports. At some point, Hearst would like to split its Boston coverage into three or four markets, and Time Warner plans to do similar things in New York. First of all, by covering just New York City, it will already cover a smaller area than local broadcasters that cover the entire tri-state area. And technology will let Time Warner break up city boroughs into separate areas, providing supertargeting as do community newspapers, ac-

cording to Pittman.

Given the American audience's "insatiable need for news and information," the proliferation of all these services will not be at the expense of others, according to Pittman. Companies will simply find many ways to provide those services. "We'll slice up news and information in the '90s the way entertainment was sliced in the '80s," he said.

But just as TV news is growing as an aggregate at the expense of newspapers and other media, the proliferation of more TV news ventures will cut into existing ones, according to Betsy Frank. "It's naive to think everyone won't suffer a little bit," she said.

The biggest questions to be answered are whether the economics for 24-hour regional news channels are feasible. Cablevision System's five-year-old News 12 Long Island, the granddaddy of local cable news, has just gone through a series of layoffs. Most on the panel, however, viewed the layoffs not as proof that such ventures are financially unworkable but as a reaction to a weak economy and the growing pains of a start-up service. But News 12 may be limited by a market of only about half a million homes, according to Balboni. In the New England market, Hearst can parlay the costs off of one or even two million homes, he said.

-SDM



Lifetime executives held a screening last week in Washington for its latest Your Family Matters documentary, "Prisoners of Wedlock," an examination of domestic violence hosted by Farrah Fawcett. On hand were (l-r): Bill Tierney, director of government affairs, TCI East; Pat Fili, senior vice president, programming and production, Lifetime; Senator Harry Reid (D-Nev.); Representative Connie Morella (D-Md.); William Padalino, vice president, national accounts, affiliate sales, Lifetime; Donna Harris, vice president, original programming, Lifetime, and Seymour Kaplan, senior vice president, affiliate relations, Lifetime.

CTAM, ATLANTIC SHOW THIS WEEK

Turner kicks off cable conference; 4,000 expected at ACS

Cable's attention turns to Atlantic City this week for the Atlantic Cable Show and CTAM's Northeast regional conference.

Ted Turner, chairman of Turner Broadcasting System, will be the luncheon speaker when the CTAM conference kicks off Monday. Turner follows the keynote session, "Managing to the Times: A View from Outside," moderated by Matt Blank, president and chief operating officer of Showtime Networks Inc. Panelists include Joe Cece, president and publisher of *TV Guide*; Worth Linen, president of BMG Direct, and Leo Toralballa, senior vice president for small-business services for American Express. Sharon Patrick, president of Rainbow Programing Holdings, will serve as responder.

Afternoon management sessions will include examinations of customer service, programing, new revenue streams and marketing. Moderators include Mike Ritter, president and chief operating officer of Continental; Margaret Combs, president and chief operating officer of CTAM, and Tom Wheeler, chairman and chief executive officer of NuCable.

Atlantic Show organizers expect attendance to hit 4,000 for the Oct. 1-3 event, with 170 companies exhibiting.

The ACS program kicks off Tuesday with an opening address by CNN reporter John Holliman, followed by a programing session with a technological bent, moderated by Richard Aurelio, president of Time Warner City Cable Group, and including John Sie, chairman and chief executive officer of Encore, and Tom Gillett, senior partner at Media Management Services.

John Egan, president and chief executive officer of ANTEC, will take the Community Antenna Television Association hot seat in CATA's open forum, moderated by President Steve Effros.

John Waller, chairman of Waller Capital Corp., will moderate an afternoon session on cable's financial picture. Participants include Michael Connelly, director of merger and acquisitions for First Boston Corp.; Gerald Hassell, executive vice president of the Bank of New York; William Ingram, president of Sutton Capital Group; Dennis Leibowitz, senior vice president of Donaldson, Lufkin & Jenrette, and J. Bruce Llewellyn of Rubin, Baum, Levin, Coustant & Friedman.

Other afternoon panel sessions cover

community relationships, interdiction and signal security, and fiber optics.

Wednesday sessions include examinations of cable advertising, with Jay Cleaver, general ad sales manager of United Artists Cable of Baltimore; Larry Fischer, president of Time Warner City-Cable Advertising; Maureen O'Hanlon, general sales manager for UA Cable Advertising (Elmsford, N.Y.); Jack Olson, director of advertising for Adelphia Communications, and Barbara Wiener, advertising director for Monmouth Cablevision. The panel will be moderated by CAB Executive Vice President Thomas McKinney.

Another session, examining how lifestyle trends will affect cable, will be moderated by James McLoughlin, director of affiliate operations at HBO, and including Hal Krisberg, president of Jerrold Communications, and Scott McDonald, director of research for *Time*.

Wednesday technical sessions include the cumulative linkage index, personal communications networks and future technology encompassing compression, video on demand, interactive television and digital audio. That session, moderated by Ed Horowitz, senior vice president of Viacom International, will include Allen Ecker, senior vice president of Scientific-Atlanta; Michael Faber, president and chief executive officer of Insight Telecast, and Thomas Oliver, president of International Cablecasting Technologies.

On the personality front, Monitor Channel will be taping the premiere episode of *Mort Sahl Live!* on Oct. 2. ESPN will have bodybuilder Jake Steinfield in its booth Tuesday afternoon (Oct. 1), and former Heritage executive Terry Rich plans to unveil plans for a new cable programing service at a Tuesday press conference.

-MS



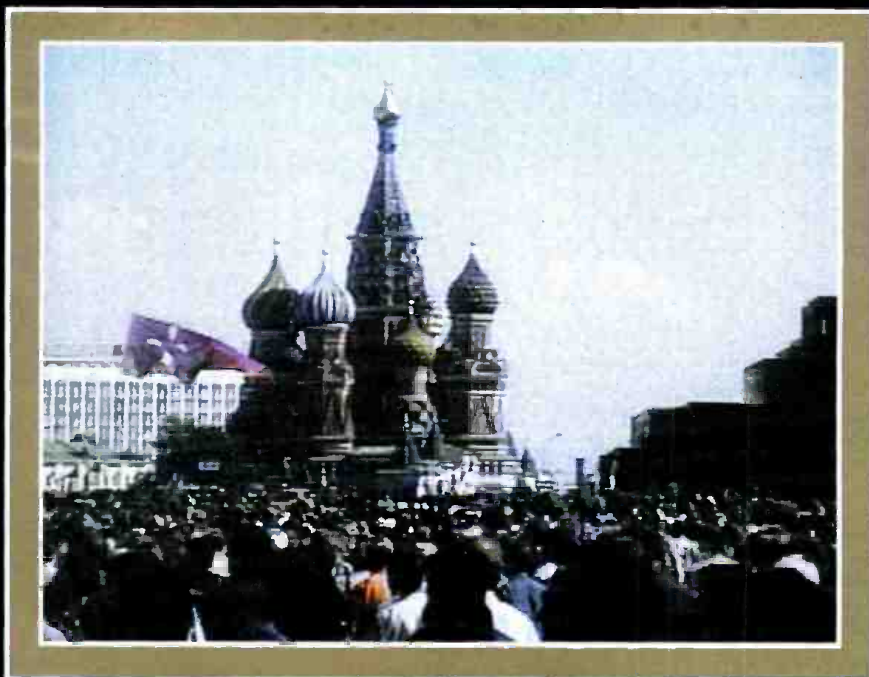
RIFKIN & ASSOCIATES' TRAVIS HONORED AT WIC GALA

The measure of a person is how they treat others," said Trygve Myhren (l), president and chief operating officer of Providence Journal Co., in presenting the Washington chapter of Women in Cable's annual honor to June Travis (r), president and chief operating officer of Rifkin & Associates and former executive vice president at American Television & Communications under Myhren.

Travis worked at B.F. Goodrich for 10 years, joined WKYC-TV Cleveland and, when a job change of her husband's prompted them to move to Denver, took a job as a secretary at ATC in 1969. She worked on franchising proposals and other executive tasks at the young company, and made her move into the business world official by getting her MBA from the University of Denver. Three weeks later she was named vice president.

Joining the fledgling Rifkin & Associates allowed her to run her own business.

The WIC gala drew over 500 attendees.



1991: COUP ATTEMPT IN U.S.S.R.

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SINCE 1958*



*1982: AIR FLORIDA CRASH AT WASHINGTON
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1983: U.S. INVADES THE ISLAND OF GRENADA



*1984: FIRST LIVE COVERAGE OF
A CRIMINAL TRIAL*

We were there. So you were there.
CNN TELEVISION



*1985: SEIZURE OF TWA JET BY SHIITE
EXTREMISTS IN BEIRUT*

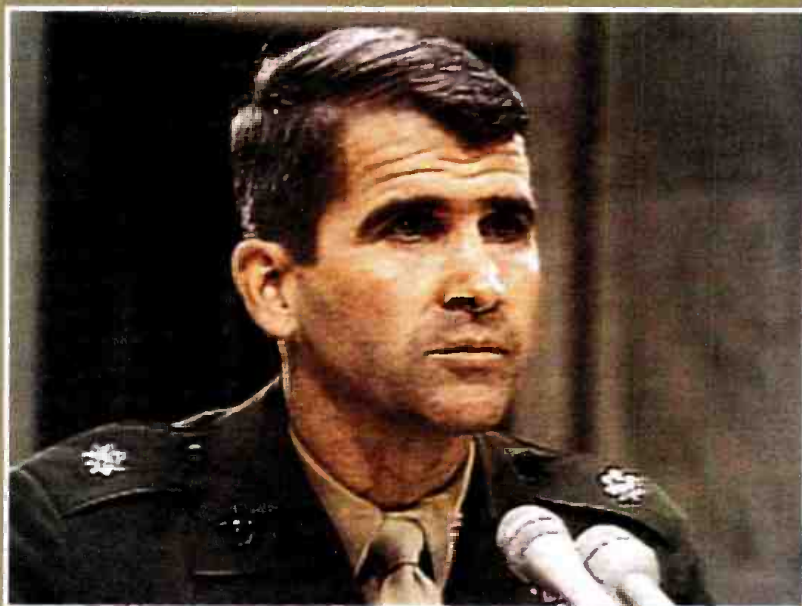


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1987: IRAN-CONTRA HEARINGS

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1989: THE OPENING OF THE BERLIN WALL



1989: STUDENT UPRISING IN TIANANMEN SQUARE

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1989: SAN FRANCISCO EARTHQUAKE



1989: PANAMA INVASION

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1991: WAR IN THE GULF

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COVERAGE OF LIVE,
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CABLECASTINGS

SITE SELECTED FOR TCI VIDEO-ON-DEMAND TEST

Tele-Communications Inc. announced the site for its video-on-demand test with partners AT&T and U.S. West, slated for launch late this year or early next.

The area is part of a UA system in Arapahoe County, south of Denver, bordered by S. Broadway, S. University Blvd., E. Orchard and E. Dry Creek Rd.

The test size has been scaled down from 1,000 homes to about 400. Half will use a remote-control device to select more than 1,000 movies and special events from a printed guide. The other half will be able to watch any 15 movies and features a day, six of which will be available at any one time. Halfway through the test, both groups will get both services. Noncable subscribers are eligible for the test.

TCI said preliminary market research shows that between 40% and 60% of 800 homes surveyed would "definitely" or "probably" try either service.

Jerrold Communications will supply the set-top converters, modulators, encoders and scramblers. Optical Networks International will supply the Laser Link optoelectronics as well as the AT&T-made fiber-optic cable for the test.

NEW INSIGHT FOR VIACOM

Viacom International has taken a 9% stake in InSight Telecast, a new subscription television service that facilitates program selection and simplifies home-VCR recording.

InSight's interactive on-screen guide allows subscribers to access program information for the next week, including start time, program title, channel and even genre. The service also offers detailed information on individual programs and allows for one-button VCR recording.

Viacom Cable President John Goddard, whose company will be adding the service to its systems, said, "With expanded channel capacity and viewing options, this service will dramatically simplify



Lifetime announced the acquisition of 62 episodes of 'China Beach' from Warner Bros. last week. Lifetime reportedly paid less than \$100,000 per episode for the Vietnam War drama that originally aired on ABC-TV. The Warner Bros.-Lifetime deal is expected to be a precursor to a Warner Bros. movie package with Lifetime and the Chris-Craft station group. 'China Beach' will premiere on Lifetime in November.

program selection and taping."

Viacom will also assist InSight in developing a marketing and distribution program. Other companies with interest in InSight include Spelling Entertainment, Sumitomo, PBS and TV Host.

BUSY BOARD

The board of the National Cable Television Association last week approved a new cable system technical standards agreement the association worked out with the National Association of Telecommunications Officers and Advisors. The parties, along with the National League of Cities, will file joint comments in the FCC's technical standards proceeding. Reply comments are due Oct. 18.

The board also passed a resolution to file an amicus brief in support of Arkansas operator Paragould Cablevision in an overbuild case.

The board also will have two new members. Don Jordan, chairman and chief executive officer of KBLCOM, replaces Clive Runnells, for the district three seat (Arkansas, Louisiana, Oklahoma, and Texas). And John Egan, president and chief executive officer

of ANTEC, replaces Maggie Wilderotter as of Oct. 1.

TNT SCORES WITH NFL

The Sept. 22 Dallas-Phoenix NFL game on TNT was the highest-rated program ever on the network. The game scored an 8.7 rating/13.5 share, surpassing the previous network high of 8.2—an NFL game two weeks earlier. Overall, TNT is averaging 7.2 on its four NFL games to date, a 6% increase over last year's 6.8 rating after four games.

Turner's Braves major-league baseball team, in the throes of a pennant race, scored its highest WTBS ratings since 1988 with its Sept. 21 showdown with the Los Angeles Dodgers, scoring 4.0/8.5. The following Sunday afternoon game scored a 3.9, despite the NFL competition.

DOMINICAN CABLE COMPLAINT

Dominican Republic cable system Telecable Nacional, 48% owned by TeleCommunications Inc., has continued to intercept and retransmit PrimeTime 24's satellite feed of WABC-TV New York without authorization, alleged PrimeTime 24 in U.S. District Court for the District of New Jersey last week. That court had permanently enjoined Telecable Nacional from distributing the signal and ordered it to pay more than \$3 million in damages and attorneys fees to PrimeTime 24, which has temporary compulsory license to distribute network signals to U.S. areas not reached by over-the-air transmissions.

TCI has noted in letters to the FCC and to PrimeTime 24 that Dominican law prevents TCI from holding a controlling interest in, or repatriating income from, Telecable and that TCI has "no management responsibilities in Telecable Nacional." TCI said that "on several occasions" it had also warned the cable system that use of altered VideoCipher descrambling technology "is illegal in the USA" and objectionable to TCI elsewhere. TCI was not a defendant in the New Jersey court proceeding.

RADIO

AILING STATIONS BUYING TIME WITH LMA'S

Programing and sales arrangements weigh short-term benefits vs. long-term pitfalls

Local marketing agreements are fast becoming a way of life. As more stations are threatened with bankruptcy or going dark, many temporarily have shunned the grim reaper by entering into LMA's with their former competitors. By signing away what some critics consider the very soul of a radio station, LMA's call for broadcasters to share a degree of control over programing content, station staffing or commercial rate structure to buy a little breathing room (BROADCASTING, Apr. 29).

At the National Association of Broadcasters' Radio '91 convention earlier this month, NAB deputy general counsel Barry Umansky said that, since half of all stations operate in the red, local marketing agreements provide them with alternate ways to survive. He added that "it is critical that broadcasters obey rules and understand the FCC's current posture to take care that they not do something that might possibly raise questions under the antitrust laws."

Ashton Hardy, partner with Walker, Bordelon, Hamlin, Theriot & Hardy in Washington, concurred that broadcasters should seriously consider antitrust implications before entering into certain LMA's. "If two large broadcasters join together to combine rates and offer discounts to, in effect, try to eliminate another broadcaster as a competitor in the marketplace, that other broadcaster's attorney is going to recommend filing an antitrust case in local federal district court," he said.

Generally, a local marketing agreement is an arrangement reached between two stations to, in some way, share programing and/or commercial time sales functions. LMA's should not be confused with traditional time brokerage agreements between a station and local citizens to purchase a block of time. "For years, we have had time brokering typified by the 'Willie Wiskowski Polka Hour,' where someone buys time on a station," said Bill Potts, partner with Haley, Bader & Potts in Washington. He describes such exchanges of programing or commercial time as interstation bulk time sales, "because time bro-

kerage is a separate issue."

Nor should LMA's ever be considered a time lease agreement. As FCC Mass Media Bureau Chief Roy Stewart cautioned broadcasters at Radio '91, "a lease agreement means you're going to let someone else program your station, and you can't delegate that responsibility." Stewart pointed out that the FCC does not permit unauthorized transfer of control of the license to another person who is brokering the programing.

Still, because economic conditions currently threaten the health of the radio industry, Stewart said that the commission does not intend to interfere with the formation of LMA's. "All we're trying to do right now is set up some ground rules until the commission has an opportunity to make a final determination on the matter," he said.

The good news seems to be that LMA's have helped to ease an expanding industry's growing pains. If there is any bad news, it might be that LMA's provide a short-term solution, while not solving—and maybe even compounding—radio's long-term challenges. In fact, as one group operator told BROADCASTING, "many of these folks are losing sight of why we're in radio." He

said the FCC realizes it's partially responsible for many of the failed stations that are forming marketing pacts, "and they're allowing many of these agreements when in reality they can disintegrate the quality of radio service in a market." It also can cheapen the market, because when the value of a station is determined by its lease value, and that lease expires or is canceled, "how does that station have any value at all?"

The National Association of Black-Owned Broadcasters seemingly agrees, at least in part. At its fall management conference held in Washington earlier this month, NABOB voted to oppose LMA's largely because they provide a way for broadcasters to circumvent the current duopoly rules. As NABOB Executive Director Jim Winston observed, the FCC initially perceived the LMA concept as a way to keep some stations from going dark. "Theoretically, it would help marginal facilities by allowing them to pool their resources to provide joint programing and sales, but what we have seen in practice is that the principal players tend to be the larger FM stations that now are trying to consolidate signals, which conceivably will provide them the opportunity to domi-

EFM MEDIA, ABC RADIO END AD SALES PACT

EFM Media Management and ABC Radio Networks have mutually agreed to end their three-year sales and marketing relationship effective December 31. Since spring 1989, ABC has been providing advertiser sales and marketing services to EFM for its nationally syndicated "Rush Limbaugh Show," "Dr. Dean Edell Show," and "Dr. Dean Edell's Medical Minutes." Those services will now be handled by Media America.

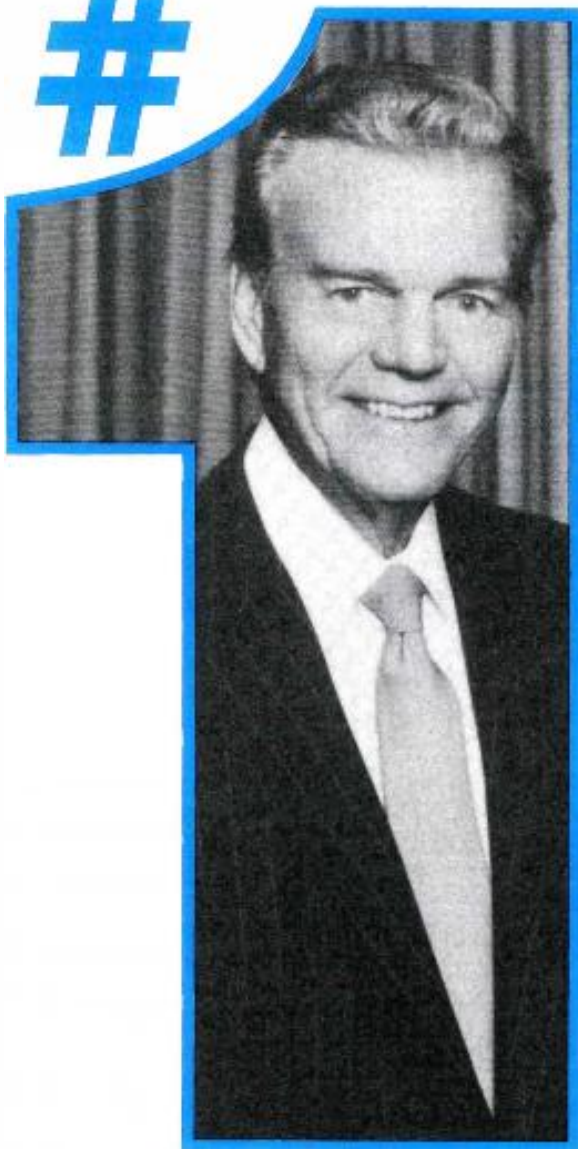
EFM Chairman Ed McLaughlin told BROADCASTING, "In the past, ABC sold our programs as part of their network package, but they now understandably want to focus more sharply on their five networks and the new ESPN radio network."

ABC Radio Networks President Robert Callahan said: "We've had a good working relationship with EFM for the past three years, but both companies are growing in different directions."

McLaughlin termed the split "very amicable," adding that "sometimes marriages just dissolve of their own weight." While EFM currently has no plans to expand, "our programs have now grown to the point where we can look at other opportunities," he said.

PAUL HARVEY NEWS

#



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***"And for all this,
dear broadcasters,
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Paul Harvey

PAUL HARVEY NEWS
abc ABC RADIO NETWORKS

nate the market," Winston explained.

NABOB, which already has filed comments opposing an increase in the current 12-12-12 ownership rules, is preparing to file supplementary comments opposing LMA's as well, Winston said.

Roy Stewart said the FCC primarily is concerned with the state of the radio industry, the increase in the number of failed stations and the fact that there is a decrease in the ability of stations to provide the revenue to pay debt while still providing programming. In the rulemaking procedure on radio multiple ownership, currently pending, the FCC has raised several questions about the nature

and extent of LMA's. These include whether agreements should be permitted for 24 hours a day, whether one party can provide programming to more than one station per market and whether programming should be allowed for stations in the same service (AM or FM).

"This is the first opportunity the commission will have to deal with LMA's in the long run, but the interim problem is that radio stations are hurting," Stewart said.

Attorney John Lane, senior partner with Wilkes, Artis, Hedrick & Lane in Washington, said he sees no problem with LMA's "as long as the licensee retains control." Lane currently is representing WWHB(FM) Hampton Bays,

N.Y., which is defending itself in the programming agreement that that station signed with WNEW(FM) New York. Bill Potts represents WRHD(AM)-WRCN(FM) Riverhead, N.Y., the opposing party in the WNEW(FM)-WWHB(FM) agreement, but said neither he nor his firm is against LMA's: "The Long Island case just raises a number of regulatory issues." The challenge, Potts said, stems from the lack of regulatory structure against which to measure cases. "We have five staff rulings, all of which are similar in tone, and it's hard to tell where things are. It's a scary situation, and the FCC should take a more serious look in trying to structure these things."

-REB

CAR RACING SHIFTS INTO HIGH GEAR ON FM

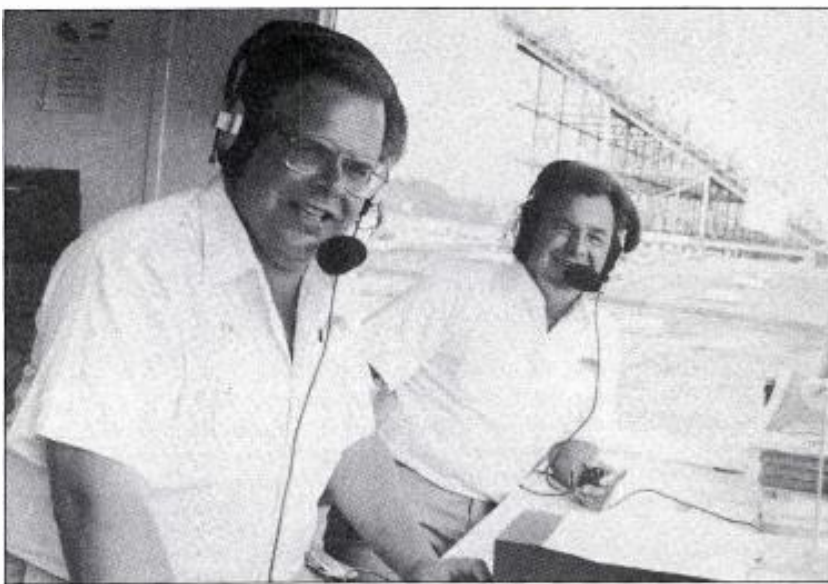
More and more stations are airing auto racing, with MRN Radio leading the pack

With the amount of sports play-by-play inventory increasing as more teams strive to cash in on the lucrative rights fees being paid, cable, television and radio stations are all looking for a competitive edge. Increasingly, what had traditionally been a mainstay on AM radio—sports—is now popping up on major music FM's around the major markets (BROADCASTING, Aug. 12).

One sport with marked exposure and success on FM is NASCAR racing, distributed by MRN Radio to 400 affiliates, more than 150 of them FM stations. The company, a division of the International Speedway Corp., was founded by William France in 1957. Said Clay Stahlka, MRN's director of affiliates: "He wanted a radio outlet to bring races to their fans and to use as promotional tools." The network evolved into the "voice of NASCAR racing" by striking contract deals with every major track on the NASCAR circuit. International Speedway Corp. also owns some tracks, including Daytona International, Talladega Raceway, Darlington Raceway and Watkins Glen International.

MRN Radio provides live coverage of races, "flag-to-flag" said Stahlka. The broadcast teams for the network include an anchor and color announcer, as well as an announcer at every turn on the track (numbering as many as 12) and two announcers in the pit areas, as well as one in the garage area.

MRN Radio announcers all use push-to-talk wireless mikes, said Stahlka. "From a technical point, all the mikes are hot," he said. "It provides for a very spontaneous broadcast that way." That capability adds immediacy to the



MRN Radio anchors Eli Gold (left) and Barney Hall

broadcasts, Stahlka said.

The response from affiliates has been positive, said Stahlka: "Most of our affiliates are taking a good amount of races—because of the great amount of interest that has been created in racing. A great deal of the growth has been due to television coverage."

Coverage by television entities like ABC and ESPN have helped make car racing as valuable to listeners and advertisers as any other major league sport, Stahlka said. Currently, MRN Radio has affiliates in 76 of the top 100 markets, including in Los Angeles, Detroit, Atlanta, Baltimore, Dallas-Fort Worth, Portland, Ore., and Sacramento, Calif. Advertisers on MRN Radio include Pon-

tiac, STP products, Goody's Headache Powders, Unical gas and oil, Anheuser Busch and True Value Hardware. According to Stahlka, even Procter & Gamble signed on after finding out that 40% of listeners are women.

It is that strong female presence, as well as the good young adult male demographics, that have lured many music-driven FM's into the MRN fold. Said Stahlka: "More and more FM stations are attempting to fully serve their market—by offering events of national interest. They have found that it suits their purpose to carry racing play-by-play from a full-service standpoint and from the standpoint that it is top-flight sports entertainment."

-LC

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Legendary Station of the Year
KMOX St. Louis



Oldies Station of the Year
WCBS-FM New York

CBS Owned AM & FM Stations

CBS Radio Networks

CBS Radio Representatives

CBS RADIO DIVISION

RIDING GAIN

AUGUST ACTION

National spot billing for the month of August was \$93,848,400, a decrease of 4.5% over the August 1990 figure of \$98,264,700. The year-to-date 1991 total is \$717,489,600, a decrease of 2.9% from 1990's first eight months' figure of \$738,742,400. The numbers are provided by Radio Expenditure Reports Inc. and are based on information collected from the top 15 reps.

JAZZ FAN

National Public Radio received a \$2.25-million grant from the Lila Wallace-Reader's Digest Fund for jazz programming. The money will help fund several major projects, including: Wynton Marsalis: *Making the Music*, Dizzy's *Diamond*, *The American Jazz Radio Festival* and special projects including profiles of jazz masters and special performances.



'AL MICHAELS' SPORTS QUIZ' PREMIERES THIS WEEK

Joshua Feigenbaum (left), founder and president of MJF Broadcasting, along with Infinity Broadcasting's Mel Karmazan (center) and Emmy-award-winning sportscaster Al Michaels announced at Radio '91 the Sept. 30 premiere of *Al Michaels' Sports Quiz*. The show is a short-form trivia program on sports and athletes. "We believe that this program will appeal to many stations in all formats," Feigenbaum said. Running 10 times weekly and available on a barter basis, *Sports Quiz* is set to air on WFAN(AM) New York, WNDE(AM) Indianapolis and WGH(AM) Newport News.

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TECHNOLOGY

MASAHIKO MORIZONO: SONY'S TELE-VISIONARY

NATAS cites vision and leadership of Sony's chief technology adviser

Among the 18 Emmy's for technical achievement handed out by the National Academy of Television Arts and Sciences last Tuesday (Sept. 24), 17 went to corporations or laboratories for their contributions to TV science in the past year.

One went to an individual for "Technical Vision and Leadership in the TV Industry" over a lifetime. That vision has included guiding the development of U-matic and Betacam Type C, component digital recording and high-definition recording formats, CCD imaging and more. The first such Emmy in the awards' 16th year may or may not be awarded again, said a NATAS spokesman.

So for now, in the eyes of the academy, Masahiko (Mori) Morizono, chief adviser for technology for Sony Corp., stands in a league of his own—an idea antithetical to the modest, 66-year-old electrical engineer's dearest-held views.

Of the perhaps thousands of products developed under his management of Sony's Magnetic Recorder Division in the 1960's, Video Division in the 1970's and Communications Products Groups in the 1980's, Morizono said, "I cannot point to any single man achieving the consequences." At Sony, he told BROADCASTING on the eve of the Emmy ceremony in New York, "everything is done in teamwork."

Instrumental for 35 years in Sony's rise to worldwide dominance in audio and video equipment manufacture and standards, Morizono frequently uses the words "communication" and "balance." A believer in beginning with the customer's needs, he credits his successes to constant communication inside and outside of Sony and its laboratories and to patiently resisting the idea that anything is impossible.

"All the time I have been in charge of our broadcasting [products] business, I have continuously visited everywhere, always discussing something," he said. "When I started out to make a digital videotape recorder, people said: 'You know, that's impossible; it will require 10 times more bandwidth.' That's the



Sony's Mori Morizono, NATAS honoree for 'Technical Vision and Leadership'

first reaction. Then I started questioning: 'Tell me why.' "

In the digital recorder case, questions and answers led to the idea of segmenting track widths of tape and breaking the signal into parts. "Then I went to the tape factory and achieved that goal.

"So people think at first glance that the action is impossible. But I have discussed the issues and determined strategy together with our clients. Our engineers start to think, 'It may be possible; why don't we try?' Then we try.

"By analyzing one by one, breaking it down to each individual, critical path," he said, "you find that complexity is accumulation of simplicity. This is my way of thinking. And we have made it happen."

According to Charles Steinberg, president of Sony's Business and Professional Group: "More than anyone else in Sony, Mori has been able to understand the needs, the requirements, the problems that are faced by the broadcast industry, to balance them with the technology Sony has, and to conceive the kinds of product development programs that have made Sony a success. More than anyone, he has the image, reputation,

knowledge and the relationships with broadcasters to do this."

A manager as well as communicator and engineer, Morizono has also sought to balance the "simplicities" within the huge and complex Sony organization, integrating the energies of thousands of staff from laboratory to studio.

"Everything is equally important and equally balanced from R&D, development, engineering, production, marketing and sales," he said, adding that the best ideas may germinate in any of those areas. "We cannot separate them," he said of Sony's development and marketing points of view.

In addition to giving his staff "specific targets," he seeks their opinions. "Sometimes people at the top have fixed ideas."

The "vision" cited by NATAS appears to rest not on schematics nor even products, but on pictures and sounds. "People cannot hear or see it" he said of digital video processing. As with Sony's Walkman portable tape player, the targets of Mori's work are eyes and ears. "There are not new technical innovations, just what you brought to satisfy or stimulate the music lover," he said.

—PDL

TVANSWER PUTS MONEY DOWN ON INFRASTRUCTURE FOR INTERACTIVE CONSUMER SERVICE

Contract for satellite hub and receivers first step toward late-1992 debut

As it awaits FCC amendment of rules to provide for interactive video data services, TVAnswer Inc. of Reston, Va., has laid the groundwork for a national interactive service to consumers, signing a multimillion-dollar contract with Hughes Network Systems for the provision of very small aperture terminal (VSAT) satellite earthstations across the United States.

The initial phase of the agreement, valued at \$13.5 million, includes construction of a \$2.1-million network control center in Reston and provision of at least 1,000 VSAT's in the first year. Eventual expansion to at least 10,000 VSAT's nationally could bring the Hughes contract to \$120 million.

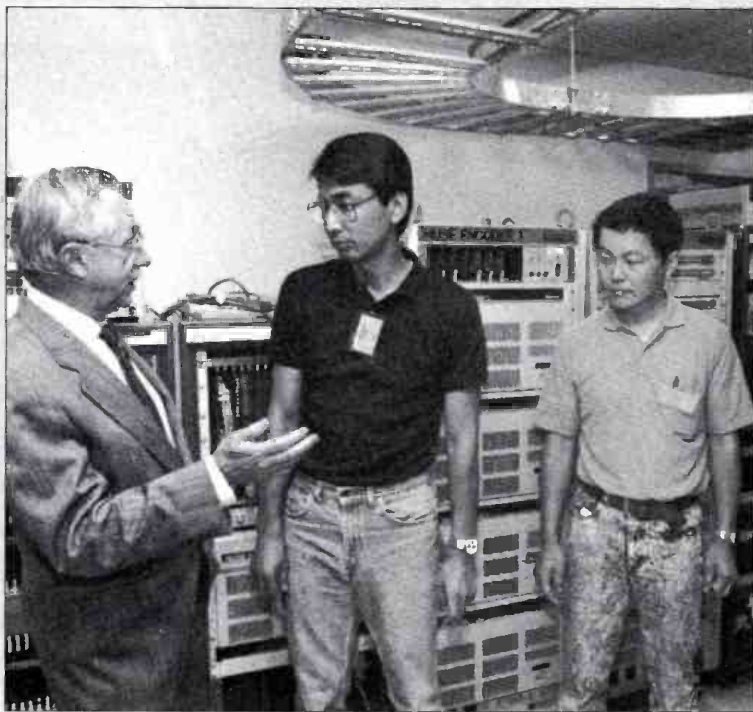
Broadcast groups, including the Association for Maximum Service Television, have insisted the commission adopt safeguards against interference to TV channel 13, adjacent to the 218.0-218.5 mhz band requested by interactive proponents. The comment cycle on the proposed rulemaking ended July 10.

Given FCC approval and issue of licenses to local operators, TVAnswer plans to use the VSAT facilities as hubs to deliver and receive low-power radio waves carrying automatic-teller, bill-paying, home-shopping, TV-listings and other services to consumers in cells it expects will be eight miles in diameter. TVAnswer is negotiating with syndicators and other programmers to develop interactive television program services.

Negotiations with service providers and receiver manufacturers are ongoing. TVAnswer recommends that licensees charge a \$12.95 flat subscriber fee for services and lease of a \$300 home unit, \$50 remote control "joy stick" and smart cards costing \$49.95-\$149.95, depending on the number and kind of features in the smart-card memory.

In a fashion similar to cellular telephone services, the FCC is expected to create hundreds of service areas, assigning two licenses to each, nationwide. Although TVAnswer is leaving open the possibility that it may go after a limited number of licenses itself, it will not operate as a franchising agent, hoping instead that its licensed technology will dominate the market. The company hopes to see licenses issued by mid-1992 and its consumer equipment made available by the third quarter next year. —PDL

ADVANCED TV TESTING: SECOND ROUND

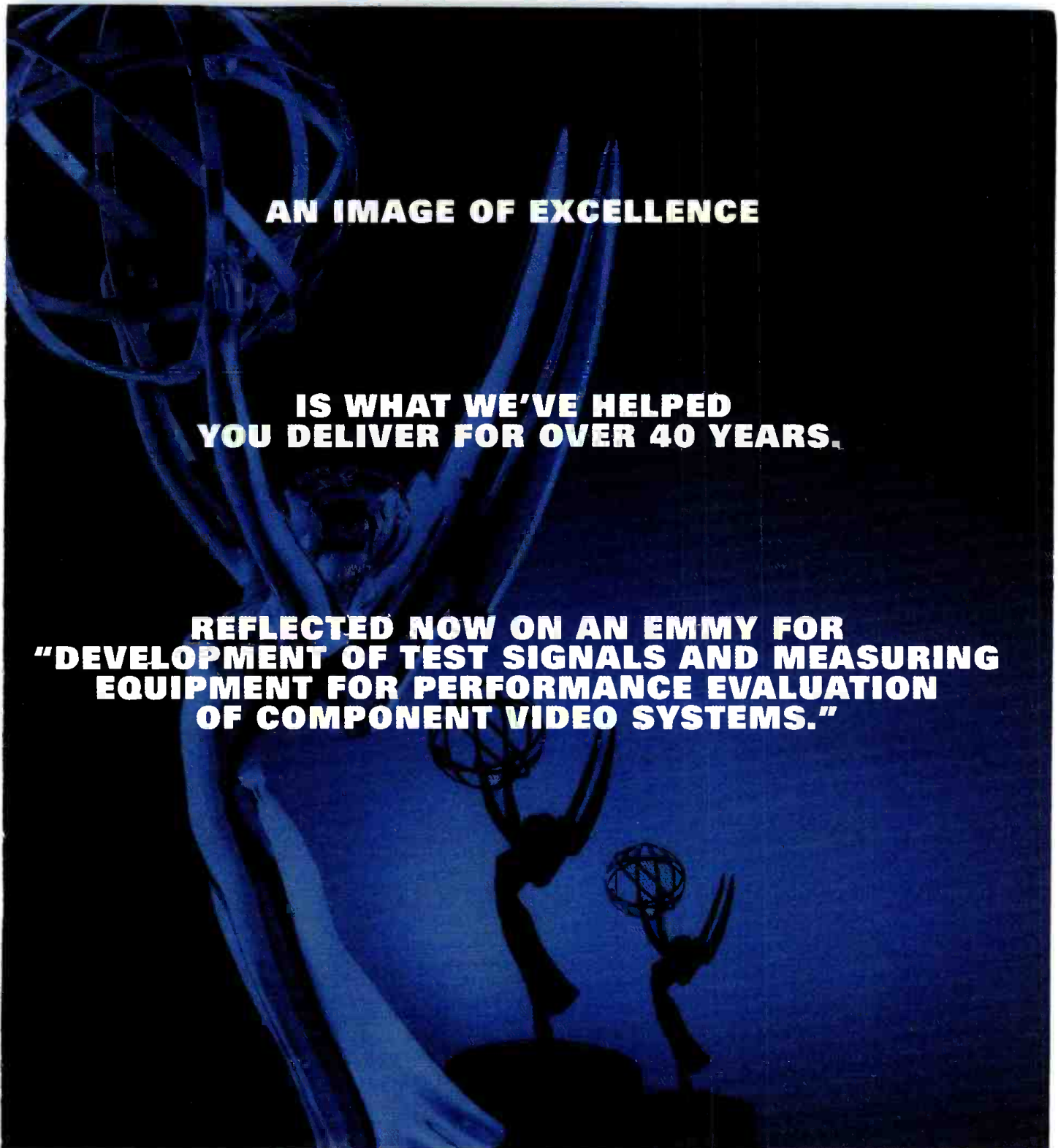


The Advanced Television Test Center in Alexandria, Va., began testing the second of six advanced TV systems, the Narrow MUSE from NHK (Japan Broadcasting Corp.), on Sept. 20.

Above, ATTC Chief Scientist Charles Rhodes welcomes NHK engineering staff (from left) Keiichi Kubota and Minoru Honda two weeks before NHK's six-week stint at the test center began. NHK set up its equipment as ATTC concluded tests of the only other analog system, the Advanced Compatible Television system from the Advanced Television Research Consortium (NBC, Philips, Sarnoff, Thomson).

The Advanced Television Advisory Committee announced that the Public Broadcasting Service will manage advanced television field tests, following the anticipated July 1992 completion of lab tests at ATTC and in Canada. One or perhaps "putative winners" of the lab tests will supply most of the estimated \$1 million in equipment needed for field testing in Charlotte, N.C., in the fall of 1992. The FCC and a "broad-based" technical committee, chaired by advisory committee Chairman Richard Wiley, will oversee—and the Association for Maximum Service Television and Cable Television Laboratories will support—PBS in the project.

Additionally, Robert Sanderson of Eastman Kodak has been appointed to oversee "harmonization" elements of the standard-setting process. As vice chairman of the Alternate Media Interface Working Party of the Planning Subcommittee, Sanderson et al. will examine the "interoperability" and "extensibility" of advanced video services in relation to other applications and industries, such as computers, telecommunications, publishing, education and medicine, Wiley said.



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WASHINGTON

RETRANSMISSION-CONSENT DEBATE OPENS IN HOUSE

Provision introduced separately from House cable bill to attract Republican support

Representatives Dennis Eckert (D-Ohio) and Jack Fields (R-Tex.) started the retransmission-consent battle in the House last Tuesday (Sept. 24) by introducing the provision in legislation separate from the House cable reregulation bill (H.R. 1303). The new Fair Competition in Broadcasting Act (H.R. 3380) is almost identical to the retransmission-consent/must-carry proposal expected to pass soon as part of the Senate's cable bill (S. 12).

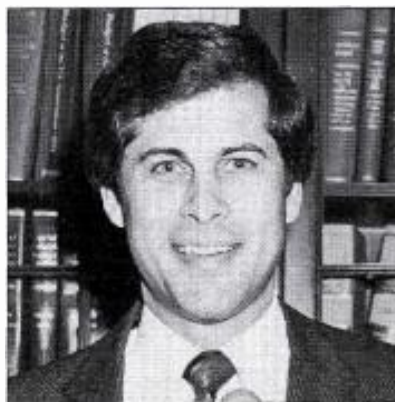
At a Capitol Hill press conference, Eckert referred to the FCC's White Paper predicting the decline of TV broadcasting (BROADCASTING, July 1). "If nothing is done, broadcasters will continue to lose the bidding war for programming, and we should resign ourselves to the death of free over-the-air television," he said.

"Why would a conservative Republican who has been a strong proponent of the cable industry be standing here today?" asked Fields. "The answer is summed up in one word, 'consumers.'"

Eckert disputed the cable industry's claim that retransmission consent will lead to higher consumer rates. "I don't believe an industry which has witnessed 56% rate increases...is going to be prepared to defend in any way that is meaningful that they are guardians for the consumers," he said. Should cable companies raise rates sharply following the passage of retransmission consent, "some of us [Republicans] would be in the vanguard of reregulation," Fields warned.

Republican cooperation will be key to the passage of H.R. 3380 and other cable legislation now before the Congress. The Bush administration opposes most of the provisions of S. 12 and H.R. 1303 as excessively regulatory and is expected to veto either bill as now written. But separating retransmission consent from the rate-regulation provisions of H.R. 1303 may make the plan more acceptable to House Republicans. "Today was the first day that I began talking to Republicans, and interest is great," Fields said last week.

A possible obstacle to the bill could



Retransmission-consent measure is introduced in House legislation by Representatives Eckert (l) and Fields

be a jurisdictional battle between the Energy and Commerce and Judiciary committees over the copyright aspects of retransmission consent. The Motion Picture Association of America opposes the plan over questions of compensation to Hollywood producers ("In Brief," Sept. 23). "We're fairly confident the [Energy and Commerce] Committee will get sole jurisdiction," an Eckert spokesman said.

Gary Chapman, president, LIN Television Corp., Providence, R.I., and chairman of the National Association of Broadcasters joint board, said the bill will "correct the serious imbalance in the communications marketplace—the tilt that began in 1959 with an unfortunate FCC decision which exempted ca-

ble systems from retransmission consent."

"Make no mistake about it: Our system of free television is at risk," said Jim Hedlund, president of the Association of Independent Television Stations. "This bill will insure that free television remains competitive with cable."

"We expected this legislation to be introduced in the House, and we continue to oppose the retransmission consent proposal," a spokeswoman for the National Cable Television Association said.

Eckert plans to introduce three more pieces of cable legislation by this week, including bills to grant cities more control over cable rates and to set cable system service standards.

—RMS

SENATE DEFEATS AUCTION PLAN

Spectrum issue will be raised again in fall

The Senate last week rejected, 57-42, a plan to fund emergency unemployment benefits through an auction on government-controlled spectrum. The plan, sponsored by Minority Leader Bob Dole (R-Kan.) and supported by the Bush administration, would have funded an additional 10 weeks of payments for unemployed workers who

had used up their benefits.

A 20-week Democratic extension plan, sponsored by Senator Lloyd Bentsen (D-Tex.) and already passed in the House, passed the Senate 69-30 on Tuesday night (Sept. 24). The Bentsen bill, which does not include the spectrum auction proposal, was believed strong enough to override a possible

veto at deadline last week.

Dole incorporated the Emerging Telecommunications Technologies Act, a bill to shift 200 mhz of government-controlled spectrum to the private sector to promote the development of new technologies, into the unemployment package. Dole added competitive bidding to the proposal and earmarked the proceeds for partial funding of the unemployment benefits extension.

The proposal, drafted by Dole two weeks ago ("In Brief," Sept. 23), would have required broadcasters to bid for new spectrum needed for future applications, such as digital audio broadcasting or high-definition television auxiliary transmissions. But after being contacted by some Kansas broadcasters, Dole rewrote the plan to exempt "over-

the-air terrestrial radio and television broadcast services" from the competitive-bidding process. "We had questions raised about the fee to broadcasters. They are satisfied. I talked to the broadcasters," Dole said during the floor debate.

The spectrum auction issue will be raised again in the Senate and the House later this fall. The Senate Communications Subcommittee is planning a hearing with Commerce Secretary Robert Mosbacher expected to give the administration's argument in favor of auctions. Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised not to move the Emerging Telecommunications Technologies Act to the full Senate for a vote until after the hearing.

In the House, where the Emerging

Telecommunications Technologies Act has already passed, Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) has promised a hearing on an auction bill authored by Representatives Michael Oxley (R-Ohio), Don Ritter (R-Pa.) and Billy Tauzin (D-La.) (BROADCASTING, July 15). Both the House and Senate hearings are likely to be scheduled for after the Columbus Day holiday.

The National Association of Broadcasters is also keeping its eyes open for resurrection of the plan the next time emergency funds are needed. "The difficulty with this is that once an idea is on the list it stays on the list," said NAB President Eddie Fritts. "We will have a continuing fight on this subject, I would say, from now on." —BMS

WASHINGTON WATCH

LET THEM IN

FCC Chairman Alfred Sikes said last week the FCC is willing to consider liberalizing restrictions on foreign investment in electronic media in the U.S.

"A fundamental Bush administration policy is that it strongly supports open international investment with very limited national security exceptions," said Sikes at a European Institute conference in Washington, noting he and the other five members of the commission are Bush appointees.

Sikes said looser regulations would promote competition and give U.S. media concerns the access to foreign capital they will need to continue to grow.

Be it fiber optics, satellites, personal communications systems, high-definition television or digital audio broadcasting, Sikes said, "capital needs are very large."

Sikes said he expects relaxation of the restrictions to be reciprocal. "We need to work harder to make the case for open entry—for access to each other's markets," he said. "Protectionism is, in the long run, self-defeating," he said. "We have as global neighbors made extraordinary contributions to each other. We should improve even more the opportunity for such contributions in the future."

As a practical matter, there is not much the FCC can do in opening up U.S. media to alien ownership, as the restrictions are etched in law. The law limits direct alien ownership of broadcast or common carrier licensees to 20% and indirect ownership—through holding or parent companies—to 25%. However, the FCC has the authority to waive the indirect 25% cap.

Following the speech, an aide to Sikes said the FCC is more likely to act on waiver requests involving common carriers. "It's dicier in broadcasting," he said. "The politicians pay more attention to that."

There are no ownership restrictions in cable. And in his speech, Sikes said he would continue to resist periodic attempts to impose them.

HOUSE OK'S USER FEES

The House passed the FCC Authorization Act by a voice vote last Tuesday (Sept. 24). The bill clears funding of up to \$133 million for 1992 and \$163 million for 1993 and includes the Bush administration's controversial \$65-million user fee schedule for FCC licensees. About \$19 million would be collected annually from Mass Media Bureau licensees, including \$100-\$500 each for radio stations and \$2,000 each for TV stations (BROADCASTING, Aug. 5).

"With these fees, the

commission can regulate the dynamic, burgeoning telecommunications industry and carry out its statutory responsibilities to promote the public interest," said Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) before the vote.

Jim May, NAB executive vice president, government relations, was "disappointed but not surprised" by House passage of the fees.

DOUBLE STANDARD

The "glass ceiling" that keeps many women from advancing into the top ranks of corporate management may be the requirement that they reprove themselves whenever they seek a better job in a new area, said FCC Commissioner Sherrie Marshall in a speech last week before the Washington chapter of Women in Cable. "Male executives routinely change fields of business without a hitch, even though they have no specifically proven competence in their fields," she said. "But have a woman switch corporate fields and the question instantly arises: where's her experience?" she said. "This proven competency issue may explain the glass ceiling," she said. "For what proof can you offer of likely victory when you're constantly having to prove yourself as a pioneer?"

BUSINESS

KATZ LOOKS TO CABLE TO BEEF UP BUSINESS

With national spot advertising down, will reps consider going after cable dollars?

With single-digit growth becoming more the rule and less the exception in national spot advertising, rep firms may have to look for alternative sources of revenue. The problem is whether reps can find new business that won't interfere with their current business.

Katz Communications is trying to find out. The largest rep firm of broadcast television stations, which recently became

the rep for Allbritton Communications' WJLA-TV Washington, has just become the rep for Allbritton's co-located, cable regional news channel, NewsChannel 8. To run the cable rep effort, set to debut Oct. 7, Katz has hired John Orr, former president and general manager of WGRC Rochester, N.Y., the ATC-Time Warner cable channel. It plans to open cable sales offices in New York, Chicago, Philadelphia and Boston.

Katz Television President Peter Goulazian told BROADCASTING that Katz Cable Sales and the sales team for WJLA-TV will be separate and that there will be no joint advertising packages between NewsChannel 8 and WJLA-TV. As for first-year revenue, the Katz president said, "ALLNEWSCO [Allbritton affiliate] would be very disappointed if sales revenue did not total more than just \$1 million or \$2 million." Katz might need at least that much in sales revenue to cover the costs of sustaining four offices.

According to John Hillis, president, ALLNEWSCO, the channel will carry an average commercial load of 12 minutes, two minutes of which will be returned to cable operators.

Beyond Washington, Katz is also interested in repping the New England Cable News channel being launched by Hearst Corp. Like Washington, Katz also reps Hearst's Boston television property. However, Katz would also like to talk to Time Warner about the latter's plans for a New York City cable news channel by spring 1992, in which case, there is a potential conflict with Katz client WWOR-TV New York. Michael Alexander, general manager of WWOR-TV, said he would object if the rep firm took on a competitor in the same market.

Many rep firms contacted by BROADCASTING praised Katz's initiative but downplayed the decision, describing it as a "marriage of convenience" between Katz and Allbritton.

Other reps agreed that as the lines between broadcast and cable become more blurred, ventures like Katz Cable Sales could become commonplace.

Group owners contacted by BROADCASTING said they did not have a problem with their reps handling cable as long as it was not in the same market. That could change down the road, too. No doubt when radio-only reps went into television, radio stations were concerned. Today, the radio rep business has consolidated into two firms that rep several stations per market through subsidiaries and divisions. A few years from now, the same may be true in broadcasting and cable.



MAZDA TAKES TO THE AIR WAVES

Mazda Motor of America Inc., in the process of its most ambitious product launch ever, kicked off its most ambitious advertising campaign ever last week with a "road block" of spots on the three networks and Fox during prime time, Sunday, Sept. 22.

Mazda also announced details of the company's three-year, multimillion-dollar cross-media package with Time Warner Inc. The package includes advertising in Time Warner print and cable outlets and in television specials produced by the studio. Although no official figure has been released, industry estimates put the cost of the three-year deal at \$96 million. At a press conference, Mazda officials said the Time Warner campaign would have no impact on their spending in other mediums.

Mazda's campaign started the same week the Television Bureau of Advertising reported that automotive advertising revenues for the first half of 1991 were down 9% compared to the same period a year ago. Spending by Mazda during the first half of this year was off 12% compared to a year ago.

-JF

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Media Group 1991 Year-To-Date Transactions

First Boston Client	Description of Transaction	Approximate Size of Transaction
Broadcasting		
The E.W. Scripps Company	Senior Notes due 1996	\$50,000,000
The Providence Journal Company/Kelso	Acquisition of King Broadcasting Company (Pending)	Undisclosed
TVX Broadcast Group, Inc.	Sale of remaining shares to Paramount Communications, Inc.	Undisclosed
Cable		
Cablevision Industries, Inc.	Senior Notes due 2001	\$66,000,000
Lenfest Communications, Inc.	Senior Notes due 2001 (Pending)	100,000,000
TCI Central, Inc.	Senior Notes due 2001 (Pending)	75,000,000
Tele-Communications, Inc.	10¼% Senior Notes due 2001	100,000,000
Tele-Communications, Inc.	9¾% Senior Notes due 1998	100,000,000
Cellular/Communications		
Communications Satellite Corporation	8.95% Notes due 2001	\$75,000,000
McCaw Cellular Communications, Inc.	1,882,000 shares of Class A Common Stock	48,273,300
Rogers Cantel Mobile Communications, Inc.	1,650,000 Shares of Class B Subordinate Voting Stock (International Tranche)	28,050,000
Publishing/Entertainment		
Affiliated Publications, Inc.	2,240,000 shares of Class A Common Stock	\$17,920,000
Cox Enterprises, Inc.	Senior Notes in Five Series due 1993-2001	175,000,000
Enquirer/Star Group, Inc.	13,500,000 shares of Class A Common Stock	189,000,000
Marvel Entertainment Group, Inc.	4,800,000 shares of Common Stock	79,200,000
Reed Publishing (USA) Inc.	9% Notes due 1996	125,000,000
Time Warner Inc.	3,760,500 Shares of Common Stock (International Tranche)	300,840,000
Wolters Kluwer NV	6½% Subordinated Convertible Notes due 1991	Dfl 200,000,000

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MEDIA TO WASHINGTON: ABANDON HLT'S

*Comments argue for repeal
or modification of
loan criteria*

A wave of over one hundred filings from broadcasters and cable operators were sent to federal bank regulators in Washington last week. The comments attempt to encourage the regulators to abandon or alter the "highly leveraged transaction" (HLT) criteria that bank examiners and bank executives use to classify loans made by companies for "buyout, acquisition or recapitalization" (BROADCASTING, June 4, 1990). Industry executives are optimistic that at least some changes will soon be made.

Filings last week included those from both the National Association of Broadcasters and the National Cable Television Association. They asserted that while the HLT definition may have ini-

tially been intended to identify risk, the crafting of the definition was unfairly weighted toward certain financial tests. Those tests, said the NAB and NCTA, ignore the cash-flow generating ability of TV, radio and cable, and instead focus exclusively on balance-sheet tests.

In many other respects, filings from the two associations and those of their members were similar. Furthermore, said the NAB, the NCTA and other filers, it has, in fact, served to discourage lending to media.

They both said that although the HLT criteria may not have been intended to stigmatize the media, the criteria were

AUGUST: NO TV UPTURN YET

TV station revenue in August continued well below year-ago levels, according to several indices. Magazine and newspaper advertising revenue were also off for the month, although generally not as much. One informal survey of more than 200 TV stations found that for August, total revenue was off 10%, with spot falling 16% and local down 5%. Affiliates, down 12%, suffered more than independents, off 3.5%. For Gannett, which publicly reports monthly figures, total TV revenue was down 11%, while spot fell 17%. For Pulitzer broadcasting, revenue fell 5%. Several newspaper and magazine publishers reported advertising declines of just under 5%.

linked to, or directly caused, banks to refuse new loans to media or refinancing of existing loans.

The NAB filing cited data that said that in 1989, at least 115 commercial senior banks lent to companies with "significant broadcast assets." Now, said the filing, more than half of those banks are "...no longer actively seeking to lend to media companies, although most continue to hold broadcast credits in their portfolios." The consequence, said the NAB, was that, as of June 1991, the level of unfunded commitments to broadcasters was \$1.6 billion, down from \$4.7 billion in June 1989. With a better story but still making the same point, the NCTA said that loans by banks to the cable industry rose by 26% in 1989, but "only increased by 7% between 1989 and 1990."

The NAB suggested that the HLT criteria affected the cost of bank financing as well as its availability. The filing cited data showing that from mid-1990 through March 1991, the cost of financing for grade BBB through grade B debt increased, on average, four-tenths of 1%, despite generally decreasing interest rates. The duration of such loans was also shortened. The NAB noted that the situation particularly hurt smaller broadcasters who have fewer capital-raising alternatives. Ironically, smaller broadcasters are supposed to be under the \$20 million *de minimus* requirement necessary to be categorized as an HLT credit.

The filings laid the onus of both reduced transactions and capital spending at the door of the HLT criteria as well. The NCTA said that a 31% drop in capital spending, to \$562 million in 1990, and a simultaneous 91% drop in completed cable system transactions, to \$1.2 billion, were "symptoms of this credit crunch." The NAB asserted the link more directly: "The HLT designation for most broadcast loans and the resultant severe decrease in lending to broadcasters have caused a number of

Continues on page 55.

Closed August 1991

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CHANGING HANDS

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

KTCR(AM)-KOTY(FM) Kennewick-Richland, Wash. □ Sold by I-82 Acquisition Corp. to First Radio West Corp. for \$450,000. Terms: \$50,000 cash at closing, \$25,000 escrow deposit, \$65,000 assumption of seller's debt and \$310,000 12-year promissory note at 9.5%. Seller is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, Wash. Siegenthaler has interests in KSGR(FM)-KCIX(FM) Garden City-Nampa (Boise), Idaho. Buyer is headed by Ronald D. Hoon, who is news reporter at KPNX(TV) Mesa (Phoenix), Ariz.; he has no other broadcast interests. KTCR is fulltimer with news-talk format on 1340 khz with 1 kw. KOTY has country format on 106.5 mhz with 100 kw and antenna 1,076 feet. *Broker: Media Services Group Inc.*

KMOW(AM)-KEYI-FM Austin, Tex. □ Sold by Degree Communications Associates III to Pegasus Broadcasting Inc. for \$421,936. Terms: \$300,000 cash at closing and \$121,936 cancellation of promissory note by Degree Communications. Seller is headed by Charles Burkhardt, who has 16% interest in WANS-AM-FM Anderson, S.C. Buyer is headed by Thomas A. Crowley and Paul A. Street, and is owned by General Electric Capital Corp. (100% voting stock), which is licensee of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga., and KSCH-TV Stockton, Calif. GE Capital's parent, General Electric Corp., owns National Broadcasting Co., which owns and operates six TV's. KMOW is fulltimer with oldies format on 1490 khz with

1 kw. KEYI-FM has AC format on 103.5 mhz with 100 kw and antenna 1,260 feet.

KKLK(FM) San Angelo and KFXJ(FM) Abilene, both Texas □ CP's sold by American Indian Broadcast Group Inc. to Rally Hill Productions Inc. for \$335,000 for assumption of seller's debts. Seller is headed by Lynwood H. Eaton, who has interests in WCOR(AM) Lebanon, Tenn. Buyer is headed by Pamela M. Smith, and has no other broadcast interests. KCLK is allocated to 101.9 mhz with 100 kw and antenna 299 feet above average terrain. KFXJ is allocated to 92.5 mhz with 50 kw and antenna 492 feet above average terrain.

WSFU-FM Union Springs, Ala. □ Sold by Montgomery Christian Radio Inc. to Central Alabama Media Group for \$300,000. Station is currently off air. Terms: \$50,000 escrow deposit and \$250,000 five-year promissory note at 10%. Seller is headed by L.E. Willis Sr., who heads Willis Broadcasting Corp., licensee of 12 AM's and 13 FM's; it recently purchased WTZR(FM) Moyock (Chesapeake, Va.), N.C. ("Changing Hands," Sept. 9). Buyer is headed by Anthony L. Calhoun (51%) and Todd E. Marable (49%) and has no other broadcast interests. WSFU-FM has contemporary gospel format on 94.1 mhz with 3 kw and antenna 265 feet.

WFOM(AM) Marietta (Atlanta), Ga. □ Sold by WFOM Inc. to Toccoa Falls College Inc. for \$300,000 cash. Seller is headed by John M. Vander Aa, and is licensee of WCVC(AM) and WSTI-FM Quitman, Ga. Buyer is headed by Paul Alford, and is licensee of WCOP(AM) Warner-Robins and WRAF(FM) Toccoa Falls, both Georgia. WFOM is fulltimer with AC format on 1230 khz with 1 kw.

KWBY(AM) Woodburn, Ore. □ Sold by 94 Country Inc. to Donald D. Coss for \$300,000 on terms. Seller is headed by Clifford A. Zauner, who also has interests in KCKX(AM) Stayton, Ore. Buyer has no other broadcast interests. KWBY has classic country/western format on 940 khz with 250 w day and 200 w night.

WIPC(AM) Lake Wales, Fla. □ Sold by Seggi Broadcasting Corp. of Florida Inc. to Cubero Broadcasting Inc. for \$275,000. Terms: \$30,000 assumption of debt and \$245,000 10-year promissory note at 8.25%. Seller is headed by Ronald G. Seggi, syndicated radio host; he has no other broadcast interests. Buyer is headed by Roberto Cubero, and has no other broadcast interests. WIPC has AC format on 1280 khz with 1 kw day and 500 w night.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,200,000 □ 6

FM's □ \$633,500 □ 5

AM-FM's □ \$1,096,936 □ 3

TV's □ \$0 □ 0

Total □ \$1,350,528,045 □ 14

Year to Date:

AM's □ \$61,470,979 □ 206

FM's □ \$170,241,958 □ 212

AM-FM's □ \$192,160,908 □ 150

TV's □ \$926,654,200 □ 65

Total □ \$1,350,528,045 □ 633

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

WCBZ-FM, Bowling Green, Kentucky from Bahakel Communications, Cy Bahakel, President to Donald Alt.

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RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
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FOCUS ON FINANCE

Big news for week was strong showing by most MSO stocks in week during which larger capitalization averages were flat and smaller stock indices gained roughly 1%. Highly leveraged cable issues continued to gain most, with Jones Interchange up 27%, to 12¼; Adelphia jumping 38%, to 16¼, and Cablevision Systems up 20%, to 31¼. Latter two stocks may have gotten help from short squeezing, triggered by news of Cencom cable sale in prior week (see "Top of the Week").

Some cable related issues gained as well: equipment manufacturer C-Cor jumped 33%, to 8½, while QVC networks gained 12%, to 15½. Latter company priced 3.75-million-share secondary offering last Monday at 14¾. Among other stocks, Outlet Communications jumped 44%, to 5¾; News Corp. gained 9%, to \$17, while Telemundo continued its recent slide, down 24%, to 1¾. Most advertising stocks were flat, while studio stocks gained slightly.

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 25	Closing Wed Sep 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	55	1/8	54	7/8	1/4	00.45	-6	1,536
N (CCB) Cap. Cities/ABC	428		408		20	04.90	17	7,183
N (CBS) CBS Inc.	156	3/8	151	5/8	4 3/4	03.13	70	2,069
A (CCU) Clear Channel	13	1/4	13	1/4		00.00	1325	100
O (JCOR) Jacor Commun.	2		2			00.00	-2	24
O (OSBN) Osborn Commun.	6	3/4	6	3/4		01.00	-9	48
O (OCOMA) Outlet Comm.	5	3/4	4		1 3/4	43.75	-8	37
N (PL) Pinelands	13	3/4	13	3/8	3/8	02.80	-31	234
A (PR) Price Commun.		1/4	5/16	-	1/16	-20.00		2
O (SCRIP) Scripps Howard	51		54		-3	-05.55	22	526
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	1
O (TMD) Telemundo	1	5/8	2	1/8	-	1/2	-23.52	37
O (UTVI) United Television	27	1/4	28		-3/4	-02.67	2	296

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	30	30	1/4	-	1/4	-00.82	22	561
A	(AK) Ackerley Comm.	1	7/8	2	-	1/8	-06.25	-1	28
N	(AFL) American Family	23	5/8	23	5/8		00.00	15	1,927
O	(ACOMA) Assoc. Comm.	17	7/8	16	1/4	1 5/8	10.00	162	667
N	(CCN) Chris-Craft	26	25	3/4	1/4		00.97	9	663
O	(DUCCO) Durham Corp.	30	1/2	32	1/2	- 2	-06.15	15	257
N	(GCI) Gannett Co.	40	40	7/8	-	7/8	-02.14	18	5,726
N	(GE) General Electric	68	7/8	69	1/4	- 3/8	-00.54	13	59,962
O	(GACC) Great American	1	7/8	1 11/16	3/16		11.11		94
A	(HITG) Heritage Media	2	3/4	2 5/8	1/8		04.76	-3	124
N	(JP) Jefferson-Pilot	50	3/8	51	1/4	- 7/8	-01.70	11	1,739
N	(LEE) Lee Enterprises	22	1/2	22	7/8	- 3/8	-01.63	11	518
N	(LC) Liberty	42		42			00.00	13	329
O	(LINB) LIN	74	1/2	68	3/4	5 3/4	08.36	-39	3,828
N	(MHP) McGraw-Hill	52		53	- 1		-01.88	15	2,549
A	(MEGA) Media General	22	20	3/4	1 1/4		06.02	22	569
N	(MDP) Meredith Corp.	26	1/2	26	5/8	- 1/8	-00.46	14	445
O	(MMEDC) Multimedia	25	1/4	24	5/8	5/8	02.53	18	874
A	(NYTA) New York Times	22	1/4	22	1/2	- 1/4	-01.11	31	1,719
N	(NWS) News Corp. Ltd.	17		15	5/8	1 3/8	08.80	9	4,563
O	(PARC) Park Commun.	15		15			00.00	17	310
O	(PLTZ) Pulitzer Pub.	22	1/4	22	1/4		00.00	21	233
O	(SAGB) Sage Bsg.	1	5/8	1	5/8		00.00	-1	6
O	(STAUF) Stauffer Comm.	117		117			00.00	39	117
N	(TMC) Times Mirror	30	7/8	29	1/8	1 3/4	06.00	25	3,967
N	(TRB) Tribune Co.	40	5/8	39	7/8	3/4	01.88	28	2,606
A	(TBSA) Turner Bestg. 'A'	16		15	1/2	1/2	03.22	-38	2,427

	Closing Wed Sep 25	Closing Wed Sep 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	212	3/4	219		-6 1/4	-02.85	17	2,526
N (WX) Westinghouse	22	1/2	22	1/4		01.12	41	7,055

PROGRAMING

O	(IATV) ACTV Inc.	2	1/8	2	1/8		00.00		1
O	(AACI) All American TV	2	3/8	2	3/8		00.00		1
N	(CRC) Carolco Pictures	5	3/4	5	7/8	-	1/8	-02.12	18 166
O	(DCPI) dick clark prod.	4	3/4	4	3/4		00.00	16	39
N	(DIS) Disney	113	1/2	112	1/2	1	00.88	19	14,765
A	(FE) Fries Entertain.		1/4	5/16	-	1/16	-20.00		1
A	(HHH) Heritage Ent.		15/16	15/16			20.00		1
N	(HSH) Home Shop. Net.	6	1/8	5	5/8	1/2	08.88	-76	533
O	(HITVA) IBS		3/8		1/2	-	1/8	-25.00	4 1
N	(KWP) King World	28	3/4	29	1/8	-	3/8	-01.28	12 1,089
O	(KREN) Kings Road Ent.		1/4	9/32	-	1/32	-11.11	-1	1
N	(MC) Matsushita	116	1/4	118		- 1 3/4	-01.48	13	241,827
A	(NNH) Nelson Holdings		5/16	5/16			00.00		1
O	(NNET) Nostalgia Net.		7/16	7/16			00.00		2
N	(OPC) Orion Pictures	1	3/8	1	5/8	-	1/4	-15.38	30
N	(PCI) Paramount Comm.	36	7/8	36	1/4	5/8	01.72	28	4,338
N	(PLA) Playboy Ent.	6	7/8	6	7/8		00.00	76	127
O	(QNTXQ) Quintex Ent.		1/8		1/8		00.00		2
O	(QVCN) QVC Network	15	1/2	13	7/8	1 5/8	11.71	-26	273
O	(RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85
O	(RPCA) Republic Pic.'A'	7		6	3/4	1/4	03.70	35	29
A	(SP) Spelling Ent.	4	3/8	4	1/4	1/8	02.94	31	144
O	(JUKE) Video Jukebox	3	3/4	3	1/2	1/4	07.14	-25	39
O	(WONE) Westwood One	1	9/16	1	5/8	-	1/16	-03.84	-1 23

CABLE

A (ATN) Acton Corp.	4	1/8	4		1/8	03.12		6
O (ATCMA) ATC	47	3/4	43	3/4	4	09.14	40	5,207
A (CVC) Cablevision Sys. 'A'	31	3/4	26	1/2	5 1/4	19.81	-2	712
A (CTV) Century Comm.	10	1/2	8		2 1/2	31.25	-11	776
O (CMCSA) Comcast	16	1/4	15		1 1/4	08.33	-10	1,879
A (FAL) Falcon Cable	10	1/2	9		1 1/2	16.66	-5	67
O (JOIN) Jones Interchange	12	1/4	9	5/8	2 5/8	27.27	-3	146
N (KRI) Knight-Ridder	50	3/4	50	5/8	1/8	00.24	18	2,510
T (RCIA) Rogers 'A'	11	1/2	11	3/8	1/8	01.09	-9	395
O (TCAT) TCA Cable TV	17	7/8	16		1 7/8	11.71	66	437
O (TCOMA) TCI	15	7/8	13	3/4	2 1/8	15.45	-23	5,595
N (TWX) Time Warner	82	5/8	78	7/8	3 3/4	04.75	-5	4,750
O (UAECA) United Art. 'A'	15	7/8	13	7/8	2	14.41	-13	2,228
A (VIA) Viacom	29	3/4	27	7/8	1 7/8	06.72	-41	3,487

HLT'S

Continued from page 52.

material adverse consequences...specifically...reduced capital expenditures, re-financing and acquisitions...."

The NAB added that some of the consequences fed upon each other. In particular, the difficulty of obtaining new acquisition financing meant there were fewer buyers for distressed broadcast properties, which meant, in turn, that the value of those properties' debt was further impaired.

To correct the perceived problems caused by the HLT criteria, both the NAB and the NCTA suggested their preferred solution: dropping the HLT definition entirely. Instead, said the comments, let the banks use their experience and institutional judgment to determine which of their loans was risky.

As an alternative solution to completely abandoning the HLT criteria, both the NAB and the NCTA filings suggested modifying or replacing existing tests with tests that incorporated cash flow. These other tests included a ratio of total debt to cash flow, which, if less than 7-to-1, would keep a company off the HLT list; the ratio of cash flow to total interest expense, which, if greater than 1.3-to-1, would keep a company

off the list, senior debt to cash flow of 6.5-to-1, and cash flow to pro forma debt service of 1.1-to-1.

If the HLT criteria were not dropped altogether, other changes were suggested as well. Among them: that a company should not be deemed an HLT credit merely because an affiliated company met the criteria. Rather, such a linkage should only be made, said the NCTA, "...if there are material and unrestricted legal and financial support mechanisms between the entities." Most filings also urged that the time period required before an HLT loan could be "delisted" should be shortened from four years to two years.

The lobbying effort by cable operators and broadcasters included personal visits to the agencies, such as one last week by NAB President Eddie Fritts, Malrite Chairman Milton Maltz and Dow, Lohnes & Albertson partner John Feore, who spent more than half an hour with Federal Reserve Board Chairman Alan Greenspan. Maltz, who serves as chairman of the NAB's HLT task force, told BROADCASTING the Fed might have a decision on the issue within 60 days. Greenspan, he said, is familiar with the media industry, having formally served on the board of Capital Cities/ABC.

But the fact that any change in criteria

requires the coordination of policies among two other agencies as well, the Office of the Comptroller of the Currency and the Federal Deposit Insurance Corp., might indicate that any HLT policy shift might be difficult to accomplish before year's end.

John Turner, of the Comptroller's office, told BROADCASTING that the process of reviewing the comments will take a couple of weeks, following which he and staff members from the other two agencies will meet to compare notes. Sometime thereafter, they will each make recommendations to senior officials at each of their respective agencies. Turner said he could not give a deadline by which any changes in the current criteria would be completed but said it has been a high-priority item at the Comptroller's office. In addition to the industry pressure, he said there has been some interest from members of Congress: "These regulations have been labeled by some as a contributor to the credit crunch."

Also filing were brokers, including Communications Equity Associates, Blackburn & Co. and the Mahlman Co., and consulting firms such as Harrison, Bond and Pecaro. Companies that filed included Time Warner and Continental Cablevision.

-GF, PJS

	Closing Wed Sep 25	Closing Wed Sep 18	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	89	3/8	89	1/4	1/8	00.14	15	19,628
N (ARV) Arvin Industries	22	1/4	22	1/4		00.00	17	418
O (CCBL) C-Cor Electronics	8	1/8	6	1/8	2	32.65	812	36
O (CTEX) C-Tec Corp.	16	3/4	15		1 3/4	11.66	-21	275
N (CHY) Chyron		9/32		7/16	-	-35.71		3
A (COH) Cohu	10	1/2	10	1/2		00.00	8	20
N (EK) Eastman Kodak	42	1/2	42	5/8	- 1/8	-00.29	20	13,791
N (HRS) Harris Corp.	22	1/4	22	7/8	- 5/8	-02.73	31	865
N (IV) Mark IV Indus.	16	5/8	15	7/8	3/4	04.72	9	237
O (MATT) Matthews Equip.	4	5/16	4	3/8	- 1/16	-01.42	215	25
O (MCDY) Microdyne	8	3/4	8	1/2	1/4	02.94	-11	36
N (MOT) Motorola	61		62	3/8	- 1 3/8	-02.20	16	8,037
A (PPI) Pico Products	1	3/4	1	3/4		00.00	-2	6
N (SEK) Sci-Atlanta	13	1/8	12	1/2	5/8	05.00	13	296
N (SNE) Sony Corp.	40		42	1/4	- 2 1/4	-05.32	19	13,543
N (TEK) Tektronix	24	3/8	23		1 3/8	05.97	-22	711
N (VAR) Varian Assoc.	32	3/4	34	1/8	- 1 3/8	-04.02	74	620
O (WGNR) Wegener		13/16		3/4	1/16	08.33	-2	5
N (ZE) Zenith	5	5/8	5	3/4	- 1/8	-02.17	-2	163

	Closing Wed Sep 25	Closing Wed Sep 18	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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SERVICE

O	(AFTI) Am. Film Tech.	215/16	3	3/8	-	7/16	-12.96	-9	31
O	(BSIM) Burnup & Sims	4	1/2	4		1/2	12.50	-13	56
A	(CLR) Color Systems	3	3/4	3		3/4	25.00	-5	42
N	(CQ) Comsat	34	7/8	33	1/8	1 3/4	05.28	-38	658
N	(CDA) Control Data	8		8	1/4	- 1/4	-03.03	66	341
N	(DNB) Dun & Bradstreet	46	7/8	46	7/8		00.00	17	8,374
N	(FCB) Foote Cone & B.	25	7/8	25	7/8		00.00	12	283
O	(GREY) Grey Adv.	129		128		1	00.78	11	145
O	(IDBX) IDB Commun.	13	1/4	12		1 1/4	10.41	120	84
N	(IPG) Interpublic Group	47		47			00.00	19	1,729
N	(OMC) Omnicom	28	3/4	28	1/8	5/8	02.22	14	806
O	(RTRSY) Reuters	50	1/8	48	3/8	1 3/4	03.61	17	21,742
N	(SAA) Saatchi & Saatchi		7/8		7/8		00.00	-1	1,358
O	(TLMT) Telemation	3/16		3/16			00.00		0
O	(TMCI) TM Century	5/32		5/32			00.00	-10	4
A	(UNY) United Video	7	7/8	7	7/8		00.00	10	11
O	(WPPGY) WPP Group	3		3	1/4	- 1/4	-07.69	1	129

Standard & Poor's Industrials	458.50	458.84	-0.34	-0.08%
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FOR THE RECORD

As compiled by BROADCASTING from September 16 through September 20 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ **KICO(AM)** Calexico, CA (BAL910829ED; 1490 khz; 1 kw-U)—Seeks assignment of license from KIKO Inc. to CAL-Mex Broadcasting Co. for \$90,000. Seller is headed by Richard Simpson, and has no other broadcast interests. Buyer is headed by Douglas H. Hanson, and is licensee of KQVO(FM) Calexico, CA. Filed Aug. 29.

■ **KHRA(FM)** Mariposa, CA (BAPH910905GL; 103.9 mhz; 3 kw; ant. -115 ft.)—Seeks assignment of CP from Mariposa Grizzly Radio Inc. to Fuller-Jeffrey Broadcasting Corp. for \$100,000. Seller is headed by William F. Hammett, and has no other broadcast interests. Buyer is headed by Robert F. Fuller and Joseph N. Jeffrey, and is licensee of WOKQ(FM) Dover, NH; WBLM(FM) Portland, ME; KRXC(AM)-KRXQ(FM) Roseville (Sacramento), CA; KSRO(AM)-KHTT(FM) Santa Rosa, CA, and KKSO(AM)-KJJY-FM Des Moines, IA. Filed Sept. 5.

■ **KRFD-AM-FM** Marysville, CA (AM: BTC910911EA; 1410 khz; 5 kw-D, 1 kw-N; FM: BTCH910911EB; 99.9 mhz; 2 kw; ant. 2,000 ft.)—Seeks transfer of control within River Cities Radio Ltd.; purpose is to transfer individual partnership interests into trust. Licensee is headed by Arthur B. Hogan, and has no other broadcast interests. Filed Sept. 11.

■ **KUHL(AM)-KXFM(FM)** Santa Maria, CA (KUHL: BAL910911EC; 1440 khz; 5 kw-D, 1 kw-N; KXFM: BALH910911ED; 99.1 mhz; 2.3 kw; ant. 1,906 ft.)—Seeks assignment of license from Great Electric Communications Inc. to Blackhawk Communications Inc. for \$1,145,653 ("Changing Hands," Sept. 2). Seller is headed by C. Andrew Whatley and Mike Reichert, and also owns KSBL(FM) Carpinteria (Santa Barbara), CA. Buyer is headed by Roger R. Blaemire, and has no other broadcast interests. Filed Sept. 11.

■ **WIPC(AM)** Lake Wales, FL (BAL910805EE; 1280 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Seggi Broadcasting Corp. of Florida Inc. to Cubero Broadcasting Inc. for \$275,000. Seller is headed by Ronald G. Seggi and has no other broadcast interests. Buyer is headed by Roberto Cubero, and has no other broadcast interests. Filed Aug. 5.

■ **WFOM(AM)** Marietta (Atlanta), GA (BTC910912EA; 1230 khz; 1 kw-U)—Seeks transfer of control from WFOM Inc. to Toccoa Falls College Inc. for \$300,000. Seller is headed by John M. Vander Aa, and is licensee of WCVC(AM) Tallahassee and WSTI-FM Quitman, GA. Buyer is headed by Paul Alford, and is licensee of WCOP(AM) Warner-Robins and WRAF(FM) Toccoa Falls, both Georgia. Filed Sept. 12.

■ **KHEZ(FM)** Caldwell (Boise), ID (BALH910830GK; 103.3 mhz; 54 kw; ant. 2,525 ft.)—Seeks assignment of license from Price Broadcasting Company II to Citadel Communications Corp. for \$12.5 million; sale includes KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California, and KROW(AM)-KNEV(FM) Reno ("Changing Hands," Sept. 9). Seller is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, SC. Buyer is headed by Lawrence R. Wilson and Fritz Beesemyer, partners in Citadel Associates Ltd., which owns KKFM(FM) Colorado Springs, KCLR(AM)-KLZX-FM Salt Lake City and KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana. Filed Aug. 30.

■ **WREY(AM)** Millville and WIBG(AM) Ocean City, both New Jersey (WREY: BAL910906EB; 1440 khz; 1 kw-D, 65 w-N; WIBG: BAPL910906EA; 1520 khz; 1 kw-D)—Seeks assignment of license (WREY) and CP (WIBG) from Joseph Donald Powers to Quinn Broadcasting Inc. for \$410,000 ("Changing Hands," Sept. 16). Seller also owns WSKR(FM) Petersburg, N.J. Buyer is headed by James F. Quinn and Joseph O'Connell, and has no other broadcast interests. Filed Sept. 6.

■ **WAPQ(FM)** Crestline, OH (BTCH910814HS; 98.7 mhz; 1.8 kw; ant. 418 ft.)—Seeks transfer of control from WHOH Inc. to WAPQ FM Inc. for \$61,000. Seller is headed by John E. Morris and Lawrence R. Baker, General partner of licensee Capital Radio Services Inc. is 49% stockholder of permittees of WMTO(FM) Port St. Joe, FL, and WAXH(FM) Olyphant, PA, and is licensee of WMJB(FM) Evansville, WI. Principals of Capital Radio Services also have interests in WDAR-AM-FM Darlington, SC, and WJMA-AM-FM Orange, VA. Buyer is headed by Redge A. Mahaffey, who also has 25% limited partnership interest in WMTO(FM) Port St. Joe, FL. Filed Aug. 14.

■ **KWBY(AM)** Woodburn, OR (BTC910903EA; 940 khz; 250 w-D, 200 w-N)—Seeks transfer of control from 94 Country Inc. to Donald D. Coss for \$300,000. Seller is headed by Clifford A. Zauner, who also has interests in KCKX(AM) Stayton, OR. Buyer has no other broadcast interests. Filed Sept. 3.

■ **WIZO(AM)** Franklin, TN (BAPL910911EE; 1380 khz; 5 kw-D, 500 w-N)—Seeks assignment of CP from H&L Broadcasting Inc., debtor-in-possession, to AJ Communications Inc. for \$160,000. Seller is headed by Sam Littleton and Jim Setters, and has no other broadcast interests. Buyer is headed by Alice Jackson, and has no other broadcast interests. Filed Sept. 11.

■ **KMOW(AM)-KEYI-FM** Austin, TX (AM: BTC910910EA; 1490 khz; 1 kw-U; FM: BTCH910910EB; 103.5 mhz; 100 kw; ant. 1,260 ft.)—Seeks transfer of control from Degree Communications Associates III to Pegasus Broadcasting Inc. for \$421,936. Seller is headed by Charles Burkhardt, who has 16% interest in WANS-AM-FM Anderson, SC. Buyer is headed by Thomas A. Crowley and Paul A. Street, and is owned by General Electric Capital Corp. (100% voting stock), which is licensee of WAPA-TV San Juan, PR; WJBF(TV) Augusta, GA, and KSCH-TV Stockton, CA. GE Capital's parent, General Electric Corp., owns National Broadcasting Co., which

owns and operates six TV's. Filed Sept. 10.

■ **KAKS-AM-FM** Canyon, TX (AM: BTC910829EG; 1550 khz; 1 kw-D, 219 w-N; FM: BTCH910829EH; 107.9 mhz; 96 kw; ant. 1,323 ft.)—Seeks transfer of control from Heritage Communications Corp. to Apollo Broadcasting Corp. for \$225,000. Licensee United Heritage Corp., which owns Heritage Communications, is transferring its stock. Seller is headed by Walter G. Mize, and has no other broadcast interests. Buyer is headed by Charles Broomhead, who is currently an officer and director of licensee; he has no other broadcast interests. Filed Aug. 29.

■ **KCMZ(AM)** Dallas and KCDU-FM Fort Worth (AM: BTC910909ED; 1480 khz; 5 kw-D, 1.9 kw-N; FM: BTCH910909EE; 107.5 mhz; 25 kw; ant. 1,647 ft.)—Seeks transfer of control from Granum Acquisition Corp. to Granum Holdings Ltd.; purpose is to reflect ownership change as result of acquisition of station in March for \$9 million ("Changing Hands," March 4). Granum Holdings Ltd. is headed by Herbert McCord (6%), Peter B. Ferrara Jr. (1.5%), Michael Weinstein (1.5%), Granite Equity Partners (16%) and Radio Associates Ltd. (75%). Weinstein holds approximately 6% of voting stock of Newcity Communications Inc., licensee of WZZK-AM-FM Birmingham AL; WYAY(FM) Gainesville and WYAF(FM) La Grange, both Georgia; WSYR(AM)-WYYY(FM) Syracuse, NY; KRMG(AM)-KWEN(FM) Tulsa, OK, and KKYX(AM)-KCYF(FM) San Antonio, TX. Filed Sept. 9.

■ **KKLK(FM)** San Angelo and KFXJ(FM) Abilene, both Texas (KKLK: BAPH910829HW; 101.9 mhz; 100 kw; ant. 299 ft.; KFXJ: BAPH910829GH; 92.5 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP's from American Indian Broadcast Group Inc. to Rally Hill Productions Inc. for \$335,000. Seller is headed by Lynwood H. Eaton, who has interests in WCOR(AM) Lebanon, TN. Buyer is headed by Pamela M. Smith, and has no other broadcast interests. Filed Aug. 29.

■ **KZHR(FM)** Dayton, WA (BAPH910830GJ; 92.5 mhz; 210 w; ant. -469 ft.)—Seeks assignment of CP from Peanut Whistle Broadcasting to KMEX Inc. for \$137,500. Seller is headed by Jeffrey D. Southmayd and Peter Lechman. Southmayd has interests in WESI(FM) Strasburg and WAPP(FM) Berryville, both Virginia, and KFXI(FM) Lawton and KNFA(FM) Sulphur, both Oklahoma (see KFNC(FM) Sulphur, OK, under "Grants," below). Lechman has interests in WBOP(FM) Churchville, VA. Buyer is headed by Ralph Broethe, and is licensee of KSMX(AM) Walla Walla, WA. Filed Aug. 30.

■ **KTCR(AM)-KOTY(FM)** Kennewick-Richland, WA (AM: BAL910909EA; 1340 khz; 1 kw-U; FM: BAPL910909EB; 106.5 mhz; 100 kw; ant. 1,076 ft.)—Seeks assignment of license (KTCR) and CP (KOTY) from I-82 Acquisition Corp. to First Radio West Corp. for \$450,000. Seller is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, WA. Siegenthaler has interests in Contemporary Media Corp., licensee of KSGR(FM)-KCIX(FM) Garden City-Nampa (Boise), ID. Buyer is headed by Ronald D. Hoon, and has no other broadcast interests. Filed Sept. 9.

■ **KTOL(AM)** Lacey, WA (BAL910906EC; 1280 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from M.C. Radio-Olympia Inc. to BAR-B Broadcasting Inc. for \$75,000. Seller is headed by Matthew N. Clapp Jr., and has interests in licensees of KFQD (AM)-KWHL(FM) Anchorage, AL; KXRO (AM)-KDUX-FM Aberdeen, WA, and KBRC (AM) Mount Vernon, WA. Buyer is headed by Barbara J. Geesman, who is 100% stockholder of Joy Broadcasting Inc., licensee of KJUN(AM) Puyallup, WA. Filed Sept. 6.

Actions

■ **KMFI(AM) Sierra Vista, AZ** (BAL910710EF: 1470 khz; 2.5 kw-D, 39 w-N)—Granted assignment of license from Sierra-Pacific Broadcasters Ltd. to Blue Horizon Investments Inc. for \$310,000. Seller is headed by Alan R. Solut, trustee; Sierra-Pacific is headed by Edward P. Bolding, and is licensee of KZMK(FM) Bisbee, AZ. Buyer is headed by William S. and Valta E. Yarbrough, husband and wife (51% and 49%, respectively), and has no other broadcast interests. Action Sept. 16.

■ **KRDG(AM) Redding, CA** (BAL910710EG: 1330 khz; 5 kw-D)—Granted assignment of license from Prather Breck Broadcasting Inc. of Redding to Educational Media Foundation Inc. for \$46,000. Seller is headed by Jeffrey D. Prather, and has interest in KEWB(FM) Anderson, CA. Buyer is headed by K. Richard Jenkins, and is licensee of KLVF(FM) Santa Rosa, CA; permittee of KZEF(AM) Tigard, OR, and licensee of five FM translators. Action Sept. 12.

■ **KALI(AM) San Gabriel, CA** (BTC910716EC: 1430 khz; 5 kw-U)—Granted transfer of control as result of merger between parent company United Broadcasting Co.'s majority shareholder Sovran Bank and C&S Bank; no material changes will occur at United Broadcasting. Licensee stations are WKDM(AM) New York; KSOL(FM) San Mateo (San Francisco), CA; WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington; WYST-AM-FM Baltimore, and WJMO-AM-FM Cleveland Heights, OH (see individual stations below). Action Sept. 16.

■ **KSOL(FM) San Mateo (San Francisco), CA** (BTC910716EA: 107.7 mhz; 8.9 kw; ant. 1.162 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Action Sept. 16.

■ **WCUM(AM) Bridgeport, CT** (BTC910607EF: 1450 khz; 1 kw-U)—Granted transfer of control within Radio Cumbre Broadcasting Inc. for \$375,000. Seller is Jose C. Lugo, and has no other broadcast interests. Buyer is Pablo de Jesus Colon, and has no other broadcast interests. Action Sept. 11.

■ **WLAG(AM) La Grange, GA** (BAL910725EA: 1240 khz; 1 kw-U)—Granted assignment of license from Sterling Entertainment Inc. to K & G Broadcasting Corp. for \$215,000. Seller is headed by Drew Kaiser, and is affiliated with Sterling Capital, which has interests in cable systems throughout Georgia. Buyer is headed by Edward W. Klein III, and has no other broadcast interests. Action Sept. 11.

■ **WERK(AM)-WOKZ(FM) Muncie, IN** (AM: BAL910709EB: 990 khz; 250 w-D; FM: BAL910709HZ: 104.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Werk Inc. to American Hometown Radio Corp. for \$625,000. Seller is headed by James W. Beatty, and has no other broadcast interests. Buyer is headed by Christian R. Caggiano, who recently sold WBYR(FM) Van Wert (Ft. Wayne, IN), OH ("Changing Hands," April 8). Action Sept. 16.

■ **KILJ-AM-FM Mt. Pleasant, IA** (AM: BTC910801EF: 1130 khz; 250 w-D; FM: BTC910801EG: 105.5 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from KILJ Inc. to Media-comm Inc. for \$1.03 million. Seller is headed by Paul L. Dennison, and has no other broadcast interests. Buyer is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife Mary S. Kuhens are 11% shareholders of KILJ(AM). Action Sept. 12.

■ **KNHN(AM) Kansas City, KS** (BTC910805ED: 1340 khz; 1 kw-U)—Granted transfer of control from Carol Russell to William R. Johnson and Susan P. Johnson, husband and wife, for \$71,600. Russell is 50% shareholder of Greystone Broadcasting Inc., which is 50% general partner of licensee KCBR-AM Ltd. Greystone Broadcasting is also licensee of KUHL(AM) Dallas. Johnsons each have 25% interest in Greystone Broadcasting. Agreements have also been executed which, upon FCC approval, would allow Russell to indirectly acquire Johnsons' interests in KUHL. Action Sept. 16.

■ **WEKY(AM) Richmond, KY** (BAL910729ED: 1340 khz; 1 kw-U)—Granted assignment of license from Radio Richmond Inc. to WEKY Inc. for \$201,000. Seller is headed by Leonard S. Joycc, and

has no other broadcast interests. Buyer is headed by Ronald G. Boyd, and has no other broadcast interests. Action Sept. 12.

■ **WYST-AM-FM Baltimore** (AM: BTC910716GE: 1010 khz; 1 kw-D, 26 w-N; FM: BTC910716GF: 92.3 mhz; 10 kw; ant. 709 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Action Sept. 16.

■ **WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington** (AM: BTC910716ED: 1600 khz; 1 kw-D, 500 w-N; FM: BTC910716GS: 100.3 kw; 40 kw-H, 38 kw-V; ant. 323 ft.)—Granted transfer of control of parent company United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Action Sept. 16.

■ **WLVG(AM) Cambridge (Boston), MA** (BAL910712EB: 740 khz; 250 w-D, 5 w-N)—Granted assignment of license from J. Christopher Robinson, trustee for Wickus Island Broadcasting Corp., to Robert M. Bittner for \$150,000. Seller has no other broadcast interests. Action Sept. 12.

■ **WHRC(TV) Norwell, MA** (BTCCT910725KG: ch. 46; 2,937.6 kw-V; 293.76 kw-A; ant. 314 ft.)—Grant-

ed transfer of control from Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for \$900,000. Seller is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville, IL. Buyer is headed by Michael L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, PA; he holds no equity interest in Reading Broadcasting. Action Sept. 11.

■ **KANA(AM) Anaconda, MT** (BAL910603ED: 580 khz; 1 kw-D, 197 w-N)—Dismissed app. of assignment of license from Barry L. Solomon, trustee, to AIREINK Inc. for \$106,221. Seller has no other broadcast interests. Buyer is headed by David R. Franzen (99%), and is licensee of KGLM-FM Anaconda and KDRG(AM)-KDRF(FM) Deer Lodge, both Montana. Action Sept. 13.

■ **KBSR(AM) Laurel, MT** (BAL910716EE: 1490 khz; 1 kw-U)—Granted assignment of license from Regency Communications Ltd. Inc. to MCC Communications Inc. for \$99,000. Seller is headed by George Beaudet, and has no other broadcast interests. Buyer is headed by Dale McCarren, news broadcaster for WBBM(AM) Chicago, who has no other broadcast interests. Action Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
Total Radio	10,964	1,549	12,513
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
Total TV	1,483	200	1,683
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
Total LPTV	925	948	1,873
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

CABLE

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

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

■ **KLDZ(FM)** Lincoln, NE (BALH910725HM; 95.1 mhz; 50 kw; ant. 287 ft.)—Granted assignment of license from Kempff Communications Co. to Radio Lincoln Inc. for \$1.134 million ("Changing Hands," Aug. 5). Seller is headed by Ron Kempff, and also owns WKLI(FM) Celina, OH. Buyer is headed by Sue Ellen Bereman and William H. Bereman. Sue Bereman sold WPAD(AM)-WDDJ(FM) Paducah, KY, last year ("Changing Hands," Dec. 24, 1990). Action Sept 11.

■ **WWOC(FM)** Avalon, NJ (BALH910723HO; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Group Six Communications Inc. to Ocean Media Inc. for \$400,000. Seller is headed by Lawrence P. Herbster. Ronald Townsend, principal of Group Six Communications, is vice president of Gannett Co. Inc.'s subsidiary's licensees of KPNX-TV Mesa (Phoenix), AZ; KOCO-TV Oklahoma City; WFMV-TV Greensboro, NC; KVUE-TV Austin, TX; WLVI-TV Cambridge (Boston), MA; WTLV-TV Jacksonville, FL; WUSA-TV Washington and WXIA-TV Atlanta. Buyer is headed by Sid Friedman (25%), Robert Kantor (18.75%), Frank Field (18.75%), Tony Guida (12.50%), Mario Mazza (12.50%) and Philip Becker (18.75%). Friedman has interests in Five Star Broadcasting Inc., licensee of WDMV(AM) Pocomoke City, MD; is president and 25% shareholder of Webb Broadcasting Inc., applicant for new FM in Ocean City, MD, and is employed as director (noncorporate) of International Electronic Journalism, NBC News (less than 1% nonvoting shareholder of General Electric). Action Sept. 13.

■ **KGGM-TV** Albuquerque and satellite KBIM-TV Roswell, both New Mexico (KGGM-TV: BTCT910703KL; ch. 13; 89.1 kw-V; 9 kw-A; ant. 4.181 ft.; KBIM-TV: BTCT910703KM; ch. 10; 316 kw-V; 40.7 kw-A; ant. 1,999 ft.)—Granted transfer of control from New Mexico Broadcasting Co. Inc. to Lee Enterprises Inc.; definitive purchase agreement for stock transfer is to be filed as amendment to applica-

tion. Sale constitutes purchase of remaining 58% (2,284 shares of stock) of New Mexico Broadcasting by Lee Enterprises, currently minority shareholder. Seller is headed by Margaret Ann Hebenstreit and Andrew Hebenstreit, and has no other broadcast interests. Buyer is headed by Richard D. Gottlieb and Lloyd G. Schermer, and is licensee of WSAZ-TV Huntington, WV; KGMB(TV) Honolulu. KGMD-TV Hilo and KGMV(TV) Wailuku, all Hawaii; KGUN(TV) Tucson, AZ; KMTV(TV) Omaha, NE; and KOIN-TV Portland, OR. Lee also publishes, directly or through affiliate, 46 newspapers and weekly publications. Action Sept. 16.

■ **WKDM(AM)** New York (BTC910716EB; 1380 khz; 5 kw-D)—Granted transfer of control of parent company United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Action Sept. 16.

■ **WZAD(FM)** Wurtsboro, NY (BTCH910607HE; 97.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Jerome Gillman Inc. to Richard Landy for \$20,000. Seller is headed by Jerome Gillman, and has no other broadcast interests. Buyer is headed by Richard I. Landy, who is president and 87.6% shareholder of Saw Mill Broadcasters Inc., licensee of WKNY(AM)-WDST(FM) Kingston-Woodstock, NY. Action Sept. 16.

■ **WXKL(AM)** Sanford, NC (BAL910729EE; 1290 khz; 1 kw-D)—Granted assignment of license from Lee Broadcasting Corp. to WGSE Inc. for \$1 and assumption of debt. Seller is headed by Betty L. Ciliberto, and has no other broadcast interests. Buyer is headed by Jimmy Johnson, and has no other broadcast interests. Action Sept. 12.

■ **WTOE(AM)** Spruce Pine, NC (BAL910805EC; 1470 khz; 5 kw-D, 100 w-N)—Granted assignment of license from WTOE Inc. to Mountain Valley Media Inc. for \$140,000. Seller is headed by Fred T. Boyd and John J. Dobson, and has no other broadcast inter-

ests. Buyer is headed by Remelle K. Sink (75%) and J. Ardell Sink (25%), 25% and 75% stockholders, respectively, of Mark Media Inc., licensee of WKY-K(AM) Burnsville, NC. Action Sept 16.

■ **KFNC(FM)** Sulphur, OK (BALH910724HN; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Murray County Broadcasting Inc. to Central Oklahoma Radio Corp. for \$40,000. Seller is headed by Raymond B. McGrew, and has no other broadcast interests. Buyer is headed by Kenneth D. Austin (45%), Jeffery D. Southmayd (30%), Peter Lechman (20%) and Sam F. Houston (5%). Austin, Southmayd and Lechman have interests in Blue Mountain Broadcasting, permittee of KZUD(FM) Willburton, OK. Southmayd and Lechman have interests in Peanut Whistle Broadcasting Co., licensee of KZHR(FM) Dayton, WA. Southmayd is 49% shareholder in Austin Broadcast Services Inc., licensee of KFXI(FM) Marlow, OK, and 85% shareholder in Leverrier Broadcasting Co. Inc., general partner in licensee of WAPP(FM) Berryville and WESI(FM) Strasburg, both Virginia. Action Sept. 16.

■ **KLVS(AM)** Lake Oswego, OR (BAL910726EC; 1290 khz; 5 kw-U)—Granted assignment of license from Tamarack Communications Inc. to Donald B. Crawford for \$450,000 ("Changing Hands," July 29). Seller is headed by E.L. Kilday, and has no other broadcast interests. Buyer is headed by Donald B. Crawford, who is majority shareholder of Don-Tron Inc., licensee of KPBC(AM) Garland (Dallas), TX, and WYCA(FM) Hammond (Chicago), IN; Kier-Ton Inc., licensee of KBRT(AM) Avalon, CA; WMUZ Radio Inc., licensee of WMUZ(FM) Detroit, and Kimtron Inc., licensee of WDCX(FM) Buffalo, NY. Crawford is also partner of WDJC Radio Co., licensee of WDJC(FM) Birmingham, AL. Action Sept. 12.

■ **WKDY(AM)** Spartanburg, SC (BAL910802EA; 1400 khz; 1 kw-U)—Granted assignment of license

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20th Street Station
Washington, DC 20036
(703) 534-7880

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$40 per insertion

26 weeks - \$50 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

from Charles P. Edwards to Associated Broadcasting Corp. for \$80,000. Seller has no other broadcast interests. Buyer is headed by Charles A. Brooks (70%) and is 25% stockholder of Professional Radio Inc., licensee of WNMK-FM Newberry, SC. Action Sept. 13.

■ **WDSG(AM) Dyersburg, TN (BAL910802EB)**: 1450 kHz; 1 kw-U.—Granted assignment of license from Robert Ward, administrator of the estate of Joann Ward, to Dr. Pepper/Pepsi-Cola Bottling Co. for \$21,000. Seller has no other broadcast interests. Buyer is headed by W.E. Burks (55.36%). Dr. Pepper/Pepsi-Cola Bottling Co. of Dyersburg Inc., which is also licensee of WTRO(AM)-WASL(FM) Dyersburg, TN, intends to surrender its license for WTRO when this transaction closes. Action Sept. 16.

■ **WTVF(TV) Nashville (BALCT910716KE)**: ch. 5; 100 kw-V; 10 kw-A; ant. 1,394 ft.—Granted assignment of license from H&C Communications Inc. to Landmark Television Inc. for \$46 million. Seller is headed by James Crowther, and is licensee of KVOA-TV Tucson, AZ; WESH(TV) Daytona Beach, FL; KCCI-TV Des Moines, IA, and KPRC-AM-TV Houston and KSAT-TV San Antonio, both Texas. Buyer is headed by Frank Batten and John O. Wynne, and through wholly owned subsidiaries owns WTAR(AM)-WLTY(FM) Norfolk, VA, and KLAS-TV Las Vegas. Landmark also owns The Weather Channel and publishes daily newspapers. Action Sept. 12.

■ **WVGN(FM) Charlotte Amalie, VI (BALH910508HL)**: 105.3 mhz; 50 kw; ant. 1,532 ft.—Granted assignment of license from Erik B. Henriksen, bankruptcy trustee, to St. Croix Wireless Co. Ltd. for \$160,000. Seller is trustee to Sandy Isle Broadcasting, which was headed by former group owner Ian Wheeler. Buyer is headed by John T. Galanes (80%), and is permittee of WAVI(FM) Christiansted, St. Croix, VI. Action Sept. 5.

NEW STATIONS

Applications

■ **Hamburg, AR (BPH910821MH)**—Kenneth W. Diebel seeks 99.5 mhz; 3 kw; ant. 100 m. Address: 1207 Louisa St., Rayville, LA 71269. Principal has no other broadcast interests. Filed Aug. 21.

■ **Oglesby, IL (BPH910822ME)**—Starved Rock Radio seeks 102.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 211, Spring Valley, IL 61362. Principal is headed by Charles Tiemann, who has 80% equity interest in WAIV(FM) Spring Valley, IL. Filed Aug. 22.

■ **New Washington, IN (BPED910903MB)**—Lou Smith Ministries Inc. seeks 88.3 mhz; 1 kw; ant. 83 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Principal is headed by Mary L. Smith, who has interests in Brightness Ministries Inc., which owns LPTV's in Indiana and Kentucky. Smith also has interests in WLTV(AM) Athens, OH, and WRRD(AM) Blennerhassett and WMSP(AM) Elk Hills, both West Virginia. Filed Sept. 3.

■ **Alma, MI (BPED910903MA)**—Alma College seeks 90.9 mhz; 1 kw; ant. 20 m. Address: 614 W. Superior St., Alma, MI 48801. Principal is headed by Lawrence Beck, who is partner in Burnham Broadcasting Co., licensee of WLUK-TV Green Bay, WI; KHON-TV Honolulu; KBAK-TV Bakersfield, CA; WVUE-TV New Orleans, LA, and WALA-TV Mobile, AL. Filed Sept. 3.

■ **Carlsbad, NM (BPH910904MB)**—Kolob Broadcasting Inc. seeks 106.1 mhz; 50 kw; ant. 150 m. Address: 1011 West Mermod, Carlsbad, NM 88220. Principal is headed by Marion Jenkins, and is licensee of KCCC(AM) Carlsbad, NM. Filed Sept. 4.

■ **Westport, NY (BPH910822MG)**—Mountainview Broadcasting Corp. seeks 102.5 mhz; .84 kw; ant. 260 m. Address: RFD #1, Box 288, Center Sandwich, NH 03227. Principal is headed by Douglas E. Mayer, Derrick D. Cephas, non-voting stockholder of Mountainview Broadcasting Corp., is 50% stockholder of C & S Radio Inc., permittee of WMNK(FM) Montauk, NY. Filed Aug. 22.

■ **Lafayette, TN (BPH910821MG)**—Lafayette Broadcasting Co. Inc. seeks 104.1 mhz; 3 kw; ant. 81 m.

Address: P.O. Box 160, Lafayette, TN 37083. Principal is headed by Billie G. Speck, and is licensee of WEEN(AM) Lafayette, TN. Filed Aug. 21.

■ **Twisp, WA (BPH910904MC)**—Methow Radio seeks 106.3 mhz; 22 kw; ant. 498 m. Address: P.O. Box 626, Winthrop, WA 98862. Principal is headed by Debra Featherston, Cary Featherston and Fran Smith, and has no other broadcast interests. Filed Sept. 4.

Actions

■ **Warrior, AL (BPH891214MJ)**—Granted app. of Teresa B. Lowry for 98.7 mhz; 6 kw H&V; ant. 100 m. Address: Fifth Ave. West, Oneonta, AL 35121. Principal has no other broadcast interests. Action Sept. 5.

■ **Pueblo, CO (BPH880825NX)**—Granted app. of Pueblo B'casters Inc. for 104.5 mhz; 100 kw H&V; ant. 299 m. Address: 1902 E. 5th St., Pueblo, CO 81001. Principal is headed by Mercy Plascencia, and has no other broadcast interests. Action Sept. 4.

■ **West Palm Beach, FL (BPED891212MC)**—Granted app. of Southwest Florida Community Radio Inc. for 88.1 mhz; 50 kw; ant. 127 m. Address: P.O. Box 061275, Fort Myers, FL 33906. Principal is headed by Robert D. Augsburg, and has no other broadcast interests. Action Sept. 5.

■ **Darien, GA (BPH871224MG)**—Granted app. of John W. Stewart for 107.7 mhz; 50 kw H&V; ant. 150 m. Address: Rt. 6, Box 549-H, Brunswick, GA 31520. Principal has no other broadcast interests. Action Sept. 9.

■ **Hephzibah, GA (BPED890324MJ)**—Dismissed app. of C.S.R.A. Public Radio Inc. for 88.3 mhz; 1 kw; ant. 69 m. Address: 1518 Tara Ct., Augusta, GA 30906. Principal is headed by Bryan Matthews, and has no other broadcast interests. Action Sept. 9.

■ **Ketchum, ID (BPH900731MC)**—Granted app. of Jim Kincer for 104.7 mhz; 157 kw; ant. 586 m. Address: 8300 Houston Lane, P.O. Box 675, Pewee Valley, KY 40056. Principal is sole stockholder of Radio 900 Inc., licensee of WFLA(AM)-WZKS(FM) Louisville, KY. Action Sept. 5.

■ **Wilmington, NC (BPH880602NF)**—Granted app. of Beatriz Laura Garcia Suarez de McComas for 105.3 mhz; 3 kw H&V; ant. 100 m. Address: 2495 Greenwell Ct., Wilmington, NC 28403. Principal has no other broadcast interests. Action Sept. 6.

■ **Belvedere, SC (BPED900618MD)**—Granted app. of Toccoa Falls College for 88.3 mhz; 4.46 kw; ant. 423 m. Address: Falls Rd., Toccoa Falls, GA 30598. Principal is headed Paul L. Alford, and is licensee of WRAF(FM) Toccoa Falls and WCOB(AM) Warner Robins, both Georgia. Action Sept. 9.

■ **Howe, TX (BPH900710MA)**—Granted app. of Maple Communications Ltd. for 95.3 mhz; 6 kw; ant. 100 m. Address: 1207 Hudgins, Grapevine, TX 76051. Principal is headed by Kevin P. McCauley (100% general partner) and Evergreen Media Corp. (limited partner). Evergreen Media is parent of licensees of KFAC(FM) Los Angeles; WLUP-AM-FM Chicago; KHYI(FM) Arlington (Dallas), TX; WVCG(AM) Coral Gables, FL; WAPE-FM Jacksonville, FL. Action Sept. 4.

FACILITIES CHANGES

Applications

FM's

■ **Fayetteville, AR KKEG(FM) 92.1 mhz**—Aug. 16 application for CP to change ERP: 14 kw H&V; ant.: 118 m.; change TL: 2.4 km N of Goshen, AR; change to class: C3 (per docket #90-201).

■ **Atwater, CA KVRK(FM) 92.5 mhz**—Aug. 16 application for CP to change ERP: 6 kw H&V; TL: approx. 1.7 mi, S. SE of city of Merced, approx. 500 ft. E of Tyler Rd. and 600 ft. N. of Gerald Ave., CA.

■ **Hartford, CT WCCC-FM 106.9 mhz**—Aug. 23 application for CP to change TL: 3114 Albany Ave., West Hartford, CT.

■ **Fort Valley, GA WQBZ(FM) 106.3 mhz**—Aug. 14 application mod. of CP (BPH900213IA) to make changes in antenna supporting structure height.

■ **Crawford, GA WGMG(FM) 102.1 mhz**—Aug. 12 application for CP to change ERP: 25 kw H&V; TL: 1.1 km W of Palmetto, GA, change to channel 271C3 (per docket #90-496).

■ **Macon, GA WVPI(FM) 92.3 mhz**—Aug. 20 application mod. of CP (BPH880421MD) to change TL: just W of Old Gaule City Rd., .7 km S of intersections of Guy Paine and Mead Rds., Macon.

■ **Ocilla, GA WSIZ-FM 98.5 mhz**—Aug. 13 application mod. of CP (BPH870930MG) to change ERP: 4.3 kw H&V; change ant.: 110 m.; TL: .14 km E of Hwy. 129, 2.2 km S of Ben Hill Irwin County line, near Ocilla.

■ **Seymour, IN WQKC(FM) 93.7 mhz**—Aug. 15 application mod. of CP (BPH870302IG) to change ERP: 25 kw H&V; change ant.: 213 m.; TL: NW 1/4 of section 11, Pershing Township, IN (3 km W of Freetown, IN).

■ **Benton, KY WVMH(FM) 90.5 mhz**—Aug. 26 application for CP to change ERP: 8 kw V only.

■ **Bowling Green, KY WCBZ(FM) 96.7 mhz**—Aug. 8 application for CP to change ERP: 13.5 kw H&V; ant.: 137 m.; change TL: 1.25 km E of New Harmony Church on Barrow Rd., KY; change channel: 244 C3 (per docket #90-447).

■ **Greensburg, KY WGRK-FM 103.1 mhz**—Aug. 12 application for CP to change ERP: 4.6 kw H&V.

■ **Wabasha, MN KWMB-FM 102.5 mhz**—Aug. 19 application for CP to change ant.: 161 m.; TL: 2.8 km ESE junction U.S. Hwy. 63 and MN. Hwy. 60 on bearing of 104 degrees; change to class C3 (per docket #90-408).

■ **Marshfield, MO KTOZ-FM 104.9 mhz**—Aug. 12 application mod. of CP (BPH880211MQ) to change ERP: 35.3 kw H&V; change ant.: 177 m.; TL: County Rd. 418, 1.75 km E of Hwy. FF, near Fordland, MO.

■ **Springfield, MO KSMU(FM) 91.1 mhz**—Aug. 8 application for CP to correct coordinates: 37 10 13.8N 93 19 25.4W.

■ **Red Lodge, MT KAFM(FM) 99.3 mhz**—Aug. 15 application mod. of CP (BPH890411IB) to change ERP: 45 kw H&V; change freq: from 99.5 to 99.3 mhz; change to class C (per docket #89-125).

■ **South Orange, NJ WSOU(FM) 89.5 mhz**—Aug. 20 application for CP to change ERP: 2.8 kw H&V; ant.: 95.4 m.; change TL: at intersection of Centre St. and Woodbine Ave. on the Seton Hall University Campus in S Orange, NJ.

■ **Trenton, NJ WNJT(FM) 88.1 mhz**—Aug. 16 application for CP to change ERP: .11 kw (V); ant.: 210 m (V).

■ **Taos, NM KTAO(FM) 101.7 mhz**—Aug. 13 application mod. of CP (BPH891128FI) to change ERP: 1.05 kw H&V; change ant.: 861 m.

■ **Elmira, NY WECW-FM 88.1 mhz**—Aug. 14 application for CP to change ERP: .0089 kw H&V; ant.: .103 m.; change TL: atop roof of Campus Center, N of W Sixth St., Elmira College, Elmira, NY.

■ **Mechanicville, NY (no call letters) 104.5 mhz**—Aug. 20 application mod. of CP (BPH880825MQ) to change ERP: 5 kw H&V; change ant.: 107 m.; TL: WVXZ-FM tower, 705 Waite Rd., Clifton Park, NY.

■ **Concord, NC WPEG(FM) 97.9 mhz**—Aug. 23 application for CP to change ERP: 93.6 kw H&V; ant.: 491 m.

■ **Durham, NC WFXC(FM) 107.1 mhz**—Aug. 19 application mod. of CP (BPH900601ID) to change ERP: 2.6 kw H&V; change ant.: 153 m.

■ **Nags Head, NC WNHV(FM) 92.3 mhz**—Aug. 16 application for CP to change ERP: 18.5 kw H&V; ant.: 62 m.

■ **Cleveland WLTF(FM) 106.5 mhz**—Aug. 20 application for CP to change ERP: 11.3 kw H&V; ant.: 316 m.

■ **Cleveland WQAL(FM) 104.1 mhz**—Aug. 26 application for CP to change antenna supporting-structure height.

■ **Port Allegany, PA WHKS(FM) 94.9 mhz**—Aug. 22 application for CP to change TL: 4.9 km E of Smethport, PA, McKean County, Prospect Hill.

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

Immediate need for sales-oriented general manager with both bottom line and program experience. FM-AM combo in small competitive market located in beautiful Southeast. Send resume, references, and salary requirements to Box P-42. EEO.

Northern Ohio AM/FM seeks manager knowledgeable in all aspects of station operations. Must be experienced in and enjoy small market radio. Send resume, salary requirements. EOE. Reply to Box P-43.

New England. General manager for full-time AM/FM station in small to medium resort market. Successful station owned by strong company looking for energetic, sales oriented GM. Salary, bonus, equity participation. Reply Box P-44. EOE.

General manager, powerhouse New England FM. This super-rated facility needs an organized, disciplined leader; one who can find the hill and lead his troops up to take it. Spectacular opportunity with a great group. All replies held in confidence. Please reply to Box P-45. EOE.

Florida: GSM of the 90's, for Oldies FM. County has six million in radio revenue and we're new. 50% current cash flow. Unique deal! Carry big local list of the best and direct the rest. Strong market growth requires strong leader and doer. EOE. Box P-60.

General manager for small New England combo. Need sales manager ready for next step. Challenging opportunity for motivated manager. Flexible compensation. Send resume to Box P-61. EOE.

Marketing manager: Radio station KFAM is a 50KW AM stereo in North Salt Lake City, Utah, and we are looking for the right person to manage our marketing dept. Call 801-531-0700. EOE.

General manager-radio for Lakeland, Florida AM/FM combo. Energetic, professional leader and organizer. Proven radio veteran with strong sales and people skills. Experience in planning, budgeting, marketing and research helpful. Send resume, salary history and references to Root Communications, Box 2860, Daytona Beach, FL 32120-2860. EOE.

Aggressive general sales manager needed to guide professional staff at leading station on California's central coast. Growing market, great ratings, great facilities and great rewards if you can do the job. We are an equal opportunity employer. Reply to Box P-65.

Mid-South combo (powerful FM) seeks highly motivated, take charge GM who loves sales. Beautiful area. Enormous potential. Generous compensation. Bright future. Reply to Box P-62. EOE.

HELP WANTED ANNOUNCERS

Full power Southwest FM seeking mature, talented communicator to succeed market leader. EOE. Resume only to Box P-47.

Radio announcer: Includes 6 pm to 12 midnight air shift Monday through Saturday plus production of station commercials, promotional announcements, and other audio production. Salary negotiable depending on experience and qualifications. For complete job description or to apply, send resume and tape to Program Director, KRVN Radio, Box 880, Lexington, NE 68850. KRVN is an equal opportunity employer.

HELP WANTED NEWS

WEPM-WKMZ looking for intelligent, committed person for news operation. Writing skills, knowledge and respect for the English language a must. Commitment to honest, factual, unbiased reporting. Must be willing to accept style guidelines and open to professional criticism. EOE. Tape, resume to: Richard Strader, PO Box 767, Martinsburg, WV 25401.

News director needed for small Mid-Atlantic market FM. Prepare and anchor local newscasts. Some airshift work required. Journalism background desirable. Reply to Box P-63. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Community relations director KFLT: AM Tucson, Arizona. Christian formatted station seeks individual with on-air and public relations-promotion experience. Send letter, resume, references and audition tape to: Ed Phillips, KFLT Radio, Box 36868, Tucson, AZ 85740. Women and minorities encouraged to apply. 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.

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.

Outstanding small market GM...wants to get back to Texas, Arkansas or Louisiana. Great track record. 20+ years experience. Box P-49.

Management, sales, promotion. Hire me, your bottom line will love you! 14 years experience, let's talk. Tom 413-773-8836.

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

Let's roll up our sleeves and get the job done. A 15 year advertising/broadcasting management executive seeks group management, GM, or administrative position in small/medium market. Successful turnaround experience. Extensive general manager, sales manager, and sales experience. MBA degree. Full P&L responsibility. Call 405-447-0626.

Cut expense—make money! I will consult your station, increase revenue and improve ratings! Former owner—23 years—every market size—every format including urban. Call me, I'll give you an incredible idea for free! John Wilson 318-323-0641.

Sales manager available for management position. Young, ambitious and energetic. Over 19 years sales and programing experience in urban/AC formats. Contact Steve at 407-292-9026.

SITUATIONS WANTED SALES

Dynamic, redhead, female account executive for hire in small market. Five years experience various formats, Rock, Country, etc. FCC 3rd class license for commercials, news, weather, great air voice! Specialize in creative promotional retail campaigns. Prefer Midwest, Colorado, Ozark or Pacific Northwest locale. Reply Box P-50.

SITUATIONS WANTED ANNOUNCERS

Cage PBP! Any college networks out there need a fresh voice for basketball? (And more!) Give me a call. Steve 602-425-5523 or 602-425-4471.

Enthusiastic & aggressive sports and news reporter. Winner of William Randolph Hearst Award 1991. Strong PBP skills on NCAA Division I level. Will relocate anywhere! Tim 818-718-8112.

SITUATIONS WANTED TECHNICAL

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 NEWS

Pro newsmen/copywriter, educated, personality. Available for interview anytime September. For details/demo tape phone me c/o Boye de Mente, tel. 602-952-0163

Major market news/sports veteran seeks programing/talent position with news/talk or all sports format; experience includes management, PBP, national and network O&O (KMOX), newspaper columnist. Scott Simon. 1-314-878-7615.

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.

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. Millidge Ave., Athens, GA 30605.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager for major network affiliated group. Two positions available in Southeast. Emphasis on new account development, sales training and strong people skills. Excellent opportunity for successful A.E. to move up. Send resume, compensation requirements and references to Box P-36. EOE.

HELP WANTED SALES

Experienced television account executive. Looking for creative, resourceful, enthusiastic, team member. Proof of past new business success and knowledge of research tools is extremely helpful. Apply in writing to: Thomas Labuzinski, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

General sales manager: #1 CBS affiliate has an opportunity for a creative, people motivator with strong communicative skills. Position responsibilities include national sales, supervision of local sales, traffic, and marketing areas. Strong marketing skills a must. Stowell Research background important. Negotiating arts should be well honed. Excellent opportunity for a strong leader. Group owned in Southwest. All replies in confidence. Submit resume, salary history, and cover letter outlining sales operational philosophy to: Box P-66. EOE.

Account executive: Handle established list with emphasis on developing new business. Commission. EOE. Send resume to: WZTV, Attn: LSM, 631 Mainstream Drive, Nashville, TN 37228.

HELP WANTED TECHNICAL

Engineering supervisor, sought by KXAS-TV in Ft. Worth, TX. This person will be responsible for planning/implementation of capital projects/crew scheduling, and day-to-day coordination of maintenance. Qualifications include ten years TV maintenance, at least three as asst. CE or maintenance supv. Must be computer literate (MS-DOS) and have good RF knowledge. Resumes, no calls to KXAS-TV, PO Box 1780, Ft. Worth, TX 76101, Attn: Director of Engineering. EOE.

Maintenance engineer needed for top corporate broadcast/production facility based in New York City. Our facility has Ikegami studio cameras, Sony 1" and Betacam tape machines and Grass Valley switchers. Several years experience in maintenance to component level repair required. Send resume with references and salary requirements to: Box P-67. EOE.

KTGF-TV16, a state-of-the-art NBC affiliate in Great Falls, Montana has an immediate opening for a hands-on chief engineer with strong UHF transmitter, studio and production house experience. Call 406-761-8816. EOE.

Studio engineer: Position requires experience as a studio camera operator and a thorough understanding of TV studio operations. Completion of accredited college or technical school desirable. Professional experience required. Send resume to: Don Amell, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

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.

Producer: Strong writer, creative and solid news judgement. Minimum of two years newscast producing experience. Send resume, tape and writing samples to: Steven D. Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an EOE.

Producer: One of the strongest news organizations in the southeast is looking for a 5pm producer. We do more local news than anyone in the region, including production of the nation's only statewide cable news system. We have all the toys including SNG, Newstar, and Doppler Radar. The successful candidate must be a strong writer who can build memorable programs. This candidate must also be a producer with a solid track record of success and innovation. If you meet these requirements, send a resume and a non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE, M/F.

ABC affiliate needs nightside assignment editor to help put the 11 over the top. Successful candidate should have excellent news judgement, strong organizational skills and be an idea person. Knowledge of Central Ohio preferred. Send news philosophy and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #0919BR9101. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Producer: Strong writer, creative and solid news judgement. Minimum of two years newscast producing experience. Send resume, tape and writing samples to: Steven D. Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an EOE.

KTVN-TV has an immediate opening for news producer. College education with emphasis on journalism preferred. Minimum one year television news producing experience required. Send resume and tape to Steve Kremer, News Director, KTVN-TV, PO Box 7220, Reno, NV 89510. Tapes will not be returned. No phone calls please. KTVN-TV is an equal opportunity employer.

Assistant news director. #1 NBC affiliate. #1 St. Louis all news time periods. Qualified applicants must have minimum 5 years news room management experience. Send resume including statement of your news philosophy and tape to: News Director, KSDK, 100 Market Street, St. Louis, MO 63101. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative services manager. Dominant west Texas affiliate seeks a professional with strong production background and good people skills to supervise a 3-person department. Experience and degree required. Send resume, salary requirements and tape to: Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Production manager-WVAH-TV, Charleston WV seeks an experienced production manager. Heavy emphasis on commercial production. This is a hands-on position, must be familiar with the latest production techniques. CMX, DVE, Chyron Scribe, MII, remote and studio. Send resume and tape to John Fawcett, Operations Manager, WVAH TV 11 Broadcast Plaza, Hurricane, WV 25526. EOE.

San Diego's premier production company needs creative on-line editor. Five years editing experience in post production environment required. Heavy emphasis on ADO in combination with paintbox and computer graphics. Fax resume to Dan Rogers, 619-695-1224. Call World Video & Film, 619-695-1045. EOE.

Television facilities manager: Manage field, post and studio production facilities for two public television stations and instructional production service. Qualifications are a four year degree with major field of study in Television Production, Communications or Instructional Media; and three years of demonstrated experience in studio and location production, or equivalent education experience. Salary competitive with generous benefits. Application deadline October 4, 1991. For information packet contact Facilities Manager Search Chairman, Northwest Public Television, Washington State University, Pullman, WA 99164-2530 or phone 509-335-6511. WSU is an EO/AA employer and educator. Protected group members are encouraged to apply.

Senior producer MacNeil/Lehrer: Supervise production of tape segments for broadcast on The MacNeil/Lehrer Newshour and KCTS Current Affairs programs. The senior producer of The MacNeil/Lehrer Newshour ensures that KCTS/9 meets or exceeds its contractual commitment to The Newshour's needs. Bachelor's degree or equivalent work experience; three years of significant experience in broadcast journalism, and specifically in major market documentary, magazine, or feature news gathering; extensive knowledge of video production and ability to interview and perform on-camera. To apply, please send two copies of resume, cover letter, and one copy of tape sample to: KCTS/9 Personnel, Attn: Senior Producer MacNeil/Lehrer, 401 Mercer Street, Seattle, WA 98109. All applications must be postmarked or hand delivered by October 18, 1991. KCTS/9 is an AA/EOE employer. For more job information please call 206-443-4800.

Senior producer creative services. #1 NBC affiliate. St. Louis' #1 all news time periods. Qualified applicants must have 5 years proven experience. Write, produce news related promos including special series, insure graphic and textual consistency. Send resume and tape: Director, Human Resources, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Promotion wizard wanted: #1 Northeast CBS affiliate looking for a creative service director who can make "magic." Must have solid news promotion experience. Background in marketing helpful. Be creative. Send tape, resume and salary requirements to David M. Tinsch, Dir. of Programming and Marketing, WTVH5, 980 James St., Syracuse, NY 13203. No phone calls. EOE.

Promotion assistant: Duties include promotional copywriting, produce/edit/mix creative on-air promos and sales/marketing spots. Strong organizational skills, knowledge of equipment and 1-2 years on-air promotion experience required. Send tape and resume to: Larry Thomas, Promotion Manager, WZTV, 631 Mainstream Drive, Nashville, TN 37228. EOE M/F.

ETV-director programing/promotions: Management position with supervisory responsibility for all network television programing and promotions activities which includes acquisition of programs for broadcast, development of program budgets, marketing of the station's production products, and oversees master program schedules. Req: B.A. from an accredited four-year college or university in Radio/Television/Film or a directly related field and (6) years experience in work related to the above described duties; (1) year of which must have been directly related with supervisory responsibilities; (OR) above high school, related education and related experience equally substituted, except there shall be no substitution for (5) years of directly related experience with (1) year of supervisory experience. Send cover letter and salary history to Confidential-Personnel, Mississippi ETV, PO Box 1101, Jackson, MS 39215-1101 by October 7, 1991. EOE/AA M-F.

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 ABRV Communications station, America's fastest growing television group. No phone calls. EOE M/F.

SITUATIONS WANTED MANAGEMENT

TV network founder and exec wants GM/GSM/LSM/AS position in Dallas/FW. 19-year agency-experienced sales pro, all media. Buddy Merrick, 704 Hodges, Dallas, TX 76040, 817-545-4639.

13 years TV operations and production experience. Presently operations supervisor in Midwest market. Seeking permanent, more responsible position with solid company. Team player dedicated to quality and results. Please reply Box P-40.

SITUATIONS WANTED TECHNICAL

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.

Mobile EIC/video engineer S.N.V./E.N.G. engineer. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

Technical director: Eight years of broadcasting experience in the New York market including CBS and CNN. GVG training course. Can direct and operate all TV equipment including Chyron. Will relocate. 516-754-1712 for resume.

SITUATIONS WANTED NEWS

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

Exceptional background. Top AP, newspaper supervisor, reporter, editor, plus business experience and respect for bottom line. Seeking news or independent project. 415-751-1845.

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-award-winning producer/writer wants to get in front of the camera. Exceptional interviewer, conversationalist, really... well-informed, inquisitive, quick and insightful. Extensive past experience in radio talk. Expertise in the popular arts (degree in American Popular Culture; thesis on Pink Floyd's "Dark Side of The Moon"), but broad range of interests; have conducted in-depth sessions with personalities as diverse as Dr. Oliver Sacks ("Awakenings") and Nick Nolte. Have all the elements for you to put two and two together; producer's demo tape, headshot ad radio outtake on 1/2" audio tape (i.e., voice). Excellent prompter reader. Impressive references. Will move anywhere to make this essential career enhancement. Please call Steve at 202-362-4915.

PERSONALITY/TALENT

Versatile minority entertainment anchor-reporter/news anchor-reporter with 3 years of experience with "THE" entertainment news show and cable looks to jump start stalled career. I'm just looking to work with the best. Reply to Box P-41.

MISCELLANEOUS

Career videos. Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance. 708-272-2917.

Attention employers! We represent many of the industry's most talented professionals. Describe openings on company letterhead. We search for qualified candidates and send those from our database directly to you absolutely FREE. Single vacancies or major overhauls. Media Marketing/THE HOT SHEET, PO Box SBE, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

EDUCATION OPPORTUNITY

Graduate assistantships available beginning both Spring 1992 and Fall 1992 semesters for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

HELP WANTED SALES

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. EOE.

EMPLOYMENT SERVICES

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads" today. 5 issues for \$15.00/10 issues for \$20.00. Send check or money order to: WWW Publishing Company, P.O. Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

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.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Anchor Workshop-Nov 2, 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.

Phelps-Dodge two or three bay FM antenna: 300 ft. or more self-supporting tower or guyed tower, on ground or standing. WORG, 803-854-2671.

FOR SALE EQUIPMENT

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.

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.

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.

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.

Micro control 9 channel 6-year-old remote control in good condition. \$1500. WRUL/WROY, Carmi IL 618-382-4161.

CSI FM-5KW FM transmitter, now in use at 6KW H&V; upgraded to 25KW. Transmitter available with exciter in 30 days. Spares. \$12,000. WORG, 803-854-2671.

ITFS TV transmitter, 50 watt, with 12 gain Andrew antenna on CH-1A. Operated 2 years. 84 sections 6-1/8", 19-1/2 ft. transmission line. Best offer. Will trade. Bill Ellis, KOZK-TV, Springfield, MO 417-865-2100.

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.

TELEVISION

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

Help Wanted Programing Promotion & Others

"Out-of-the-box"

Creative group seeks 4th wheel for innovative productions. If you can think as well as you can shoot as well as you can edit and you can do it hands-on with film or video AND you have a reel to prove it — let's talk — or better yet, let your reel do the talking. Send tapes to Dan Brazda c/o WGH Piedmont 8, 2005 Francis St., High Point, NC 27263. NO PHONE CALLS. EOE/AA.

Help Wanted Programing Promotion & Others Continued

AUDIENCE PROMOTION MANAGER

One of the nation's leading television stations seeks a promotion pro with exceptional talent. Candidates should have strong conceptual and executional skills in all levels of film, video, radio and print production, and a head for managing a group of extremely talented people. Minimum 5 years TV promotion experience a must, management experience a plus. If you have what it takes to do breakthrough work in a strong creative environment, send us a tape and resume. No phone calls please.

Eric Goldstein
Director of Creative Services
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134

Group W Television is an equal opportunity employer.

Public Notices

The public television interconnection Committee will meet at 9:00 a.m. on October 10, 1991 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, FY 93 interconnection budget, CPB/PBS interconnection agreement, transponder utilization, and extension of services to unserved areas.

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet at 1:00 p.m. on October 10, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes FY 93 budget, FY 91 audit, FY 92 program assessment, stations on deferred or advance payment schedules, and reports from PBS officers.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on October 11, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes reports from PBS officers and Board committees on finance, programming, education services, video marketing, future funding, satellite replacement; appointment of new officers; Board/Committee agenda for FY 92; membership application; and other business.

Help Wanted Technical

MASTER CONTROL TECHNICIAN

LIFETIME TELEVISION, seeks a Master Control Technician to work part-time and/or full time. Must have hands-on experience with one-inch, beta and automation equipment, and be willing to work shifts, weekends, and holidays. Qualified candidates send resume/ salary requirements to:

LIFETIME TELEVISION
Human Resources Department
36-12 35th Ave., Astoria, NY 11106
EOE

LIFETIME
TELEVISION

TECHNICAL DIRECTORS

QVC Network, a cable shopping network reaching more than 40 million homes, is looking for your expertise as we start our exciting new venture — The QVC Fashion Channel.

Working at our state-of-the-art facility in West Chester, PA, you will work on a 24-hour television operation controlling several robotic cameras, while directing and technical directing a live TV show.

If you have solid TV production experience, knowledge of Grass Valley Switchers plus a lot of ambition and energy, we'd like to hear from you.

We offer a competitive salary and benefits, including relocation assistance. Please mail or fax your resume to:

Maryanne Delaney, QVC Network
Goshen Corporate Park
West Chester, PA 19380
Fax (215) 430-2368.

We are an equal opportunity employer, m/f.

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NETWORK
Quality Value Convenience

**CLASSIFIED
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HAVE INCREASED.
FOR MORE DETAILS
SEE RATE CARD ON
THE LAST PAGE OF
CLASSIFIEDS.**

Help Wanted Technical Continued

ENGINEERING SUPERVISOR

Engineering Supervisor sought by New York's leading independent TV station. We're looking for someone to handle major project management, scheduling and assisting in labor relations. Top technical and people skills necessary. Send resume and salary requirements to:

Employment A
Human Resources Department
WPIX-TV
11 WPIX Plaza
New York, NY 10017



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RADIO

Help Wanted Sales

RADIO SALES PERSON FOR MAJOR CENTRAL CALIFORNIA FM. EXCELLENT OPPORTUNITY. RESUMES TO DICK SHEPPARD, KJOI, 83 E. SHAW #250, FRESNO, CA 93710. EOE.



SPRINGFIELD, MA's classic rocker, WAQY, is looking for a **Super Aggressive Sales Star**. We are a Saga station and offer a Top List and a great career. Call Larry Goldberg, GSM at 413-525-4141 or fax resume to 413-525-4334.

Situations Wanted Management

ATTENTION Owners - Absentee Owners Want to increase SALES and get your price?

I'm a manager that sells everyday, has some cash, will buy out over time.
Call 1-813-349-4872

Situations Wanted News

I am looking for broadcaster who needs young old pro who wants to return to broadcasting. Mostly experienced in operations and news, plus on-camera. Previously a G.M. and news director, but willing to relocate anywhere there's a good, stable opportunity. Open to all reasonable offers.

Please write to Box P-68.

ALLIED FIELDS Employment Services

TELEVISION SPORTSCASTERS

We offer performance coaching, job placement and representation for TV sports anchors and reporters. **SPORTS TALENT** Phone: 415-927-9525

Where Television / Radio Professionals Find Employment
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(\$1.99 Per Minute) (5627)

Find A Job Today!

TV Anchor, Weather, Sales Reporter, Sports, Producer & Entry Level Jobs.

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As little as a TOTAL OF \$6 PER WEEK taps you into MediaLine's unparalleled TV job listing service

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Help Wanted Instruction

Tenure Track —Mass Communication

Emerson College is the nation's only fully accredited undergraduate and graduate institution devoted solely to the interdisciplinary study of communication and the performing arts.

Video Production

A tenure-track faculty position in video production is available within the Division of Mass Communication. Appointment will be at the rank of assistant or associate professor commensurate with experience and qualifications.

Responsibilities include teaching video production as it relates to television studio production and field production with emphasis on the documentary mode. The successful candidate will teach graduate courses and direct thesis and project work. This position requires excellent teaching ability, high interest in working with students in co-curricular settings, significant contributions in research or creative work, service to the college and the community and professional recognition, M.F.A. or Ph.D. terminal degree required; previous successful teaching experience and productivity in video production essential.

Review of credentials will begin November 15, 1991 and continue until the position is filled. Letters of application, accompanied by a curriculum vitae or resume and three references, should be sent to: Chair, Search Committee, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. The college offers a competitive salary and a comprehensive benefits package. Emerson College is an Equal Opportunity/Affirmative Action Employer. Women and Minorities are encouraged to apply.

**EMERSON
COLLEGE**

Give.



**American Heart
Association**

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YOUR LIFE

Help Wanted Technical

At Boeing Computer Support Services...

Your Approach to
Communications

Will Never Be
The Same.

As the company selected by NASA to provide international communications on the Integrated Information Services (IIS) Program, we can offer professionals the opportunity to be integrally involved in complex communications solutions worldwide.

Working at the Marshall Space Flight Center in Huntsville, Alabama, you'll explore some of the world's most advanced technologies. To be a part of America's space history. To excel.

And, you'll have the chance to discover Huntsville...one of America's best-kept secrets. The air is clean, the weather beautiful, with every cultural, recreational and educational advantage you can imagine.

Find out more today. Your career will never be the same.

Executive Video Producer

Responsible for using video to serve NASA's public relations objectives, you'll be involved with highly scientific material, providing maximum impact on the public and the press as well as investigating new video opportunities for serving NASA.

You must have at least a Bachelor's degree and a minimum of 10 years of writing and directing experience. In addition, you must possess documentary and live broadcast experience as well as excellent creative and organizational skills. A background working with government agencies would be a definite plus.

In addition to the challenge of working on worldwide communications technology, this exciting position commands a top salary and generous benefits. Please rush your resume and salary requirements to: Human Resources, Dept. 155, BOEING Computer Support Services, Inc., 9238 Highway 20 West, Bldg. 2, Suite 900, Madison, Alabama 35758. We are an equal opportunity employer m/f/h/v.

BOEING

We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.
Deadline is Monday at noon Eastern Time for the following Monday's issue.

Help Wanted Sales

SALES REPRESENTATIVE

Broadcasting Magazine is seeking a New York based sales representative. A minimum of 2-3 years outside sales experience is required. Candidate must be able to travel into geographic sales territory. Position includes selling to numerous advertising categories including Television Programers, Media Brokers, Cable Television Networks, etc.

Broadcasting, recently purchased by Cahners Publishing Company, offers a comprehensive benefits package in addition to a competitive salary for this position.

Please forward your resume to:

Joan Miller
Broadcasting
630 Third Avenue
New York, N.Y. 10017
No telephone calls, please.
EOE - M/F/H/V

Business Opportunities

GATEWAY TO CHINA

Reach over 50 million Chinese Nationals in P.R.C and Hong Kong. New Commercial Independent Network in The Peoples Republic of China. Exclusive N. American and European Agent. Seeking Sports and Entertainment Programming Partners.

Reply Box P-53

PARTNERS AND INVESTORS WANTED FOR NEW RADIO BROADCASTING GROUP.

Have S.B.I.C. backing. Call Mark Fitzmayer (301) 329-3061 or write c/o Future Market Trends, P.O. Box 805, Sparks, MD 21152-0805.

Legal Services

FACING AN FCC LEGAL PROBLEM?

Call
BROADCAST MEDIA LEGAL SERVICES™
a service of McCabe & Allen

1-800-433-2636

FLAT FEE LEGAL AND PARALEGAL SERVICES
MC-VISA-AMEX Accepted

For Sale Equipment

Brand New Fully Equipped Ikegami Mobile Units (40 FT) available for Rent or Lease in the Far East. Units presently located in the Peoples Republic of China. Great Rates! Exclusive Worldwide Agents.

Reply Box P-54

Dexel
CORPORATION

EQUIPMENT SALES DIVISION

Buying and selling pre-owned quality broadcast video equipment.

Call our toll free number for information on our national listing service.

1-800-842-5111

FAX (818) 841-8539

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Midwest Communications must sell its remaining new and used inventory **within the next 30 days!** Over \$5 million of products from the industry's leading manufacturers: Ikegami, Sony, Alta, Barco, Panasonic, Grass Valley, DPS. Cameras, VTRs, monitors, camera support, videotape, audiotape, accessories. Thousands of items, all at or below dealer cost!

Dealer inquiries welcome.

For list of equipment please call:
800-444-2814 or 606-781-2200

Midwest Communications Corp.
Four Tesseneer Drive
Highland Heights, KY 41017

For Sale Stations

550 AM STEREO 5KW
105.9 FM STEREO 6KW
NEW ALL DIGITAL STUDIOS
SINGLE STATION MARKET
WITHIN MOBILE/PENSACOLA ADI
(205) 368-2511

For Sale Stations Continued

STATION FOR SALE

50KW AM CLASS C FM
TOP 50 MARKET-WESTERN
P.O. BOX 25670
HONOLULU, HAWAII 96825

50,000 Watt, Full-Time AM in
Huntsville, Alabama. Market
#106, \$175,000 Cash.
Call M.D. Smith
(205) 533-3131 M-F,
9AM-4PM.

Southern California

Recreational Market

Growth Area
Established 1 kw AM-D
and CP Class A FM
Real Estate Included
Box P-69.

FOR SALE

Full Class (FM) Construction Permit
Dallas/Fort Worth, Texas Area

Price: \$2.5 million
Terms Negotiable
P.O. Box 5308
Austin, Texas 78763

WESTERN PA: Profitable small market Class A
combo in college/resort community. Excellent
terms! Good first buy!
CONTACT: Jack Satterfield 215-668-1168
UHF-TV: Full Power. \$250,000.
CONTACT: Bob Austin 303-740-8424
KANSAS: Class C combo with real estate in small
town. Asking less than 1990 gross sales.
CONTACT: Al Perry 303-239-6670


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Full time AM — 1,000 watts
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Positive cash flow for the past 4 years
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Eleven acres plus studios and offices
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(919) 633-9799

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. **NO** personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word. \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word. \$30 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. **BROADCASTING** will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

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

FATES & FORTUNES

MEDIA

Andrew P. Brown, manager, business development, Fox Inc., Los Angeles, named director, business development.

John V. Evans, VP, director of COMSAT Laboratories, Washington, named president.



Vinciguerra

Anthony Vinciguerra, station manager and general sales manager, WBZ-TV Boston, named VP, station manager.

Maura Kennedy, coordinator of sales systems and management, ABC Radio Networks, New York, named network manager, ABC Direction Radio Network.

Frankie L. Wagner, marketing and administrative assistant, WIZF(FM) Erlanger, Ky., joins WLWT(TV) Cincinnati as continuity assistant.

Alice Prince, accounting operations manager, finance department, Jefferson-Pilot Communications Co., Charlotte, N.C., named assistant VP, finance.

Appointments at Cablevision Systems Corp.: **William Paul Morton**, assistant GM, Norwalk, Conn., system, named GM, Rockford, Ill. (Chicago), system; **Irene McPhail**, GM, Rockford, Ill. (Chicago), system, named GM, Norwalk, Conn., system, and **Joseph Azznara**, GM, Norwalk, Conn., system, named VP-GM, Cablevision of Long Island, Woodbury, N.Y.

Jim Thompson, GM, KGUN(TV) Tucson, Ariz., joins co-owned KBIM-TV Roswell, N.M., and KGGM-TV Albuquerque, N.M., in same capacity. **Lee Rice**, programing and creative services manager, co-owned KOIN-TV Portland, Ore., succeeds Thompson.

William Bryce Combs, former director of program production, Milwaukee Public and Educational Television, named GM and dean of telecasting.

Robert Verde, general sales manager, KJAC-TV Port Arthur, Tex. (Beaumont), named VP-GM.

Gary DeHaven, VP-GM, WISC-TV Madison, Wis., joins KYTV(TV) Springfield, Mo., as GM.

David Barrett, GM, KZKX(FM) Lincoln,

Neb., joins WISM(AM)-FM Eau Claire, Wis., in same capacity.

Appointments at Mutual Broadcasting System/NBC Radio station relations, Washington: **Lynn McIntosh**, regional manager, Northeast, named regional director; **Gordon Peil**, regional manager, Midwest, named regional director, and **Kathy Pelli-cori**, compliance department manager, named director, station relations administration.

Jim Conway, director of radio, WLSU(FM) LaCrosse, Wis., retired, succeeded by **Bob Seaquist**, program director.

David Zepfowitz, GM, WPAS(AM) Zephyrhills, Fla., named CEO, Big Z Broadcasting Inc. **Neil Present**, sales manager, WPAS, named VP-GM.

SALES AND MARKETING

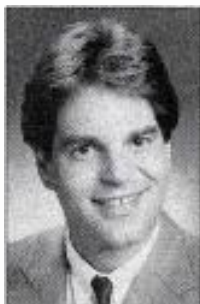


Arnstein



Reeve

Newly appointed VP, sales managers, at NBC Cable Sales for CNBC and Sports-Channel America: **Joseph A. Arnstein**, director of sales, Financial News Network, Central region, named to Central region, Chicago; **Thomas J. Reeve**, sales manager, CBS Radio, named to East Central region, Chicago, and **Todd Siegel**, VP, sales, Turner Broadcasting Co., named Eastern sales manager, New York.



Siegel

George T. Mayer Jr., former senior product manager, ABC Radio Networks, New York, named director of marketing development.

Thomas A. Neeson, GM, Seltel, Boston, joins National Cable Advertising there as manager,

new business development.

Linda S. Baumgartner, national continuity

coordinator, WLWT(TV) Cincinnati, named sales coordinator.

Christina M. Phelps, special events coordinator, WGUC(FM) Cincinnati, named marketing director, succeeding **William Abramovitz**, who resigned.

Kristine G. Foate, GM, WQFM(FM) Milwaukee, joins WKTI(FM) there as general sales manager.

Timothy Richey, account executive, Media Partners, Dallas, joins KUII(AM) there as account manager.

Terry M. Ashwill, chief financial officer, Carlson Companies Inc., Minneapolis, joins Foote Cone & Belding Communications Inc., Chicago, as executive VP, chief financial officer and board member, succeeding **Dales F. Perona**, director of financial systems.

VP's appointed at BBDO Chicago: **Tom Cronin**, senior producer; **Gary Neul**, associate creative director. **Harold Woodridge**, executive art director, and **John Troth**, senior copywriter, named associate creative directors.

Appointments at DDB Needham Worldwide, Chicago: **Wes Dubin**, senior VP and director of electronic ventures, named acting media director, Los Angeles; **Mitch Riber** and **Stacey Buel**, account supervisors, **Rick Gans**, manager of production services, and **Arlene Wanetick**, associate creative director, elected VP's.

Janet Lee-Rogers, account executive, KBLX-AM-FM Berkeley, Calif., named retail sales manager.

Mark Bowka, local sales manager, WYYY(FM) Syracuse, N.Y., joins WEZK(FM) Knoxville, Tenn., as sales manager.

Gayle Blicke, from WONE(AM)-WTUE(FM) Dayton, Ohio, joins WAFX(FM) Suffolk, Va. (Norfolk), as retail sales manager. **Scott Matheson**, marketing representative, Olin Corp., and **Annette Richmond**, sales representative, Roche Biomedical Laboratories, Virginia Beach, Va., join WAFX(FM) Suffolk, Va. (Norfolk), as retail sales representatives.

Valerie K. Larson, special projects coordinator, The Dallas-Fort Worth Teleport, Irving, Tex., named marketing associate.

Ed Spiegel, sales manager, WMGQ(FM) New Brunswick, N.J., joins WCTC(AM)-WMGQ(FM) there as general sales manager.

Lynne Plante, account executive, WTOG(TV) St. Petersburg, Fla., named national sales manager.

Bill Robinson, sales manager, Katz Com-

munications, Los Angeles, joins Adlink there as senior account executive/national accounts manager. **Thomas Lauchner**, from KCOPTV Los Angeles, joins Adlink there as account executive.

James L. McQuie Jr., account executive, WSTR-TV Cincinnati, joins WDAF-TV Kansas City, Mo., in same capacity.

Appointments at W.B. Doner & Co., Baltimore: **John Saag**, VP, director of broadcast production, named senior VP; **Bryan Jay Yotles**, from Clifford and Warnke law firm, Washington, named senior VP, administration.; **Nancy Schroeder**, manager of broadcast business affairs, and **Alison Lemeshow**, manager, marketing and research, named VP's.

Appointments at Mil-Mor media buying service, Richmond, Va.: **Alden G. Abernathy**, senior media buyer, named supervisor of broadcast services; **Linda J. Hailey** and **Barbara J. Scroggs**, media buyers, named supervisors of broadcast buying.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Marty Choinsky**, group media director, named senior VP, director of media, Bloomfield Hills, Mich., succeeding **George Rogers**, who retired; **Bryce C. McTavish** and **Fred W. Wolter Jr.**, account directors, named directors of operations and strategy; **Dawn M. Campbell**, from TBWA/Kerlick Switzer Advertising, St. Louis, named account manager; **Timothy S. Varner**, senior art director, and **Michael Dukes**, senior copywriter, named associate creative directors; **Thomas Allen**, from Peck Sims Mueller Advertising, named copywriter.

Ralph Flynn, account executive, WZTV(TV) Nashville, joins WRCB-TV Chattanooga, Tenn., as local sales manager.

Eric Davis, account executive, WKTK(FM) Crystal River, Fla. (Gainesville), named local sales manager.

Richard F. Priolo, VP, sales, Medstar Communications Inc., Allentown, Pa., joins WCDL(AM)-WSDG-FM Carbondale, Pa., as general sales manager.

Angela Floria, recent graduate, Seton Hall University, South Orange, N.J., joins WHAG-TV Hagerstown, Md., as account executive. **Terry Troutman**, recent graduate, Western Kentucky University, Bowling Green, Ky., joins WHAG-TV Cumberland, Md., as account executive.

Susan Poore, senior account executive, KKSS(FM) Santa Fe, N.M., joins KDEF(AM)-KUCU(FM) Albuquerque, N.M., as general sales manager. **Kathy Fix**, account executive, KZKL(FM) Rio Rancho, N.M., joins KDEF-KUCU as local sales manager.

Ann Leary, regional marketing manager, Katz Radio Group, New York, awarded McCaffrey and McCall's first annual Partners Award for work on advertising agency's Bacardi Breezers account.

Anne Cordts, national marketing manager, WHAG-TV Hagerstown, Md., joins WAVY-

TV Portsmouth, Va., as director of special projects. **Kenneth Suddith**, former account executive, Portrayed Images, joins WAVY-TV in same capacity.

Steve Wade, account executive, KTVZ(TV) Bend, Ore., named regional marketing director.

James L. McQuie Jr., account executive, WSTR-TV Cincinnati, joins WDAF-TV Kansas City, Mo., in same capacity.

Stephen D. Lentz, VP, Midwest sales, The Family Channel, Chicago, named VP, managing director, advertising sales, Virginia Beach, Va. **William R. Beard**, VP, Eastern sales, The Family Channel, New York, named VP, national sales manager.

Denise Dailey, general sales manager, KQTV(TV) St. Joseph, Mo., named station manager, sales.

Ron Collar, GM, KZBB(FM) Poteau, Okla. (Fort Smith, Ark.), joins KIZN(FM) Meridian, Idaho (Boise), in same capacity. **Randy Cox**, broadcast marketing manager, Arkansas Radio Network and KARN(AM) Little Rock, Ark., joins KIZN as general sales manager.

PROGRAMING

Terry Mackin, VP, Western region manager, Columbia Pictures Television, Burbank, Calif., named VP, Eastern region manager, New York.

J.R. McGinnis, director, business affairs, Hanna-Barbera Productions Inc., Los Angeles, named VP, business affairs.

Richard S. Kaufman, director, music, MGM Television, Culver City, Calif., named VP, music.



Francis

James K. Francis, VP, sales, Western division, Silverbach-Lazarus program distributor, joins Grove Television Enterprises, Los Angeles, as VP, sales.

Jonathan Littman, manager, daytime programs, NBC Entertainment, joins Fox Broadcasting Co., Beverly Hills, Calif., as director, current programming.

Alan Bennett, former president and CEO, Blair Entertainment, joins Television Program Enterprises (TPE), New York, as executive VP, sales. **Rick Meril**, VP, East Coast station sales, TPE, New York, named VP-GM, station sales.

Judy Osterman, from law firm of Paul, Hastings, Janofsky & Walker, joins Lorimar Television, Burbank, Calif., as employment and labor counsel. **Jon Katzman**, formerly from NBC-TV, joins Lorimar,

Burbank, Calif., as director of comedy development.

Michael Greenblatt, senior associate, business planning, Moody's Investor Service, joins Goodman Entertainment Group, New York, as director, finance and business affairs division.

Tom Shovan, VP-GM, Superadio Network, joins CD Media, New York, as VP, manager of operations.

David Sears, regional manager, affiliate sales, Southwest region, E! Entertainment Television Network, joins Action Pay Per View, Santa Monica, Calif., as VP, affiliate sales, Western region.

Steve Kashul, weekend sports anchor and reporter, WGHP-TV High Point, N.C. (Greensboro-Winston Salem), joins SportsChannel Chicago there as on-air anchor and reporter, *The Sports Channel Report*.

Edward Q. Goddard, account executive, Group W Sports Marketing, joins Home Team Sports, Washington, as affiliate marketing manager.

Jan McKenzie, corporate personnel manager, Dittler Brothers Inc., Atlanta, joins The Weather Channel there as human resources manager.

Kathleen Dewey, regional director and manager, Central region, American Movie Classics, Chicago, named VP, Central region.

Appointments at ITC Distribution: **Dan Menzel**, account executive, Eastern sales, named manager, Southeastern sales, New York; **Brett Cervantes**, manager, Central sales, Chicago, named director, Midwest sales, and **Richard Easthouse**, manager, Eastern sales, named director, East Coast sales, Los Angeles.

Don Rheem, correspondent, *World Monitor*, The Monitor Channel, named bureau chief, Washington.

Adrian Blake, manager, program distribution, Broadway Video Entertainment, New York, named director.

NEWS AND PUBLIC AFFAIRS



Beck

Ken Beck, news director, KFWB(AM) Los Angeles, named executive editor and program manager, succeeding **Bill Yeager**, ("Fates & Fortunes," Sept. 2).

Appointments at Associated Press, New York: **Karl Gude**, from *The National*, returns as graphics art director; **Barbara King**, writing coach and trainer for newspapers, named director of editorial training; **Terry Taylor**, former deputy sports editor, named assistant chief of bu-

reau, and Tom Strong, newsman, Columbia, S.C., named correspondent, Springfield, Mass.

Susan Corwin, weekend anchor and reporter, KCRA-TV Sacramento, Calif., joins WLVI-TV Cambridge, Mass. (Boston), as reporter, *Lifewatch*.

Appointments at WDIV(TV) Detroit: Bob Clinkingbeard, executive producer, WBRC-TV Birmingham, Ala., to same capacity; Paul Manzella, news manager, named managing editor, and Daphne Hughes, 5 p.m. producer, succeeds Manzella.

Claudia Cisneros, from WSCV(TV) Fort Lauderdale, Fla., joins WSVN(TV) Miami as assignment editor.

Appointments at KSDK(TV) St. Louis: Chris Sheridan, weekend producer, named 5 p.m. and 10 p.m. producer, succeeding Dixie Platt, ("Fates & Fortunes," Sept. 16); Nancy Adams, 10 p.m. producer, KMTV(TV) Omaha, named weekend producer; Stacey Gerson, from WALA-TV Mobile, Ala., named morning show producer, and Jim Schwanter, morning producer, named producer, *Today in St. Louis*.

Patty L. Mackett, former producer and director, WKRC-TV Cincinnati, joins WLWT(TV) there as director. Richard McCollough, from Financial News Network, joins WLWT as morning and noon weatherman.

Appointments at KTSM-AM-FM-TV El Paso: Barry Finn, meteorologist, WNEP-TV Scranton, Pa. (Wilkes-Barre), named chief meteorologist; Bianca Ferrare, desk assistant, KCAL(TV) Norwalk, Calif. (Los Angeles), named reporter; Dia Wallace, research intern, White House, named reporter and anchor, and Mike Rodriguez, photographer, KINT-TV El Paso, named photographer, KTSM-TV, there.

TECHNOLOGY

Mark Stevensen, director, technical operations, Republic Pictures Corp., Los Angeles, named senior director, technical operations. Brad Oberholtzer, senior video technician, Republic Pictures Corp., Los Angeles, named manager, technical operations.

Kathy DeMerit, VP, marketing, Video Services Corp., joins Sony Business and Professional Group, Teaneck, N.J., as regional sales manager, production, Northeast region.

Andrew Mumford, electronic effects specialist, Rushes post facility, London, joins Composite Image System, Hollywood, in same capacity.

Michael Saia, editor, Dennis Hayes & Associates, New York, named partner.

Bill Denahy, editor, Editel, New York, named director of editorial services. Caleb Weissberg, computer animator, Editel, New York, named director of animation.

David P. Aucoin, director of customer services, Avid Technology, Burlington, Mass., named VP, customer services.

Wanda M. Lee, sales representative, Flying Photo Factory, Durham, N.C., joins Sirius Images Corp., Atlanta, as sales and marketing representative.

Tom Mackno, product engineer, The Calzone Case Company, Bridgeport, Conn., named VP, engineering, Dallas.

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.

Joel Rubin, former political and feature reporter, WAVY-TV Portsmouth, Va. (Hampton Roads), forms Rubin/Lewis Media Inc. public relations and video production firm, Norfolk, Va.

Michael Drabenstott, public relations assistant, LevLane Advertising and Public Relations, Bala Cynwyd, Pa., joins Lieberman-Appalucci, Allentown, Pa., as public relations coordinator.

Paul Miraldi, manager of programming, *American Top 40*, ABC Radio Networks, New York, joins KDWB-FM Richfield, Minn., as promotion director.

ALLIED FIELDS

Leonard J. Kennedy, senior legal adviser to Commissioner Ervin S. Duggan, Federal Communications Commission, Washington, joins Dow, Lohnes and Albertson law firm there as counsel, succeeded by Michele C. Fraquhar, Mass Media legal adviser.

Robert H. Levi, executive VP, program administration, Turner Entertainment Networks, Atlanta, elected to board of governors of Academy of Television Arts and Sciences.

Harriet L. Lipson, former VP, account supervisor, Ogilvy & Mather, Los Angeles, joins Lipson & Co. recruiting firm there as VP.

Milton F. Capps, senior VP, corporate affairs, United Press International, joins Vanderbilt University, Nashville, as associate vice chancellor, news and public affairs.

DEATHS

Gregory Allen Fugate, 41, chief engineer, KTGF(TV) Continental Television Network Inc., Great Falls, Mont., died of electrocution Sept. 17 while working on transmitter. Before joining KTGF, Fugate worked at KAYS(AM) Hays, Kan., and KSAS-TV Wichi-

ta, Kan. Surviving him are his wife, Gina; two sons, Phillip and Jonathan.



Gillespie served as chairman and vice chairman of worldwide syndication arm. He was largely credited with marketing and sales of CNN and Headline News to broadcast and cable stations, syndication of superstation TBS-produced programming and distribution of MGM feature films and series, which Turner acquired from Hollywood studio in 1986. Prior to joining Turner in 1981, Gillespie served as president of Columbia Pictures Television and of Viacom Enterprises. TBS Chairman and President Ted Turner, in statement, said Gillespie's work in syndication division "helped lay the foundation for our international expansion." He is survived by his wife, Libe Hoge Gillespie; son, Gene Andrews Gillespie, daughters, Georgia and Gerry, and brother, Frank. In lieu of flowers, donations should be sent to: Rogosian Institute, 505 East 70th Street, New York, NY 10021.

Robert F. Laws, 77, retired president, Eisaman Johns & Laws Advertising, Los Angeles, died of cancer Sept. 15 in Glendale, Calif. Laws worked at KGO(AM) San Francisco and ABC-TV before forming EJ&L Advertising in 1954. He is survived by his wife, Janet; daughter, Judith; son, Dean, and six grandchildren.

Ronald Briggs, 62, retired international sales manager, Acrodyne Industries, died Aug. 12 in Naples, Fla. Cause of death was not released. He was involved in international sales with CCA Electronics, Microwave Associates and McMartin before joining Acrodyne in 1983. He was radio officer in British Merchant Marines in 1947, chief engineer of Libyan TV and director of broadcasting for sheikdom of Qatar. He is survived by his wife, Mary, and son, Stephen.

M. Robert Rogers, 78, radio executive, died of stroke Sept. 22 at Middle River Farm, New Hope, Va. From 1948 to 1958, Rogers was president, GM and chief stockholder of WGMS(AM) Bethesda, Md. (Washington). He started WANV(AM) Waynesboro, Va., in 1964, and added WANV-FM Staunton, Va., in 1984. He is survived by his wife, Teresa, president of WANV-AM-FM; two sons, Christopher, GM, WANV-AM-FM, and Jonathan, and four grandchildren.

FIFTH ESTATE

BOB, ONE OF THE KINGS OF SYNDICATION

In the eight years since King World Productions launched *Wheel of Fortune*, the show has fended off countless challengers to remain the number-one show in syndication. According to KWP Chairman Roger King, the "biggest frontal attack" faced by *Wheel* was from the mid-1980's syndication version of *The Price Is Right*, distributed by the Television Program Source.

TPS was a joint venture of Columbia Pictures Television and Robert King, president, Orion Television Distribution, and sometimes referred to as the other King brother in the syndication business (the oldest of six siblings).

It was Bob King who ran King World for the first 12 years after the death of family patriarch Charlie King in 1972. Brother Roger credits him with setting the company on the course that changed it from a purveyor of old *Little Rascals* shorts to a syndication power.

It was Bob King who negotiated the initial deal with Merv Griffin Productions for the rights to distribute *Wheel of Fortune* and *Jeopardy*. King was chief executive from the time he joined the company until he left in 1984.

But in the early days, he was the only employee, working out of his basement in Berkeley Heights, N.J. "I was chief executive, but I was also in charge of the men's room," he notes with a hearty laugh, something of a family trait.

King's father had a profound impact on his life, encouraging his oldest son to pursue a sales career, although not necessarily in television. "The work ethic was instilled in us at a very young age," recalls King. He conjures an almost Kennedyesque image of a household where family was sacrosanct and a premium was put on competitiveness and winning.

According to King, his father believed sales was perhaps the most honorable of professions. "He thought it was like being a doctor or lawyer. He was a great salesman himself." And what would Charlie make of King World today? "I would guess that if my father is standing at the big bar in the sky he's saying: 'I just don't believe this,' but is very happy with the result. I was at the beginning of that success, and I'm proud of the association."

Bob King started his career at the rep



end of the business as an account executive at three New York rep firms in the late 1950's and 1960's: Broadcast Time Sales, Petry and Blair. He also served

stints as a sales executive at two New York independents, WNEW-TV and WPIX-TV. In 1969 he joined the NBC-owned television station group as vice president for retail sales.

But, after his family, selling and developing programs is clearly where King's passions lie.

KWP's first major move after Charlie's death was acquiring the rights to sell *Jokers Wild* and *Tic Tac Dough* in a subdistribution agreement with Colbert TV Sales in 1976, the start of a sales arrangement that lasted six years.

In 1982, King negotiated the rights deal for *Wheel of Fortune*. Two years later, the company had a major hit on its hands, and differences emerged among the Kings (Bob, Michael and Roger, who owned the company equally with two sisters and another brother) on the future direction of the company.

Bob King is reluctant to talk about those differences, which led to his selling his share of the company to the other

family members in February 1984. But by most accounts, Bob King preferred a more conservative course, while Roger and Michael wanted to go for a full-bore expansion that included going public.

Bob King found himself in the minority and, in hindsight, says his brothers did everything right. But, says brother Roger: "In a lot of respects I wish he'd never left. He did a lot more for King World than he ever got paid for." He hastens to add that even cashing out early left Bob King a multimillionaire.

Speculation throughout the industry is that the Kings have talked about reuniting. None of the brothers would comment, and note that King still has close to a year left on his Orion contract. Others speculate King may launch his own television business, a rumor he declines to address.

After leaving KWP in 1984, King

formed TPS with Columbia. Two years later, in 1986, he became president of CPT's syndication division, and two years after that was named president of Coca-Cola Telecommunications, a Columbia unit that developed first-run programs for syndication.

In 1989, he was asked to head Orion's syndication division by TV operations head Gary Nardino, who was hoping to expand the company's TV holdings in a big way. At Orion, King and his team came up with *The Chuck Woolery Show*, which debuted two weeks ago. But by the first quarter of this year, it was clear Orion's financial troubles

could not sustain the kind of expansion Nardino (now at Lorimar) had envisioned. *Woolery* was sold to Group W.

As to King's next move, he's keeping his cards close to the vest. "The first thing is to sell the films this company has to offer," he says. But those who know him and his talents wonder how long he'll be content doing that.

Robert Allen King

President, Orion Television Distribution, New York; b. April 3, 1940, Plainfield, N.J.; research analyst/account executive, Broadcast Time Sales, New York, 1959; U.S. Army, 1959-61; account executive, WMTR(AM) Morristown, N.J., 1962-63; account executive, Petry Television, 1964-65; Blair Television, 1965-68; WNEW-TV New York, 1968-69; VP, retail sales, NBC Television Stations, 1969-71; account executive, WPIX-TV, 1971-72; president, CEO, King World, 1972-84; president, Television Program Source, 1984-86; president, Columbia Pictures Television Distribution, 1986-88; president, Coca-Cola Telecommunications, 1988; present position since August 1989; m. Lynn Slavin, March 4, 1962; children—Robin, 28; Dawn, 27; Tara, 20; Kimberly, 19; Ashley, 12.

IN BRIEF

Highlighting *Married...with Children's* early success are key affiliate clearances in prime access (see page 25), where Columbia Pictures Television's sitcom is free to air due to exemption in prime time access rule for off-Fox programming affecting only network affiliates in top-50 markets. NBC O&O WMAQ-TV Chicago realized second-ranked 9.0/15 (NSI, Sept. 23-25) at 6:30 p.m., with its shares up 70% over year-ago programming, and is best rating station has recorded in slot since 1983. CBS affiliate KMOV-TV St. Louis averaged second-ranked 10.1/19, up 73% over year-ago programming, and beat *Entertainment Tonight's* 9.9/18 on KTVI-TV.

NBC will reportedly ask Universal for compensation for expected advertiser pullout in upcoming episode of *Quantum Leap* about gay teenager. NBC has not committed to airing episode in question, but has told studio that if episode runs and advertisers balk as expected, Universal should pony up as much as \$750,000, amount network expects to lose from scared advertisers. At press time, executives from NBC and Universal were

working on ways to minimize expected advertiser retreat.

NBC-Cablevision Systems said Sept. 23 Metropolitan Opera PPV event met break-even expectations. Projections based on early returns show that opera will achieve upwards of 40,000 buys, company spokesman said. That translates into buy rate of 0.25 across 14-million-home universe. Event did best in major cities, scoring 0.9 in Manhattan, 0.7 on Long Island and 0.6 in San Francisco.

FCC modified its ownership rules and simplified technical regulations governing multipoint distribution channels, private operational fixed-service channels and instructional television fixed-service channels. Wireless operators may modify ITFS and OFS stations—including co-locating various transmitters and making technical improvements—without their consent or prior FCC approval. Other changes: OFS H channels (three signals) have been reallocated to MDS; half of MDS response channels (which allow two-way communication) have been reallocated to OFS; low-power sig-

nal boosters may be used prior to FCC authorization; ITFS licensees need only review interference analyses by MDS applicants following their selection in FCC lottery; ITFS licensees have more control over programming and scheduling, and wireless operators cannot use more than eight OFS channels. FCC also said cable companies operating wireless systems will not have to divest themselves of those systems and that cable companies can build or purchase existing systems that serve rural areas.

United States Bankruptcy Court for Western District of Wisconsin denied New Bank of New England and other lenders a lien against broadcast licenses of Tak Communications (3 FM's, 6 TV's). Judge Robert Martin's ruling reaffirmed FCC policy of not granting or permitting security interest in FCC licenses. Banks will have to decide next week whether they will appeal decision. Tak Communications filed for bankruptcy in January.

Act III Broadcasting and Guilford Telecasters have reached time brokerage agreement in which signal of Act III's Fox affiliate WNRW-TV Winston-Salem, N.C., will be simulcast on Guilford's WGGT(TV) Piedmont, N.C. Agreement goes into effect Oct. 1.

Turner Programs Services and Tribune Broadcasting Co. announced first collaborative effort, *America At Risk*, four hour-long documentary specials to be co-produced for airing on Tribune's six O&O stations and for syndication by TPS. Edward Woodward, formerly of *The Equalizer* (CBS, 1985-89), will be host. TPS will offer *America At Risk* to other stations on barter basis.

First quantitative national Nielsen numbers from opening week (NTI and NSS, Sept. 9-15) have **Buena Vista Television's *Darkwing Duck* atop household and pivotal children's demo ratings** among syndicated children's cartoon strips. As newest component of two-hour *Disney Afternoon* block, *Darkwing* turned in 4.3 household rating and dominant 8.4 rating among children 2-11. It also scored 8.6 rating with children 5-11 and 4.7 rating with teens 12-17. Lead-out *Disney Afternoon* companion *Tale Spin* took second place in household (3.8) and

NEW 'WKRP' OFF TO STRONG START IN SYNDICATION

Nielsen ratings for weekly first-run syndicated programming, according to Petry Television research, showed continued strong performance of MTM Television's revival of *WKRP in Cincinnati*, which averaged 4.5 rating/10 share (NSI) for weekends Sept. 14-15 and Sept. 21-22. Half-hour sitcom registered improvement of time periods from year-ago programming in 12 of its 22 metered markets.

Other first-run adult weeklies: *Studio 22*, a half-hour entertainment magazine from Blair Entertainment, averaged 3.6/9 from its debut Sept. 21-22, with a majority of markets holding or improving time slots from a year ago. *Street Justice*, an action-adventure from Cannell Distribution, recorded 2.8/6 average for its special two-hour premiere. TPE's *First Look*, an outgrowth from last season's *Preview: First Look at the New*, averaged a 3.3/10, equalling its lead-in shares but down from year-ago programming. After three weekends, *Emergency Call* from Genesis Entertainment averaged a 3.1/9, holding lead-in shares but showing little week-to-week growth. Genesis' *Grudge Match* is down after three weeks with a 2.0/6 and eight of its 19 metered markets recording share losses from year-ago programming.

Among weekly children's fare: Claster Television's *Bucky O'Hare* averaged a 3.0/12 (Sept. 22-23), exceeding its lead-in shares. Saban Entertainment's *Adventures of the Little Mermaid* got a 1.7/8, with a majority of its 20 metered markets equalling or exceeding year-ago shares in the same weekend morning slots. Twentieth Television's *Not Just News* averaged a 1.4/5, under its lead-in share but showing growth from week-one ratings. Goodman Entertainment's *Wide World of Kids* received a 1.5/7, down from its lead-in share but also showing week-two growth.

—MF

children 2-11 (7.3) rating categories. Warner Bros. Domestic Television's *Tiny Toon Adventures*, entering its second and final season in syndication (Fox Children's Network obtains broadcast rights to that show and *Merrie Melodies* next season), turned in 3.8 HH rating and 6.7 rating for children 2-11. Group W Productions' *Teenage Mutant Ninja Turtles* scored 3.3 and 6.5 ratings in same categories. Warner Bros.-produced *Beetlejuice*, which now airs as part of Fox Children's Network, averaged 3.2 HH rating and 6.5 children 2-11 rating. Remaining veteran *Disney Afternoon* spokes *Chip 'n' Dale's Rescue Rangers* (3.0 HH rating, 5.8 children 2-11) and *DuckTales* (2.5, 4.5) filled out remaining top-seven syndicated children's strips.

New York City and municipal groups last week served notice of their intention to challenge in court FCC's new "effective competition" rules exempting cable systems serving the bulk of subscribers from municipal rate regulation. In two-page petition of review filed with U.S. Court of Appeals in Washington, New York, National League of Cities, National Association of Telecommunications Officers and Advisors and U.S. Conference of Mayors called rules "arbitrary and capricious and otherwise contrary to law."

National Association of Telecommunications Officers and Advisors, meeting in Anaheim, Calif., last week **adopted policy statement calling for allowing telephone companies to provide cable services**, subject to many of same local regulations as cable companies and safeguards against their monopolizing video distribution.

KVC-TV, LPTV operator in Austin, Tex., has sued local cable operator Austin Cablevision (ATC) on antitrust and copyright grounds. KVC claims ATC system cherry-picked its programming, primarily *Rangers* and *Astro* games, over past two years without remuneration, carried those games on expanded basic tier, while only paying copyright fees based on revenue from its broadcast basic tier, and altered KVC programming and advertising it carried. KVC said since it and cable company compete in ad sales, system's refusal to carry entire signal is antitrust violation. In brief comment, ATC said it had violated no laws.

Entering second week of prime time shift from 8-11 p.m. to 7-10 p.m., **KCRA-TV Sacramento, Calif.'s new 10 p.m. newscast** (BROADCASTING, Sept. 23) experi-

IS PETRY BUYING INTO NBC SPOT SALES DIVISION?

At press time last Friday NBC still had not announced plans for its spot sales division, but an intriguing explanation surfaced. General sales managers at NBC-owned stations were to have gone to New York for a meeting on Friday, but it was canceled at the last minute. The plan, some NBC employees suggested, was that NBC would sell 51% of its owned-station spot sales division to Petry Inc. According to industry sources, the separately operated entity would enable Petry to continue repping the Fox Television Station Group, which owns four stations in markets where NBC has stations, and which may have objected to the NBC proposal. Fox Television Stations President Greg Nathanson did not return calls. NBC and Petry also declined to comment. Now, according to sources close to the situation, NBC may start the entire process over.

-JF

WALLACE BLASTS TREND TO 'SENSATIONALISM'

Local television news has in many cases become a "depressing competition in murder and mayhem, sex and violence, terror and titillation" in its pursuit of viewers and advertising dollars, according to CBS News correspondent Mike Wallace, recipient of the RTNDA's 1991 Paul White Award (also see pages 27, 28).

In remarks prepared for his Saturday acceptance speech, Wallace said the alarming trend is evident each night at stations across the country, including the flagship affiliate newscasts in his hometown of New York.

"Night after night, I find myself either turning the damn thing off, or muting it while I wait for Carson or Koppel, or switching to cable in search of something resembling adult, comprehensive coverage of the news," he said.

Wallace pointed out to the gathered news directors that in the early 1970's, when CBS News found itself number two to NBC News, the network regained the top spot by taking the high road.

"We scrambled to cover everything that moved," said Wallace. "Excellence, imagination, resourcefulness, energy, integrity was what drove us. And we pulled even and we pulled ahead. We didn't succumb to the down and dirty."

Wallace applauded ABC News for taking that very same path in making its news division the current number-one-rated news source. "They are making money for the company, while making a reputation for the people of ABC-News," he said.

Acknowledging the temptation to do sensational stories, Wallace said even the number-one-rated *60 Minutes* has been guilty over the years of pandering to its audience.

-BB

enced slight drop from rating average Sept. 16-19 (11.3/20) with 10.1/19 (NS1) average for Sept. 23-25. Although earlier 10 p.m. newscast drew top-ranked 14.4/26 on Sept. 19 (largely due to strength of NBC's Thursday prime time lineup as lead-in), last week's 10.1/19 is down 23% from share average of year-ago 11 p.m. newscast (9.1/26).

Former CBS Radio Representatives Central Regional Sales Manager **Raff D'Amico was named VP-GM for CBS Radio Representatives** last week. D'Amico replaces Anthony Miraglia, who left to head Group W Radio Sales.

Public relations firm **Coltrin & Associates has purchased The Taylor Co.**, New York media firm. Terms of acquisition were not disclosed. Taylor President Sherril Taylor is also chairman of Broadcast Advisory Committee for Voice of Amer-

ica and is former VP of CBS Radio and VP and member of NAB board.

WQMG-FM Titusville, Fla., was sold by SBC Technologies Inc. (formerly Sage Broadcasting) to **Southern Starr Broadcasting Group Inc. for \$3.5 million.** Seller is headed by Gerald A. Poch, and also owns WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. Buyer, headed by Robert E. Long, also owns KOLL(FM) Pine Bluff (Little Rock), Ark., WPLR(FM) New Haven, Conn., and WKNN-FM Pascagoula (Biloxi-Gulfport), Miss. Broker: Biernacki Brokerage.

IDB Communications Group will offer two million shares of common stock given SEC approval. Net proceeds from offering will be used to repay bank debt and will leave IDB with 8.756 million shares outstanding.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

SURVIVAL KIT

The FCC gave AM broadcasters much of what they wanted in the way of new AM improvement rules last week. How much the measures will help the ailing service—they are far from a magic bullet but more than a bandage—remains to be seen, but it was clearly cause for hope in that quarter. An added boost to some broadcasters was the news that the FCC would not go ahead with its proposed reimposition of the ban on AM-FM simulcasting in the same market, which would likely have contributed to reduced AM interference by pushing a number of stations into bankruptcy.

Central to the new rules was the commission's decision to use all of the extra spectrum on the expanded AM band to give breathing room to existing services. There had been some sentiment for reserving a portion of that extra spectrum for new services, but it was concluded, and rightly so, that as much of the expanded band should be set aside for thinning out the existing band as possible.

To those who suggested the decision not to open any of the spectrum to new services did not jibe with the commission's charter to further diversity, Sikes had a succinct retort in a defense of the plan several weeks ago: "There is no lack of bankrupt AM stations these days... Anyone who wants to get an AM station, give us a holler and we'll give him a list." Sad but true.

To make the FCC's plan successful, some 200 AM broadcasters will have to stake claims in the new territory. (The FCC has made the move easier by allowing them to simulcast on their old channels for five years.) We hope—and expect—that many will conclude the downsides—added cost of simulcasting and the *x* factor of a timetable for widespread distribution of expanded-band radios—are more than offset by the opportunity to hitch their wagons to an interference-free stereo signal covering thousands of square miles.

It looks as though the industry's pioneering service is pioneering once again.

THE CASE FOR TELEVISION

Supreme Court nominee Clarence Thomas, if confirmed, will likely bring the high court one step closer to permitting televised coverage of its proceedings, and thus a step closer to reflecting the media realities of the 1990's.

During his confirmation hearings, themselves televised, Thomas said that aside from a concern that the coverage be unobtrusive, he had no problems with cameras in the high court. The obtrusiveness question has been answered by the preponderance of state courts that have allowed televised coverage for some time now without a single report of large banks of lights crashing to the floor in the midst of closing arguments or jurors being injured by runaway cameras.

More to the point, a study from the office of the chief administrator of the New York state courts found that 94% of

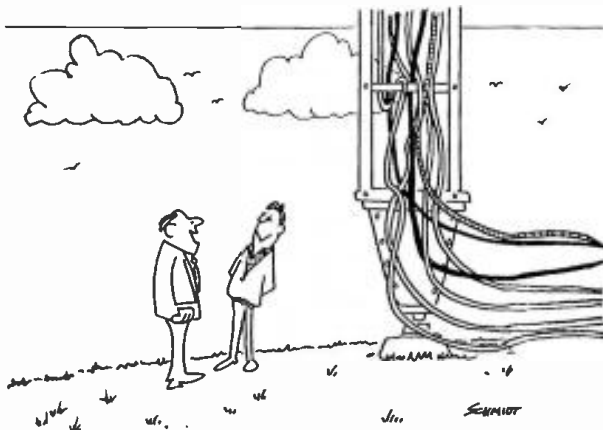
judges there found cameras in their court did not adversely affect the trial, and 3% believed the cameras made trials fairer. That obtrusiveness concern aside, then, Justice Thomas would join Justices Souter, Kennedy and O'Connor in television's camp, with Chief Justice Rehnquist likely posing no opposition, since it was his Judicial Conference that approved the current test of cameras in federal courts, which is simply the latest in a series of victories for TV access.

(The ban on cameras in the high court has become something of an anachronism with the lifting of such prohibitions in the House, Senate, lower courts in most states and now some federal courts on a test basis. As communications attorney Charles Firestone observed several years ago: "If the Supreme Court were not the last word on the subject, one would surmise that their actions against broadcasters and cablecasters were an unconstitutional abridgement of First Amendment rights... [T]he means utilized—a complete ban on cameras—arc hardly the least restrictive, narrowly drawn regulations required in other contexts.")

If this were a case before the court, a majority would be enough, but the general wisdom is that there will be no coverage unless the approval is unanimous. The holdouts remain justices whose formative years, with the exception of Antonin Scalia, came before the advent of television. Time is on the side of television, since the eventual retirement of those holdouts will bring younger blood likely more attuned to the media sensibilities of the day. Still, attrition is a needlessly protracted means of effecting such a change.

Since there are no witnesses or juries on the Supreme Court, and given that the justices are seated for life, arguments about privacy and prejudice, which served to hold up television access to the lower courts, are moot. And with the obtrusiveness argument buried under a flood of evidence to the contrary, there seems nothing other than an unwillingness to part with past prejudices now separating the high court from the people it serves. "I think it would be good for the American public to see what is going on in there," said Thomas of cameras in the Supreme Court.

So do we.



Drawn for BROADCASTING by Jack Schmidt

"I take it you saw my memo on tower leasing."



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Because of its computer-based efficiency, the TCS2000 has saved an enormous amount of engineering hours. For

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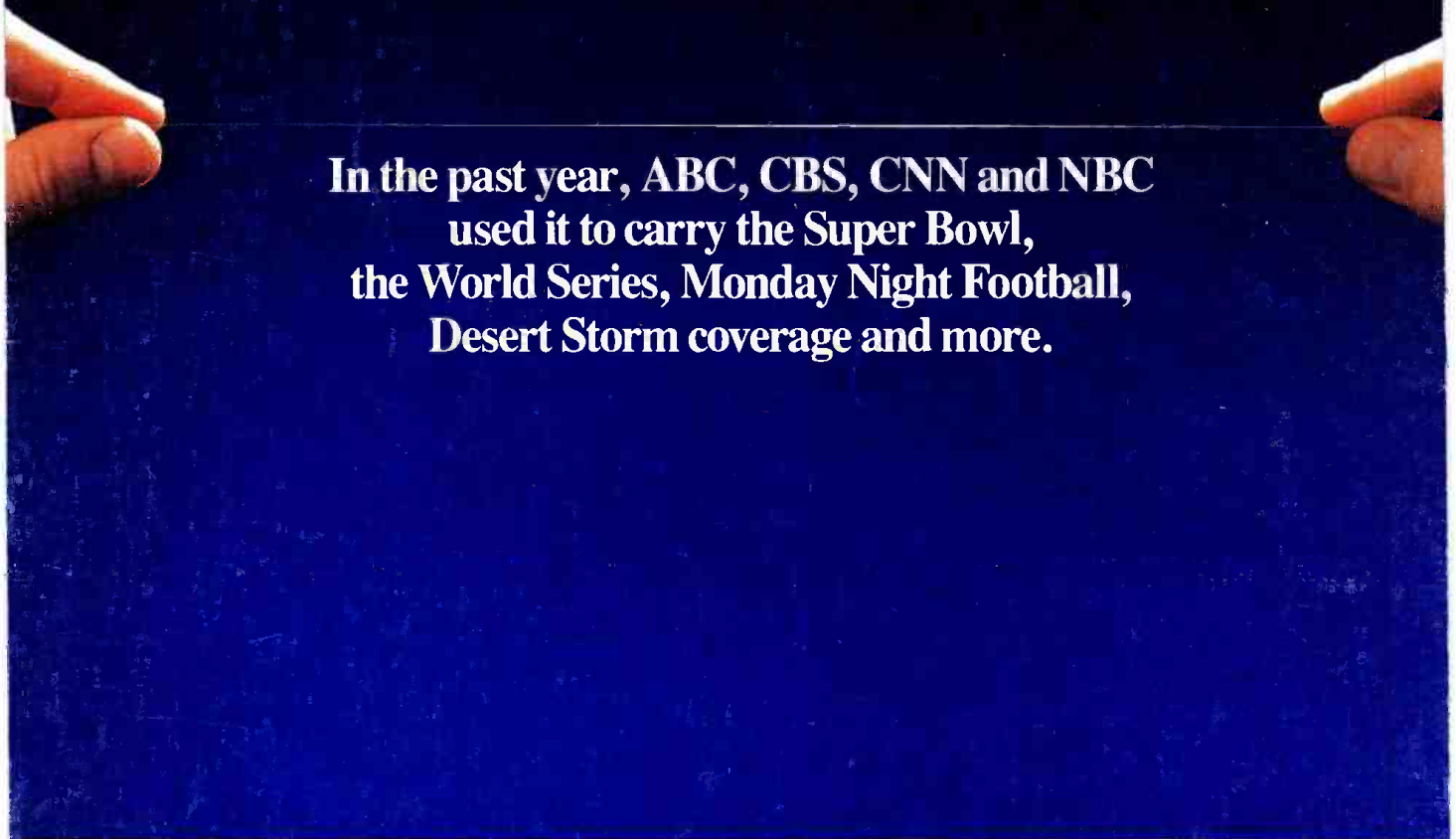
Probably the biggest deciding factor in purchasing the TCS2000 was the opinion of our Director of Engineering. Having worked with the machine at another station, he already knew it was totally reliable. He was convinced it would be responsive to our station's cart handling requirements. We knew its advanced software would meet our broadcast needs well into the future.

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