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TELEVISION / 27

*Columbia buys
New World properties;
Tribune takes 'Miller'*

RADIO / 39

*All-sports AM debuts in
Chicago; Idaho broadcaster
challenges license transfer*

WASHINGTON / 32

*HDTV/NTSC simulcasting:
Complex technical,
public interest issues*

CABLE / 35

*NBC affiliates warm
up to network's
PPV plan*

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DESIGNING Women

Television's Hottest Property

Advertising Sales by
**TRIBUNE
ENTERTAINMENT**
Company

Source: MTI
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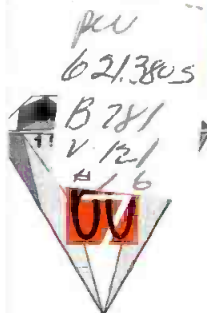
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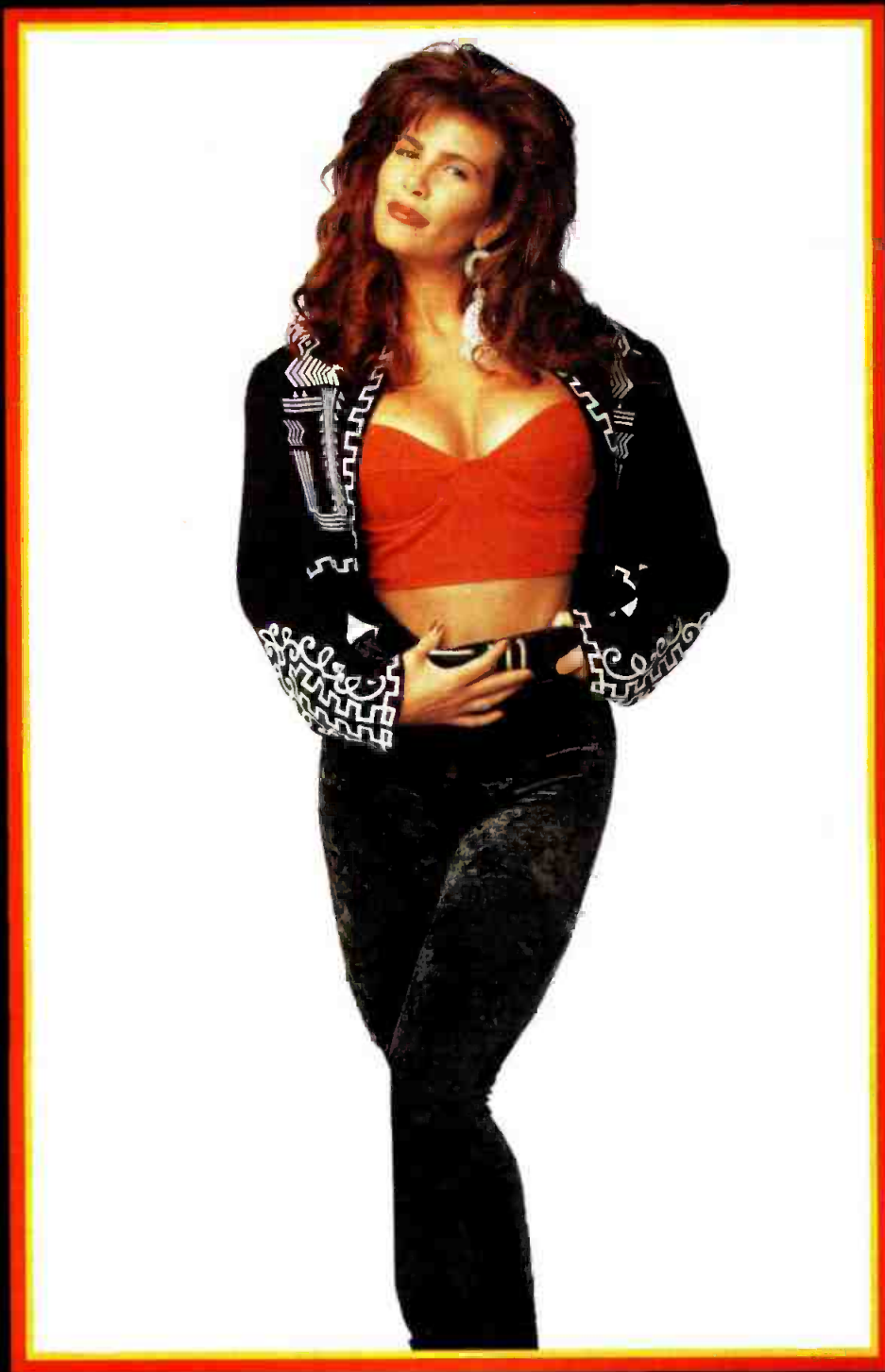


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Vol. 121 No. 16 \$2.95

Quarter scatter:
Training healthy
RBOC's: one step
closer to cable





A"10"

Source: Tawny Kitaen, Starring as Mona Loveland in the All New WKRP in Cincinnati.

ALL NEW!

WKRP

IN CINCINNATI



A "9.3" NTI

Source: NSS Pocket Piece, Week of 9/16 - 9/22 1991, % Gross Average Audience.



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THIS WEEK



CBS's baseball slump: ratings down for playoffs (page 21).

19 / BUSY SCATTER

Heightened activity in the scatter market in the fourth quarter may belie the lingering recession in media buying. Prices are generally lower than they were in the weak upfront market, but for now, ABC, NBC, CBS and Fox are just glad to be making deals that are not down 30%. Cable networks may once again take on the role of viable alternative, and syndicators, not accustomed to participating heavily in the scatter market, are said to be finding the going rough.

20 / NETWORKS AIR THOMAS HEARINGS LIVE

In spite of their revenue woes the big three networks pre-empted daytime programming to air the Oct. 11 session of Clarence Thomas's nomination hearings. PBS also provided live coverage, as

did cable networks CNN, C-SPAN and Court TV and radio networks National Public Radio and PBS.

21 / LOW RATINGS FOR BASEBALL

Ratings for the major league playoffs have been a major disappointment for CBS, which had initially hoped the games would boost its fall lineup. The first outing, between Toronto and Minnesota, was the lowest-rated prime time playoff in history at 11.6/20; subsequent games fared slightly better. Agency sources said last week that CBS still had a sizable amount of inventory left.

22 / WEEK 3 TO CBS

As expected, CBS won the third week of the new season, but low ratings for the playoffs may stymie its chances to take a fourth. Fine-tuning of the fall schedule is already

underway: CBS announced it is flipping *Princesses* and *Brooklyn Bridge* on Fridays.

24 / TELCO BARRIERS FALL

With the lifting of Judge Harold Greene's stay on entry into video information services by Bell companies outside their areas, only one major legal barrier—prohibiting downlinking of satellite signals—now stands between the regional Bell operating companies being able to own cable systems outside their local telephone service regions. As for operations within their areas, telcos are currently stymied by provisions of the 1984 Cable Act and could face new restrictive legislation now being considered in the House.

25 / FCC INQUIRY ON CROSSOWNERSHIP

The FCC plans to launch a review of the statutory and regulatory prohibitions against common ownership of cable and telephone services in the same market. Among the ideas that will be presented at the Oct. 24 inquiry is FCC Chairman Alfred Sikes's to permit telcos to acquire a minority interest in cable systems in the same areas the telcos provide service and to eventually allow them to obtain controlling interest.

27 / COLUMBIA'S NEW WORLD

New World Entertainment has signed a letter of intent with Columbia Pictures

Television to sell most of its production properties and development projects. Columbia plans to use the acquisition to form TriStar, a second network production division. New World intends to shift its focus to international co-productions and production for cable.

28 / PRODUCER TRIES LIVE PILOTS

KatzRush Entertainment is joining with the Los Angeles Comedy Store to pitch to producers, writers and agency packagers the concept of producing pilot run-throughs before live audiences. KatzRush's Raymond Katz says such pilots could be produced at a "minute fraction" of the usual \$500,000 cost of an initial show.

29 / STUDS: FOX HIT

Twentieth Television, Fox's syndication arm, appears to have a hit on its hands with the romantic game show *Studs*, but won't crow for sure until it boosts the show's distribution. Cleared so far in 40 markets, *Studs* should reach 70% by the start of the NATPE convention Jan. 20, said Michael Lambert, Twentieth Television president.

32 / FCC TACKLES HDTV SIMULCASTING

The FCC, which is expected to release a proceeding this month on HDTV simulcasting, is considering three options of definition and regulation

of simulcast TV channels. In the marketplace approach, the commission would leave the term undefined. The flexible approach would delay content regulation until a viable HDTV marketplace has been established. The third and most likely option appears to be approval of some form of content regulation together with the standard in 1993.

33 / NETWORKS, AFFILIATES CROSS OVER CROSSOWNERSHIP

In a meeting last week in Chicago, representatives of the broadcast networks and their affiliates agreed to continue their discussions on relaxing the FCC's network-cable crossownership ban and to ask the agency to postpone action on the ban until their talks have a chance to bear fruit. The networks want repeal, but affiliates fear the consequences of their networks being acquired by a large cable MSO.

34 / SPECTRUM AUCTION VS. LOTTERY

The House Telecommunications Subcommittee heard testimony last week on how to allocate—by auction, lottery or comparative hearings—200 mhz of government-controlled spectrum to the private sector. The gap between opposing sides' positions may be narrower than once thought: Chairman Edward Markey (D-Mass.) said: "The philosophical basis for understanding is there."

35 / OLYMPIC PPV HEATS UP

After an initial lukewarm response, NBC affiliates are warming up to the network's three-channel pay-per-view Olympics. The reason: tough times have



Twentieth Television's 'Studs,' cleared in 40 markets, has the makings of a hit (page 29).

encouraged stations to take a closer look at NBC's promotional incentives, which promise \$10 per PPV subscriber for affiliates that air spots.

36 / SHOWTIME BANKS ON MOVIES

While making some forays into original programming, Showtime plans to continue its strategy of acquiring original theatricals. 1992 will be the last year the premium service runs a non-exclusive title, and it has enough exclusive product lined up to take it through '93 and perhaps '94.

39 / NEW SPORTS AM IN CHICAGO

The Score, WSCR(AM) SportsRadio 820, will join the long list of powerhouse AM's in Chicago as soon as the FCC approves an ownership transfer to Diamond Broadcasting. The station will broadcast sports programming—but not play-by-play or network—and will rely on its lineup of personalities to build its audience.

40 / IDAHO LICENSE TRANSFER CHALLENGED

Broadcaster John Rook has asked the Justice Department to investigate whether the transfer of North Idaho Broadcasting by

Duane Hagadone to his son violates federal antitrust laws. The elder Hagadone's ownership of the *Coeur d'Alene Press* and, through North Idaho, an AM radio station had been grandfathered under the FCC's crossownership rules. Rook calls the transfer, coinciding with the purchase of a construction permit for a new station, "a complete sham."

44 / \$1.48 BILLION LOSS AT WESTINGHOUSE

Westinghouse Electric Corp., parent company of Group W Television, Group W Radio and Group W Satellite Services, announced that it is cutting

4,000 jobs, reducing operating costs by \$200 million and issuing new equity in the wake of its \$1.48-billion third-quarter loss. How much the company's woes will affect the broadcasting properties is still unclear, but "it stands to reason they would be affected," a spokesperson said.

50 / DAB ROYALTY FEE RECOMMENDED

Contending that digital audio broadcasting may harm copyright holders of recorded works, the U.S. Copyright Office has recommended that Congress create a performance royalty charged to broadcasters that would be levied in addition to BMI and ASCAP fees. The NAB called the finding a "rehash" of the Recording Industry Association of America's "old and discredited position on performance rights in sound recording."

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■ Cable

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CLOSED CIRCUIT

WASHINGTON

Road trip

Bobby Kahn, Atlanta attorney representing some of political candidates suing stations for alleged lowest-unit-rate overcharges, made swing through FCC last Thursday to argue against agency's planned preemption of court cases. He left in wake of talk that he was intent on stirring up trouble for FCC on Capitol Hill and would attempt to force Commissioner James Quello to recuse himself from preemption proceeding on ground of prejudice. Back in Atlanta on Friday, he said he never made it to the Hill. Asked about recusal effort, he said, "We have no comment on that."

NEW YORK

Cosby companion?

Given early momentum CBS Station Group deal created for *You Bet Your Life* (see box), Carsey-Werner Distribution Co. President Bob Jacobs hinted to BROADCASTING that companion piece to half-hour gameday is in infant stages of development, among other first-run syndication projects for 1992-93. One station rep who recently sat in on *You Bet Your Life* pilot presentation said Jacobs told his group that other first-run series are in development.

Stuart Glickman, chief executive officer of Carsey-Werner Co., would only say that production company is going to be "as selective as possible" in developing other potential syndicated series, but that it can't be assumed an hour-long block with *Bet Your Life* is in cards. "Certainly, if *You Bet Your Life* breaks out of the blocks quickly [in terms of ratings], Carsey-Werner would have the needed leverage to compete against King World's and Paramount's prime access blocks," concluded New York rep source.

Rep roundup

Interrep Radio Store's Major Market Radio has been tapped by EZ Communications to represent three of group's stations involved in local marketing agreements. Rep will represent all stations involved in each of LMAs in EZ

markets, Charlotte, N.C.; New Orleans, and Jacksonville, Fla.

Getting in on Act III

ABRY Communications (five TV's), which recently purchased Norman Lear's 35% interest in Act III (eight TV's) for roughly \$35 million, has concluded negotiations with institutional shareholders over remaining 65% of company. Prudential Insurance, largest institutional shareholder, and others are said to be selling some shares and waving tag-along rights (right to sell shares at same price offered Lear) on remaining shares. Closing of deal is not expected for another six months.

LOS ANGELES

Racking 'em up

Castle Rock's *Seinfeld*, starring comedian Jerry Seinfeld, has received its back-nine episode order from NBC bringing the season total to 22. More importantly for Castle Rock, latest order brings to 40 total number of episodes produced of show, nearly half-way point to syndication magic number. Other recent additional orders include Lorimar's *Best of the Worst*, which airs on Fox, and CBS Entertainment Production's *P.S. I Luv U*, which airs on CBS. *Best of the Worst*'s order for

HIGH STAKES 'BET'

Estimates from New York-based rep sources on the dollar figures for the CBS Station Group's acquisition of Carsey-Werner's *You Bet Your Life* range between \$6 million and \$7 million for signing the five O&O's to 52-week commitments (39 weeks of original episodes) for the 1992-93 Bill Cosby-hosted vehicle. Individual estimates on weekly cash license fees are: KCBS-TV Los Angeles, \$35,000-\$40,000 per week; WCBS-TV New York, \$30,000-\$35,000; WBBM-TV Chicago, \$25,000; WCAU-TV Philadelphia, \$20,000, and WCIX-TV Miami, \$15,000. Basing projections on off-network repeats of *The Cosby Show*, which have garnered 6-7 rating average in syndication, one rep source estimated a minute of national barter tagged to the license fee could generate \$8 million-\$9 million in gross revenues from the five metered markets alone, putting the value of the CBS deal in the neighborhood of \$14 million-\$16 million. Barter spots could draw near-optimum rates given the presumption that stations air *Life* in prime access (6-8 p.m.), which CBS Station Group President Jonathan Rodgers has promised with WCBS-TV and WCAU-TV. One rep source predicted that Paramount's *Hard Copy* could be a 7 p.m. casualty on WCBS-TV to make room for *Life*, but that Paramount's other reality strip, *Entertainment Tonight*, will likely stay at 7:30.

seven more episodes brings its total to 12 for season, and *P.S. I Luv U*'s latest order for nine brings its season total to 22.

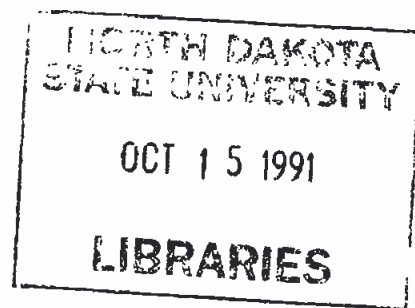
Piece of the action

KRON-TV San Francisco and KCAL(TV) Los Angeles want piece of 24-hour California cable news channel likely to launch next year. Although Cox Enterprises and Hearst Corp. continue stalemate over opposing plans to create service (and cable operators continue efforts to bring two sides together), broadcasters, which are being offered equity, are already showing interest. Walt Disney Co.'s KCAL "would like to make a contribution of our newsgathering abilities," to entity that ends up launching, according to Disney Channel President John Cooke, who is representing KCAL in talks. Chronicle Broadcasting's KRON-TV also would like to get involved, but most likely will get to do so only if Cox is out of picture, since it owns KTVU(TV), Fox affiliate in San Francisco.

Grim reality

Police and law enforcement formats, currently settings of choice for nearly all reality series on television, will be joined by latest reality entre, *Bellevue Emergency*, filmed almost entirely at

**Everyone Knows It
Takes Time Before
A New Talk Show
Begins To
Grow...**



How About T



NEW YORK
WWOR 10:00AM

+33%

Week 1
to
Week 3

LOS ANGELES
KNBC 2:00PM

+20%

Week 1
to
Week 3

CHICAGO
WMAQ 2:00PM

+10%

Week 1
to
Week 3

SAN FRANCISCO
KRON 10:00AM

+30%

Week 1
to
Week 3

BOSTON
WBZ 10:00AM

+8%

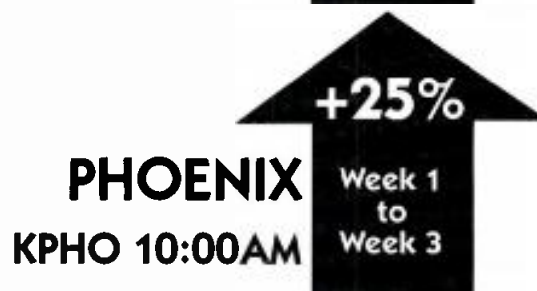
Week 1
to
Week 3



in association with
**DAVID SALZMAN
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SOURCE: HH Share, NSI w/o 9/16 vs 9/30/91

hree Weeks?



Imagine what the next few weeks will bring!



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Members of the National Federation of the Blind marched in front of the ABC News Washington bureau last Wednesday (Oct. 9) to protest the portrayal of a blind character in the network's Wednesday night sitcom, *Good & Evil*. According to James Gashel, NFB director of governmental affairs, the organization will "picket ABC and selected affiliates every Wednesday night until the character George or Good and Evil is taken off the air." The organization began its campaign against the program Oct. 2 with pickets in New York, Los Angeles, Chicago, Denver, and Washington and has asked advertisers to withdraw their sponsorship of the show. According to an ABC spokesman: "The show is a parody done to the extremes, and there is not a single character in the show intended to be believable."

New York's high-casualty hospital. Series is produced by Grosso-Jacobson (*Top Cops*), which has completed six half-hours for ABC. Worldvision co-financed deal by covering difference between ABC's license fee and show's budget in exchange for cut of back-end.

Three-way delivery

Alcatel Telettra and Sony will use Oct. 26-29 Society of Motion Picture and Television Engineers show in Los Angeles to demonstrate transmissions of HDTV over fiber using three data rates. Companies issued special invitations to non-broadcast users, including automobile, aerospace, apparel design and medical industries, last week. But others can see 45-, 90- and 140-megabit-per-second demos of live camera, film transferred and computer-generated 1125/60 video at Telettra booth in L.A. Convention Center.

Neither Telettra nor Sony will be pitching broadcasters on HDTV production equipment, but with Ford, Coke and others using or exploring Sony equipment, sales of systems are on way from only hundreds worldwide toward economies of scale that will eventually make cameras, recorders, codecs, and like, affordable to broadcasters, said Laurence Thorpe, Sony's vice president of advanced systems production technology.

ANAHEIM

Digital video viewing

Scientific-Atlanta will present first public demonstration of its digital video compression system at Western Cable Show in Anaheim, Calif., Nov. 20-22. S-A claims its memory-intensive approach will prove cheaper than General Instrument's, which first demonstrated DigiSat transmission last winter and settled on final DigiSat chip set last month, weeks after August field test with Cablevision Long Island.

But in long run, whichever system or combination of systems win, cable operators could find themselves finally freed from cost of subscriber converters. Viacom's Edward Horowitz told Electronics Industries Association gathering in Washington last week that, if manufacturers build receiver-decoders capable of accepting expected mix of analog, compressed NTSC and HDTV video from multiple sources (DBS, cable, over-air), cable could retain control only of descrambling card and say: "Consumer, you can have the electronics; it will work anywhere you take it."

BASKING RIDGE

AT&T winner?

Regional cable sports networks could

make tough next-generation satellite decision within next month, and AT&T could be surprise winner of dozen transponder customers. Hughes Communications and GE Americom will continue to operate four primary cable birds into 21st century, but regionals don't need every headend in nation looking at them. With merger of Prime Network and SportsChannel regionals pending and time running out on current satellites, regionals say Hughes and GE are asking about \$2.5 million per year, per transponder, on primary birds, while price on AT&T's Telstar 402 is closer to \$1 million. Difference, said one close to negotiations, could pay for receive antenna giveaways to cable over two years.

CANNES

Programs and politics

Changing politics abroad has created new markets for U.S. programs, most obviously by deregulating TV industries in those countries. Among secondary opportunities is willingness of some countries to accept shows about subjects previously taboo. One example that surfaced in Cannes, claimed executives of Republic Pictures, was just-completed sale to South African Broadcasting Co. of *Separate But Equal*, four-hour miniseries about Supreme Court case abolishing segregation in Schools.

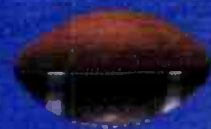
In-flight movies

Airline flights, long-realized as program market for news programming, including that of Turner Broadcasting System, provides significant ancillary revenues for Turner-made-for-TV movies as well. A TBS executive in Cannes said last week that combined revenue from deals with about dozen airlines provides "couple of million dollars" for package of dozen films.

CINCINNATI

Cincinnati Rose

Former National League batting champion and 17-time All-Star, Pete Rose, will join radio sports talk show, "Sunday Sports America," as baseball analyst. Rose, who spent most of his career as player for Cincinnati Reds, and manager of team from 1984-1989, will join football's Buddy Ryan and *NFL Draft Report*'s Mel Kiper as weekly analysts on program.



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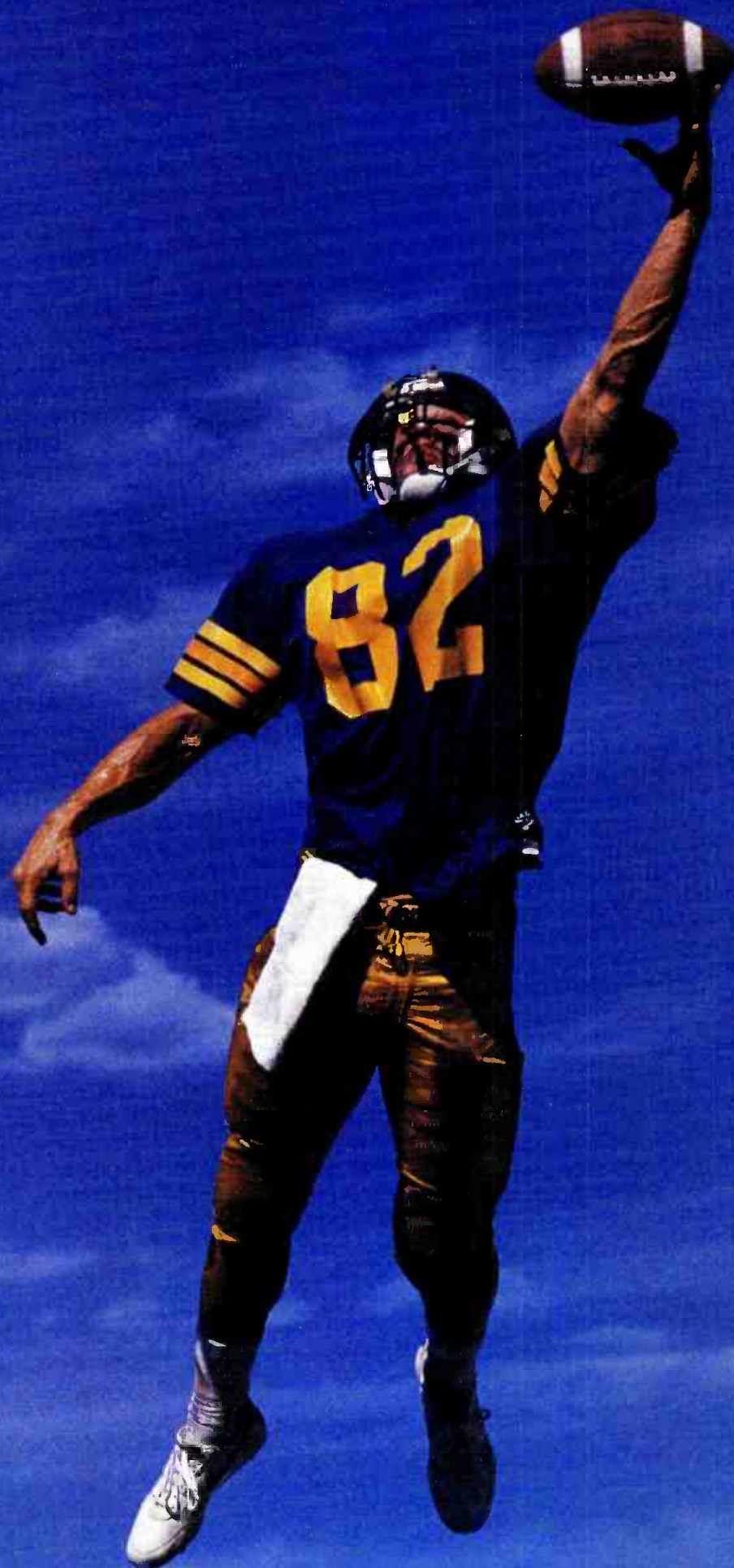
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NEW YORK, LOS ANGELES, CHICAGO**

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COACH

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MONDAY MEMO

A foreign ownership commentary from Dan McKinnon, president, North American Airlines, New York

In this and like communities, public sentiment is everything. With public sentiment nothing can fail; without it, nothing can succeed. Consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.—A. Lincoln

One of the things that made Abraham Lincoln such a great president was his keen insight. In his day the press was all powerful. Today, it's broadcasters who are most effective in molding modern day public opinion and thinking—not just through editorials and news coverage, but through all radio and television programming, and many times not by just what is programed—but by what is not programed as well.

Ownership of broadcast facilities influences public sentiment—whether it is by American citizens or foreigners. We can't allow that control of the thought process to be transferred to foreigners.

Greater foreign ownership investment and resultant control of U.S. broadcast stations ("Monday Memo," April 22) threatens fundamental American institutions and offers little real benefit to the broadcast industry.

America has been the undisputed leader in the free world first and foremost because of freedom of thought and speech. The press, and most particularly the broadcast media, is not so free in virtually every country of the world except the United States. It's controlled.

Ownership by foreign entities of important broadcast properties could lead to a stifling of public debate, a lack of scrutiny of the government and a limiting of the exchange of ideas that has been the hallmark of the broadcast media.

In the 1980's the wisdom on Wall Street was LBO's and junk bonds. Broadcast properties, like other U.S. companies, were bought and sold at dizzying prices with little thought of value.

The thoughts and opinions of American citizens should not be victim to the greed of the 1980's. This is free enterprise. If business leaders made a mistake by overpaying for broadcast properties, should they be rescued from their poor judgment by the foreign money and the



control that goes with such money?

Today's credo is globalization and foreign investment. Those who made poor business decisions in the '80s are hoping to sell out to foreigners in the '90s. While globalization has a role in telecommunications, it has little or nothing to do with the United States domestic broadcast industry.

Anyone who thinks foreign ownership and control of broadcast properties in the United States (even if it's only 49%, it will be control) is going to keep struggling

properties viable, should explain their rationale.

How could foreigners better compete for the advertising dollar than an American entrepreneur? Either the U.S. advertising

market supports properties or it doesn't. If it doesn't, then foreign investment could only be subsidized broadcasting of a particular line of programming or thinking known as propaganda. Do we want to expose our citizens to that pitfall?

If, on the other hand, foreign investment is deemed beneficial because of strong economic support, it could cause further imbalance. Such powerful economic interests using their foreign capital strength could further drive under weaker U.S.-owned properties. At least today, everyone is nearly on the same playing field. That's the American free-enterprise system.

Competition weeds out the weakest. There's plenty of AM, FM and TV out-

lets to insure diversity of thought and a variety of programming, should some stations go under because of poor economics. Welcome to marketplace realities.

Broadcasters have been protected so long from the economic pitfalls faced by most other industries because of the continually increasing values of the broadcast license that they may have forgotten some businesses do go broke. Now that the economy is in recession, why should they be shielded through irredeemable foreign ownership?

With foreign investment and purchase of production facilities and movie studios in the United States, it remains to be seen whether these new owners will continue to allow distribution of historical films or productions critical of the owners' countries or lifestyle. Will they even fund projects that show such foreign countries in a poor light, even if there is good art and story line? Many believe not, based on past performance in their native countries.

Return on investment of foreign ownership will be important, but nationalism and philosophical ideas by such foreign ownership can shape the policies and thoughts of the world's most powerful country.

Our broadcast industry acts as a check and balance and has enough diversity of opinion to insure pressure on the villains and support for worthy causes that enhance

our communities. Granting access to U.S. broadcast properties by foreign investors only if the homeland of those investors offers the same opportunity is hardly a fair exchange. A 49% interest in the chain of stations owned by any of the three major U.S. networks plus the network is worth far more than 100% of any network in Europe.

American broadcasters share common values of the communities they serve and promote the constitutional values of the First Amendment, which is the lifeblood of the American political system. Foreign investors, out to make money, could care less about democracy or the First Amendment. The broadcast industry is a unique American asset. Let's keep it that way. ■

"Foreign investors, out to make money, could care less about democracy or the First Amendment."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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

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

Oct. 15-16—Job Opportunity Conference for Minorities sponsored by *Society of Professional Journalists*. Information: Renee Vaske, (317) 653-3333.

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

Oct. 15-18—*Interference Control Technologies* course in grounding and shielding. San Francisco. Information: (703) 347-0030.

■ **Oct. 16**—"Original Motion Pictures for Cable," seminar sponsored by *The Museum of Television and Radio* and *The National Academy of Cable Programming*. Panelists include: Matthew Blank, Showtime Networks; Kay Koplovitz, USA Network; Dennis Miller, Turner Network Television; Bridget Potter, Home Box Offices, Inc. New York. Information: (212) 621-6600.

Oct. 16—*American Women in Radio and Television, Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

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

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

Oct. 16—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*.

San Antonio, Tex. Information: Spencer Grimes, (212) 258-8434.

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

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

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

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

■ **Oct. 17**—"Original Programming for Specialized Audiences," seminar sponsored by *The Museum of Television and Radio* and *The National Academy of Cable Programming*. Panelists include: Geoffrey Darby, Nickelodeon; Patricia Fili, Lifetime Televi-

MAJOR MEETINGS

Oct. 10-14—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

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

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

Jan. 7-10, 1992—*Association of Independent Television Stations* annual convention. San Francisco.

Jan. 10-16, 1992—*National Association of Broadcasters* winter board meeting and legislative forum. La Quinta, Calif.

Jan. 20-24, 1992—29th *NATPE International* convention, New Orleans Convention Center, New Orleans.

Jan. 25-29, 1992—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

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

■ **Feb. 7-8, 1992**—26th annual *Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

■ **Feb. 9-14, 1992**—14th International Market of

Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 12-14, 1992—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

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

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

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

March 25-28, 1992—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

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

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

April 10-15, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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

April 22-24, 1992—*Broadcast Cable Financial Management Association* 32nd annual conventions. New York Hilton, New York. Future conventions: April 28-30, 1993, Buena Vista Palace,

Lake Buena Vista, Fla., and 1994. Town and Country Hotel, San Diego, Calif.

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

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

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

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

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

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

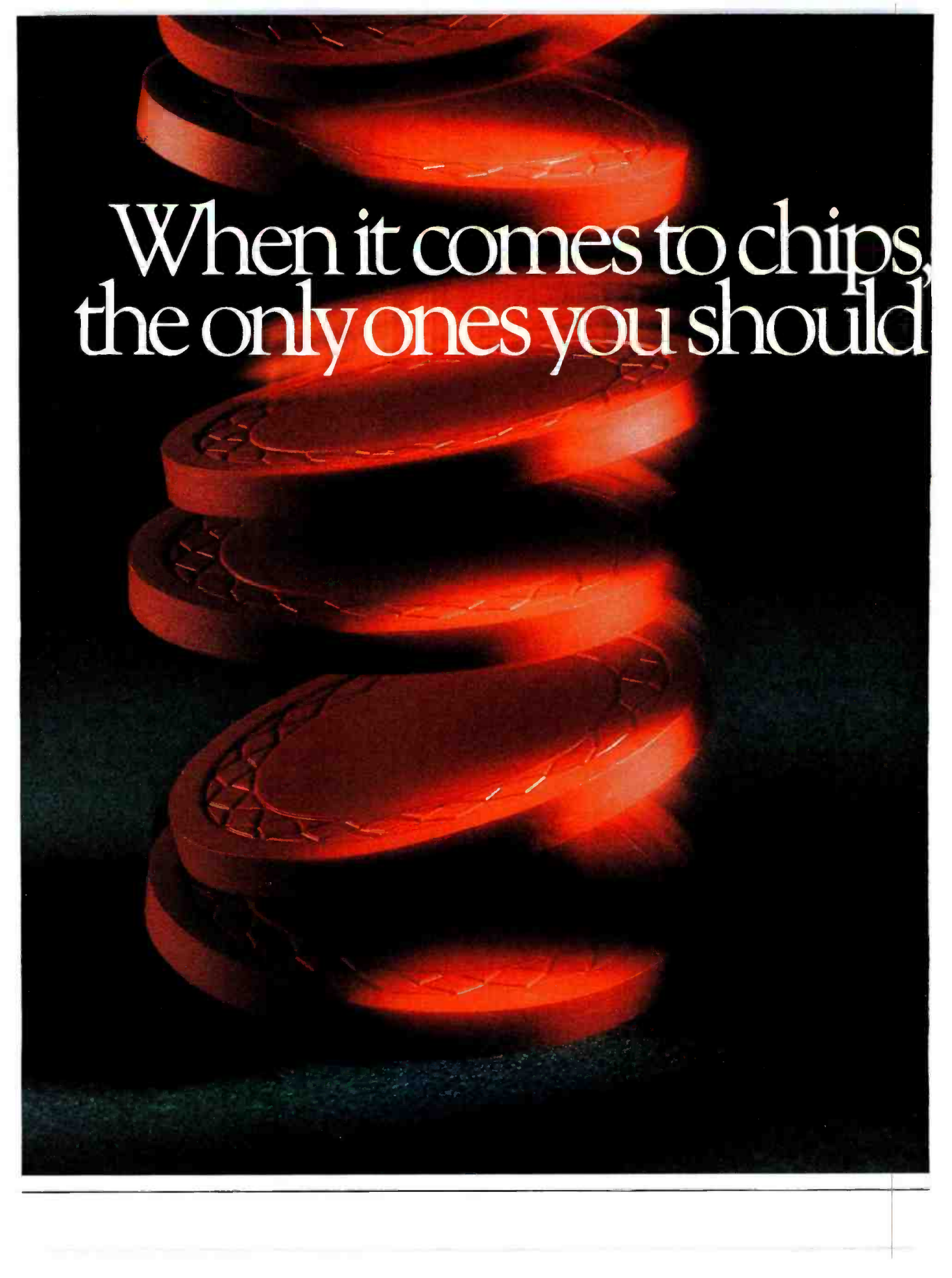
July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

■ **Aug. 23-27, 1992**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

■ **Sept. 9-11, 1992**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

■ **Sept. 9-12, 1992**—Radio '92 convention, sponsored by *National Association of Broadcasters*. San Francisco.

■ **Nov. 20-22, 1992**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

A stack of several potato chips is shown, glowing with a bright red-orange light. The chips are arranged in a slightly overlapping, vertical stack. The background is solid black, which makes the glowing chips stand out. The lighting creates a strong contrast and highlights the texture of the chips.

When it comes to chips,
the only ones you should

these are gamble with.



Wagering a few chips on the
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roulette wheel
may be loads of fun

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sion; Brooke Johnson, A&E; Jefferi K. Lee, Black Entertainment Television; Judy McGrath, MTV; Greg Moyer, The Discovery Channel. New York. Information: (212) 621-6600.

■ **Oct. 17**—*National Academy of Television Arts and Sciences. New York chapter*, drop-in breakfast. Speaker: Casey Childs, director "Another World." NBC-TV. Copacabana, New York. Information: (212) 768-7050.

■ **Oct. 17**—*Society of Satellite Professionals International* meeting. World Weather Building, Camp Springs, Md. Information: Jackie Mateo, (202) 775-3543.

■ **Oct. 17**—*Federal Communications Bar Association* luncheon. Speaker: Senator John Danforth (R-Mo.). Washington Marriott Hotel, Washington. Information: Mary Blasinsky, (202) 833-2684.

Oct. 17—"Closed-Captioned Programing: Changing Developments in the Television Landscape," colloquium sponsored by *The Annenberg Washington Program* and the *National Organization on Disability*. Annenberg Office, Willard Office Building, Washington. Information: (202) 393-7100.

Oct. 17—14th annual Communications Excellence to Black Audiences Awards gala sponsored by *The World Institute of Black Communications*. New York Hilton, New York. Information: (212) 260-1070 or (212) 714-1508.

Oct. 17—Sixth annual Southern California Adam Walsh Child Resource Center Bowling Benefit sponsored by *MMT*. Sports Center Bowl, Studio City, Calif. Information: (213) 937-6434.

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

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

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

Oct. 17-18—"The United States, Europe and the Structures of a New World Order," conference sponsored by the *Herbert Quandt Foundation* and the *School of Foreign Service, Georgetown University*. Georgetown University, Washington. Information: (201) 307-3785.

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

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

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

ERRATA

Coltrin & Associates has purchased the Taylor Co., New York media consulting company, not other way around, as reported in Oct. 7 issue, page 85.

■ **Oct. 17-21**—Sixth International Audio, Video, Broadcasting and Telecommunications show sponsored by *ASSOEXPO*. Milan. Information: (02) 4815541.

Oct. 18—"Commercial Speech and Public Policy," a national conference on advertising and the First Amendment sponsored by *The Thomas Jefferson Center for the Protection of Free Expression*. National Press Club, Washington. Information: (804) 295-4784

Oct. 18—*American Women in Radio and Television. Florida Hurricane chapter*, sixth annual Tampa Bay Media Sundown event. Don Cesar Beach Resort, St. Petersburg, Fla. Information: Shari Hall, (813) 576-6090.

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

Oct. 18-19—*American Women in Radio and Television* north central area conference. Great Southern Hotel, Columbus, Ohio. Information: Lynne Christenson, (502) 581-1909.

Oct. 18-20—*National Broadcasting Society, Alpha Epsilon Rho* east region convention. Indiana University of Pennsylvania, Indiana, Pa. Information: B. Gail Wilson, (412) 357-3210.

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

■ **Oct. 19**—"Putting Money Where Your Mouth Is," voice-over seminar co-sponsored by *Tri-State Local of the American Federation of Television and Radio Artists* and the *University of Cincinnati College Conservatory of Music's Division of Broadcasting*. Emery Hall, University of Cincinnati, Cincinnati, Ohio. Information: (513) 579-8668.

ALSO IN OCTOBER

■ **Oct. 20-22**—*Canadian Association of Broadcasters* national conference and trade show. Metro Toronto Convention Centre, Toronto. Information: Nathalie Samson, (613) 233-4035.

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

■ **Oct. 20-23**—"Apertura," second Latin American Congress sponsored by *International Advertising Association*. Mexico City, Mexico. Information: (212) 557-1133.

Oct. 20-24—*The Freedom Forum Media Studies Center* 25th Technology Studies seminar for journalism educators. Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 21**—*Canadian Women in Radio and Television* national gala launch dinner. The Royal York Hotel, Toronto. Information: (613) 233-4035.

■ **Oct. 22**—"Automotive Marketing: Who's Driving and Where Are We Going?" seminar sponsored by *The Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington. Information: (301) 656-2582.

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

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

Broadcasting

Founder and Editor
Sol Talshoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial Fax: 202-429-0651 • Administrative Fax: 202-331-1732 • Advertising Fax: 202-293-3278

Lawrence B. Talshoff, chairman.

David Persson, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

Kira Greene, John S. Egerton,

assistant managing editors.

Washington

Randall M. Sukow, Peter D. Lambert (technology), assistant editors.

Patrick J. Sheridan, Janet Sullivan, John Gallagher,

staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Denise P. Smith, production.

New York

630 Third Ave., 10017-212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McEllan, chief correspondent (programming).

Lucia Cobo, radio editor (East Coast).

Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers

Hollywood

1680 N. Vine St., 90028; 213-463-3148; Fax: 213-463-3159

Steve Coe, assistant editor.

Mike Freeman, staff writer.

Reed E. Bunzel, radio editor (West Coast). 408-625-3076.

Advertising

New York

212-599-2830

Lawrence W. Oliver, advertising director.

Leslie Lillian Levy, marketing services manager.

Joseph E. Ondrick, East Coast regional sales manager.

Randi T. Schatz, sales manager.

Joan Miller, executive secretary.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Doris Kelly, sales service manager.

Miltz Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates, (Southern regional and

East Coast equipment): 609-683-7900; Fax: 609-497-0412.

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Fax: 914-234-7546

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

Business

Philippe E. Boucher, vice president and controller.

Tracy Henry, systems manager.

Poll F. Noyes, personnel administrator.

Circulation

Kwentin K. Keenan, circulation manager.

Production

Harry Stevens, production manager.

Debra D. Funkhouser, production assistant.

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908-665-6688

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TOP OF THE WEEK

FOURTH-QUARTER SCATTER: ACTIVE, YES; RECOVERED, NO

Market is moving but rates are flat to slightly above upfront; spot scenario still bleak

Almost everyone in the advertising marketplace agrees the fourth-quarter scatter market is active. But that doesn't mean the media recession that began a year ago has ended.

Deals in the scatter market are often being negotiated at rates lower than this year's upfront. And even when they are made at higher rates, one must remember that this year's upfront was very weak compared to 1990. Still, the steady flow of business has much of the industry confident that some kind of economic turnaround is imminent.

But for now, ABC, NBC, CBS and Fox are just glad to be making deals that are not 30% below upfront. Said one network observer: "The market is healthier than a month ago. Scatter is still going for a discount in prime time, but the rates are considerably closer to upfront pricing than they have been in a year." One reliable estimate on prime time inventory has CBS just about sold out for the fourth quarter, with Fox and ABC both approaching 90% and NBC at roughly 85% sold out. "CBS," said one media buyer, "has been able to cherry pick the business it has gone after. They sold a lot of upfront inventory at reduced prices, and they have 18 hours of client-furnished programming diminishing their inventory." NBC, the buyer said, will use its inventory to cover ratings shortfalls. Cost-per-thousands (CPM's) in

prime time are said to be running 8% below the upfront, with unit prices about flat. Said one network sales executive: "Has the market corrected itself? Hell no, but the signs are there."

Media buyers agree with that assessment. "The networks seem to be happy," said Julie Friedlander, senior vice

Sometimes, too much success can be a problem. Jon Nesvig, senior vice president, advertising sales, Fox, said the last three weeks "have been gangbusters." Fox, he said, is running ahead of its guarantees. "We don't want to give eyeballs away, but given the choice, it is better to be ahead than behind."

With the broadcast networks trying to maintain upfront rates, cable networks may once again take on the role as a viable alternative. That did not happen a year ago when network rates were slashed dramatically enough to actually pull money from cable. Lifetime, which targets women, has found itself the beneficiary of a strong and well-sold broadcast network daytime daypart. "Dollars from female products are now looking for a home, and we are having a robust fourth quarter," said Lifetime Exec-



Two ways of looking at business in the scatter market.

utive Vice President Doug McCormick. president, Ogilvy & Mather, adding, "it is all relative. No one is saying we are out of the woods yet, and no one believes the money that has surfaced is new money; it is money put aside to play the scatter market." Said Jerry Dominus, senior vice president, J. Walter Thompson: "Last year's upfront was healthy and scatter was a disaster, and this year's upfront was very weak. If scatter is as good as that [this year's upfront], it's an improvement." Dominus doubted the networks will be "significantly ahead" when all the dollars are counted.

For some, the fourth quarter has been a roller-coaster ride. A spokesperson at CNN said the all news channel saw a "burst of scatter activity" in early September that has slowed in recent weeks.

Like broadcasters, cable can attribute some of the strong scatter to the weak upfront. "Of course, upfront pricing was not as good as we wanted it to be," said Sid Ginsberg, vice president, sales administration, USA Network. "But," he said, "we have achieved bigger shares of the budgets and have gotten

what we set out to get."

Whether that will be the case for sellers of syndicated programming remains to be seen. Syndicators are not accustomed to participating heavily in the scatter market, and those without strong programming are said to be finding the going rough. Said one syndication sales executive on the current TV economy: "Everyone talks about turning the corner, but no one knows where the corner is."

If recent rep reports are any barometer, national spot television has not turned the corner. One report from Katz Television projected fourth-quarter spot billings to be down 5% to 7% from a

year ago. If that happens, the report said, spot billings for the year would finish 8% below last year's total, the biggest decline in spot spending ever. The report said: "Truly, this was the kind of year Shakespeare must have been referring to when he spoke of 'times that try men's souls.'"

A market overview from Seltel also had bad news for broadcasters. It reported a shift in emphasis in the last 10 years from advertising to promotions. In 1980, the report said, promotions accounted for just under 60% of marketing budgets. That figure is now 75%.

A barometer for the rest of the broad-

cast year will occur in a few weeks when advertisers decide whether to exercise first-quarter options. Early indicators, according to one network source, show fewer options being exercised. However, many advertisers, according to media buyers, are asking for—and getting—two-week extensions to make a decision, and "that's not a good sign, when people are extending."

And, as one media buyer pointed out, "from a unit prices standpoint, the economics of the fourth quarter are not favorable [for the networks] and they do not report CPM's to shareholders—they report revenue." —JF



Cameras focus on Judge Thomas as he delivers his opening remarks during the re-opened Judiciary Committee hearings.

DAYTIME LINEUP PRE-EMPTED FOR THOMAS HEARING

Revenue-hungry networks bite the bullet, air Friday morning session live

Coverage of the Senate Judiciary Committee hearings on Judge Clarence Thomas's nomination to the Supreme Court posed a dilemma for the broadcast networks last week. While public interest in the topic was high, the opening hearings on Friday conflicted with their well-sold daytime schedules.

Already suffering in a difficult economy, none of the networks was eager to pre-empt coverage. While daytime inventory is less expensive than prime time spots, a typical half-hour is still believed to bring in more than \$150,000 in advertising revenue.

The three broadcast networks last week

took their time in announcing that they would pre-empt their daytime schedules, but by Thursday afternoon each had agreed to air the hearings live the following morning. ABC, CBS and NBC kicked off live coverage of the hearings beginning on Friday at 10 a.m. ET. At press time, the hearing had run through virtually the entire daytime schedule.

The broadcast networks were similarly hesitant to commit to any additional coverage in the event that the hearings continued on Saturday or longer. Coverage on Saturday would interrupt part of the morning children's lineup as well as college football on ABC and NBC. Pre-

viously scheduled programming on CBS included a 3 p.m. start for the third game of the National League playoffs.

Agency executives pointed out that the networks did not lose all advertising during their coverage. ABC and CBS both took advantage of a break in the action after the first hour of coverage to insert three spots by advertisers that had agreed to air during the hearings. NBC followed 10 minutes later, as did ABC and CBS with additional breaks.

"There are certain clients that might object to advertising during such programming, and there are others that would not care," said agency executive Paul

Schulman, president of Paul Schulman Co., a subsidiary of Advansures Media Programing. "My clients do not care."

Broadcast networks aside, TV and radio audiences interested in following the proceedings had several options. The Public Broadcasting Service and Nation-

al Public Radio joined efforts to provide live gavel-to-gavel coverage. PBS also was prepared to provide nightly edited highlights of the hearings to its member stations. Co-anchoring were PBS's Paul Duke and NPR's Nina Totenberg. It was Totenberg who, along with *New York*

Newsday's Tim Phelps, first obtained a copy of Professor Anita Hill's affidavit alleging sexual harassment by Thomas.

C-SPAN and Court TV planned to carry gavel-to-gavel coverage of the hearings. CNN planned extensive live coverage. —BB

POST-SEASON BASEBALL SCORES SOME POINTS FOR CBS

Network hopes ratings will pick up for remainder of playoffs and World Series

At the start of last week, it looked like CBS was ready for more disappointment in its trouble-plagued \$1.06 billion contract with major league baseball. Playoff ratings were the worst ever on Tuesday night, and agency sources said the network was busy trying to sell the remainder of its post-season schedule at reduced prices. But by Wednesday night, the ratings turned around.

In its initial post-season outing on Tuesday night, the Toronto-Minnesota match-up scored 11.6/20, making it the lowest-rated prime time playoff in history. CBS, which bought the four-year MLB package in part to boost its fall lineup, on Tuesday wound up behind network competitors ABC and NBC, which scored 16.7/27 and 14.4/23, respectively.

Tuesday night's game, which ran through 11:54 p.m. ET, did slightly better when measured in the prime time period only, scoring 11.8/19. CBS experienced its highest local ratings for the game in the Twins hometown of Minneapolis, where ratings were 36.2/53 on company-owned WCCO-TV. Toronto audiences did nothing for CBS ratings because the Canadian city is not counted in U.S. national ratings.

One CBS Sports strategy that appears to have worked in its post-season coverage so far this year has been abandoning half-hour pre-game shows on weeknights. Tuesday night's *Rescue 911* scored an 11.6 rating, far ahead of the 7.9 scored in last year's pre-game opener.

The network's post-season coverage bounced back on Wednesday night when the first Atlanta-Pittsburgh prime time match-up showed a 14.0/24 national rating, representing roughly 12.89 million households and springing CBS into first place for the night. In Atlanta, the game did a 44.6/63. But earlier that day, the Toronto-Minnesota afternoon game got a 6.6/19 in the nation's 25 metered markets, representing about 2.84 million households, a 21% drop from last year.

On Thursday night, game two of the



Baseball fails to add power to CBS lineup.

National League playoffs scored a 14.5/24. In a prime time comparison (8 p.m.-11 p.m. ET), the game helped CBS come in second among the networks with a 13.6/22. NBC finished first for the night with a 17.5/28 followed by Fox with a 10.9/17 and ABC with a 9.6/16.

Agency sources said last week that CBS still had a sizable amount of available inventory remaining on its post-season MLB coverage. Prices are said to have dropped at least as low as \$95,000 per spot for playoff coverage and about \$260,000 for World Series coverage, according to agency sources. A CBS Sports spokeswoman last week declined

to discuss specifics, but did note that the first two prime time games were sold out in advance.

Optimists last week continued to point to the fact that the Braves have made it into the post season, which could draw the same national audiences that watch the team's regular season games on superstation WTBS-TV Atlanta. Optimists also pointed out that there would not be a four-game sweep in either league playoff, giving CBS increased revenue through additional game inventory. CBS last year was shortchanged with four-game sweeps in one of the two playoff series and the World Series. This year's World Series begins Oct. 19. —BB

CBS DELAYS THIRD-QUARTER RESULTS

CBS Inc. said last week that it will delay issuing its third-quarter earnings until it finishes an in-house "evaluation of the carrying values of certain major sports rights properties." The network said that would probably happen later this month, most likely when the World Series is completed. The decision by CBS has many anticipating the network will take a further write down on its four-year \$1.06-billion baseball contract. Last December, CBS took a pre-tax loss of \$275 million and an after-tax loss of \$170 million on the contract (BROADCASTING, Dec. 17, 1990).

The network may also be waiting to see how many post-season games it will air and how much advertising revenue they will bring in when there is a glut of sports inventory. "If they knew how many games there would be they could make some estimates [on revenue]," said Jay Nelson, analyst, Brown Brothers Harriman & Co., adding that the network may also be reviewing its National League Football contract and its Winter Olympics contract. —JF

CBS MAKES IT THREE IN A ROW

Network adds another week to its win column; starts off week four strong, but baseball may hold it back

The CBS winning streak reached three last week with the once-lowly network winning the first three weeks of the new season. CBS's roll looks to stop at a triple as the network's baseball coverage began last Tuesday, with numbers from the baseball coverage expected to pull it down from the previous weeks (see page 21). Through last Wednesday (Oct. 9), CBS was running second for the week with a 14.5 rating and 23 share, second to ABC's 14.7/24 and ahead of NBC's 14.1/23. For the season, however, CBS still holds a commanding lead with a 13.8/23 average. Next is NBC's 12.4/21 and ABC's 12.1/20. Fox is fourth with an 8.0/13.

Also last week, CBS was the first of the networks to flinch by making a minor schedule change on Friday night. The network is flip-flopping *Princesses* and *Brooklyn Bridge*, hoping the latter can provide a better lead-in to the evening than *Princesses* has at 8 p.m. Judging from the ratings for the first three weeks, there are numerous other slots being scrutinized by schedulers.

CBS pulled in strong numbers for the beginning of the fourth week, averaging a 17.9/28 on Monday, Oct. 7. ABC was second, powered by *Monday Night Football* (15.4/24), and NBC was third with a 14.6/23. *Northern Exposure*, in the 10-11 time slot, ranks as the second-highest-rated prime time hour series (after CBS's *Murder, She Wrote*). Also on Monday night, NBC debuted *I'll Fly Away*, with the two-hour pilot going against ABC's football and the meat of CBS's lineup (*Murphy Brown*, *Designing Women* and *Northern Exposure*), and averaged a 15.4/24 at 9-11.

Tuesday saw the debut of NBC's *I'll Fly Away* in its regular 8-9 time slot and hour length. The results looked promising for NBC, with the series pulling a 13.4/21, coming in second for the time period. The night was won by ABC, which looks to have strengthened its Tuesday night with the additions of *Full House* (8-8:30) and *Home Improvement* (8:30-9). ABC averaged a 16.7/27 for the night. NBC, with its three-drama lineup, finished second with a 14.4/23. NBC gained momentum as the night went on, finishing with a 15.0/26 average at 10-11 thanks to *Law and Order*.

CBS won Wednesday night with a 14.0/24 average for the National League



Ratings for the premiere of 'I'll Fly Away' look promising for NBC.

Championship Series. NBC was second with a 13.2/22, based in large part on the 16.0/26 at 8-9 from *Unsolved Mysteries*. NBC also saw slight gains from both *Night Court* and *Seinfeld* in the 9 and 9:30 time periods.

NBC won an emphatic victory on Thursday night with its entire lineup, winning every half-hour. As a sign of how things have changed, *The Cosby Show* at 8-8:30 was the lowest-rated of NBC's shows for the night. In its season premiere, *L.A. Law* averaged an 18.9/32 at 10-11. For the night, NBC averaged a 17.5/28, followed by CBS with a

13.6/22, Fox was third with a 10.9/17, and ABC was fourth with a 9.6/15.

The next night to see schedule changes may be Wednesday, where the networks have been in a three-way battle for the past few seasons, but this year ABC's lineup of six half-hour comedies appears to have the network solidly in third place. When the lineup was announced last May, affiliates questioned the ability of the strategy to deliver strong numbers to their late news. ABC stumbled last season by scheduling *Cop Rock* at 10-11 on Wednesday and started slowly as a result. This season, the night tails off consistently after the 8:30-9:30 comedy two-pack of *The Wonder Years* and *Doogie Howser, M.D.* Last Wednesday, *Sibs*, at 9:30-10, dropped nearly five rating points from its lead-in. *Anything But Love* held its *Sibs* lead, but *Good & Evil* dropped more than two points in the final half-hour to finish third with an 8.3/15.

CBS's switch on Friday night was followed by NBC, early last Friday, pulling both *Real Life* and *Exposé* from the 8-9 p.m. time period and inserting *Matlock* (see box, this page). That move still leaves the rest of the night, which is in third place and being challenged by Fox's offerings. On Friday, Oct. 4, NBC was nearly doubled in ratings by first-place ABC and was 4.6 rating points behind second-place CBS. However CBS's challenge to ABC on the night may not be as strong once its regular Friday night lineup debuts.

Other time periods underperforming include ABC's Saturday night, which averaged a 7.8/15 on Oct. 5, with the network's 10-11 series *The Commish* finishing in third place with a 7.8/15. NBC may also be giving consideration to its Sunday night lineup. The network averaged a 7.8/12 on Oct. 6, with its traditional woes in the 7-9 p.m. time period getting increasingly woeful. —SC

'REAL LIFE,' 'EXPOSE' TO RETURN AS HYBRID SERIES

NBC has pulled *Real Life* and *Exposé* from their respective 8-8:30 p.m. and 8:30-9 Friday time slots in favor of the hour-long *Matlock*, which has been on replacement status since losing its Tuesday 8-9 time slot to *I'll Fly Away*. NBC News is working on combining *Real Life* and *Exposé* into a single hour-long series, which has already been given a 52-week commitment. According to an NBC spokeswoman, "they'll be looking to combine the best elements of both shows." Jane Pauley will co-anchor the as-yet-unnamed hybrid series, targeted for a Mar. 6 return, with another anchor to be named later.

As for *Exposé* host Tom Brokaw, NBC News will produce a series of one-hour news specials titled *Brokaw Reports* to air in 1992.

Matlock returns to the schedule Oct. 18 with a special two-hour premiere. On Nov. 1, *Real Life* and *Exposé* return for one week with special editions, including a *Real Life* interview with Candice Bergen.

NEWEST TALK SHOWS OFF TO MIXED START

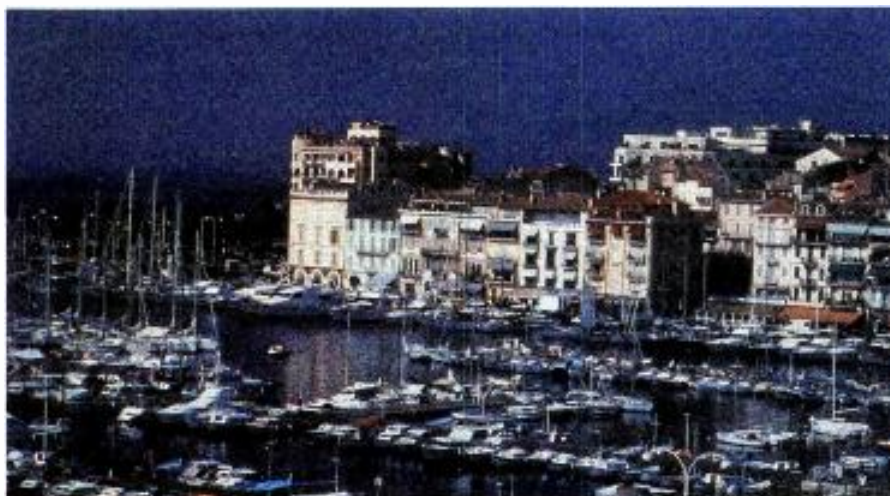
The local tests of syndication talk show candidates *Jane Wallace Live* and *Jerry Springer* have not exactly exhibited strong metered market averages, but some good local stories abound for those shows as well as for the staggered rollout of *The Montel Williams Show*, according to Katz Communications research. Even game show *Ruckus* has been able to muster slight growth, as in its New York test.

Multimedia Entertainment's *Jerry Springer*, in the two weeks since the debut of the show hosted by the former mayor of Cincinnati, in four metered markets, has averaged 1.2 rating/4 share (NSI, Sept. 30-Oct. 10) and is off 43% percent from its lead-in programing. But there is some good news for *Springer*, particularly in Cincinnati, where the show has averaged a 5.7/23 at 10 a.m. on Multimedia's WLWT-TV, only three share points off its *Donahue* lead-in.

Jane Wallace Live, which Group W Productions is producing for an on-air test on Group W-owned KYW-TV Philadelphia at 10 a.m., received a 2.3 rating/10 share (NSI, Sept. 30-Oct. 9) since its debut, off 33% from its lead-in, *Geraldo* (3.6/15). However, John von Soosten, vice president and director of programing, cited the fact that year-ago programing in 10 a.m. slot (*Geraldo*) averaged a 3/12, and *Wallace* has exhibited early improvement over May 1991.

As for *The Montel Williams Show*, Viacom Enterprises' conservative rollout strategy is starting to pay dividends since its July introduction, with the show posting a 2.8/9 season-to-date average (NSI, Sept. 23-Oct. 10), which puts it even with its lead-in programing (2.9/9). Its best performance is in Dallas, where *Williams* has averaged a 4.8/16 at 3 p.m. on KDFW-TV.

Meanwhile, in New York, Columbia Pictures Television, which is looking to re-enter first-run distribution, can take heart in the fact that *Ruckus* has grown 11% from a 4.4/6 debut rating average (week of Sept. 9) on WNBC-TV to a 5.9/10 for the most recent available week (ending Sept. 27). Unfortunately, the Merv Griffin-produced show trails its *Love Connection* lead-in slightly and ranks fourth or fifth in the competitive 7:30 p.m. access period. —MF



Cannes, site of international program marketplace, MIPCOM

CO-PRODUCTIONS, ANIMATION TOP MIPCOM ACTIVITY

Growing number of cable companies also on hand

The annual fall TV marketplace in Cannes was all business by the end of last week. Top program-distributor executives worked out of their booths, selling both library, just-released material and projects still in development. Impressions about the level of activity varied, although no one suggested a radical change from the prior years' level of business.

More than 7,000 had registered by the market's opening on Wednesday. The number of companies on hand was up 15%, to 1,394, with 18%-25% U.S.-based firms. UK and French-based companies accounted for almost another 25% each of the exhibitors total.

Co-productions were, as last year, being negotiated and announced, with Asian partners noticeably present. One of the more skillfully promoted announcements was a 26-part half-hour series *Spies*, whose producing partners include CBS, Tokyo Broadcasting System, Arts & Entertainment and video mail-order club Columbia House. The documentary production on spies is

scheduled to be ready for sale in the spring of next year, with CBS having worldwide television distribution rights outside Japan; A&E having U.S. cable rights, and Columbia House keeping home video and other rights.

A Korean network, MBC, is helping finance a children's animated series, *Around the World in Eighty Dreams*, whose co-producers are Saban International and French Broadcaster TF1.

Children's animation was a very active category and one very conscious of U.S. developments, including Turner Broadcasting's recent extension of its 30-day exclusive negotiating option to buy Hanna-Barbera. Turner Program Services Chairman Jack Petrik told BROADCASTING that press speculation about an animation channel had actually accelerated the company's thinking about such a product, which he indicated may be introduced abroad before being launched in the United States.

At least one dozen other cable programing companies were present, including MTV Networks (which officially registered VH-1 for the first time), USA, Playboy and Discovery. The rapid increase in movie production by the cable networks has more than tripled the amount of made-for-television product available at MIPCOM, said Saban Chairman Haim Saban.

The market in Cannes was also very conscious of the auction of ITV channels in England, results of which were scheduled to be announced Wednesday. —CF

*The number of
companies on hand
at MIPCOM was
up 15%, to 1,394.*

ONE STEP CLOSER TO TELCO OWNERSHIP OF CABLE

Appeals court lifts Judge Greene's stay; RBOC's can now deliver information services

A rapid chain of events in Washington early last week increased the probability of eventual cable television service provided by the regional Bell operating companies (RBOC's). Only one major legal barrier now stands between the RBOC's and their being to own cable systems outside their local telephone service regions.

The U.S. Court of Appeals in Washington last Monday (Oct. 7) lifted the stay on a July 25 decision by U.S. District Court Judge Harold Greene to allow the RBOC's to produce and deliver information services. Greene reluctantly removed the information-services ban—which was written into the Modified Final Judgment (MFJ), the consent agreement created by the 1984 breakup of AT&T—and stayed action on his decision pending further review by the appeals court.

"The stay was an abuse of discretion," the appeals court ruled last week. "The record does not contain sufficient evidence or probability that the order will be reversed, that denial of a stay will cause irreparable injury or that the public interest will be serviced by the stay."

The appeals court action clears the way for the RBOC's to begin offering information services, such as electronic yellow pages and news services and interactive business and education services both within and outside their local regions. But a provision of the 1984 Cable Act still prohibits cable-telco crossownership within RBOC's local service areas. Outside their areas, RBOC's are prohibited from owning cable systems due to the current interpretation of another MFJ restriction.

Pacific Telesis Group (PacTel), an RBOC providing telephone local service to the West Coast, is currently attempting to buy a majority interest in Prime Cable Chicago, an Illinois cable system. It is currently awaiting a waiver ruling from the Justice Department to determine whether MFJ restriction on RBOC control of long-distance communications (including satellite down-linked video signals) should bar it from operating a cable system. Last week's lifting of the information services stay means "we're halfway there, but we've still got halfway to go," said Brian Kidney, PacTel executive director, external affairs.

After the Justice Department ruling, the waiver request will be considered by Judge Greene. Observers estimate a year to a year and a half before the waiver

and all appeals connected to it are decided.

Timothy David, executive vice president, Daniels & Associates, who is brokering the Prime Cable deal, said, "Most people say getting the waiver is just a formality and expect Prime and the phone company to prevail."

The California Cable Television Association (CCTA), Sacramento, a vehement opponent to RBOC entry and the PacTel-Prime deal, worried that RBOC's could begin controlling cable systems without the waiver. "If somebody served as an intermediary on their behalf and received the signal locally



Congressmen Jim Cooper (D-Tenn.), John Bryant (D-Tex.) and Mike Synar (D-Okla.), co-sponsors of legislation limiting RBOC entry into information services, confer before a Tuesday press conference. Republican Congressmen Tom Bliley (Va.) and Dan Schaeffer (Colo.) are also sponsors.

and just handed it off to them, that would completely avoid the decree issue," said Alan Gardner, CCTA vice president, regulatory and legal affairs.

The day after the appeals court ruling, House Telecommunications Subcommittee member Jim Cooper (D-Tenn.) went through with the planned introduction of legislation to restrict RBOC entry into information services ("Closed Circuit," Sept. 30). The Cooper bill (H.R. 3515)—co-sponsored by fellow Telecommunications Subcommittee members Mike Synar (D-Okla.), John Bryant (D-Tex.), Tom Bliley (R-Va.) and Dan Schaeffer (R-

Colo.)—permits RBOC entry after compliance with a "bottleneck test." No content-based information services (including cable TV) would be allowed in an RBOC's service area where less than 50% of homes or business have access to alternative local telephone carriers and where less than 10% of consumers subscribe to the alternative carriers. The test would not apply to services outside the RBOC's service areas.

Bills introduced last June by Senators Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.) and in the House by Rick Boucher (D-Va.) and Mike Oxley (R-Ohio) would lift the Cable Act's crossownership restrictions (S. 1200 and H.R. 2546). If those bills were to become law, passage of H.R. 3515's bottleneck test would still limit some RBOC's from entering the cable business in their own regions. Telecommunications Subcommittee hearings on H.R. 2546, H.R. 3515 and other telco legislation could begin this week.

Cooper claimed the bottleneck test would apply to only a few cases. "In the RBOC's service area with content-based information services where they do not have sole ability to provide information service, once you get to that point, which is about 3% of the cases, then we have this three-part test," he said.

That statement raised eyebrows in the telephone industry. "Nobody knows what he based that on. That was a totally unrealistic assessment," said Ron Stowe, PacTel vice president, Washington operations. Most observers interpreted the bottleneck provision as applying to nearly 100% of the country.

The reaction of Gerald Blatherwick, vice chairman, Southwestern Bell, was typical among the RBOC's. "This is protectionist legislation of the worst kind.... This bill would further delay the delivery of affordable, readily available electronic information to consumers, which has been sidetracked for years."

The RBOC's will proceed with information service plans without regard for the Cooper bill, said Stowe, who gave the measure no chance for passage. Over the next several months the Bell companies will begin marketing and technical tests on several non-video information services and announce joint ventures for some start-up services, he said.

At press time last week, H.R. 3515 did not seem to be gathering further House support, and no senator appeared ready to offer companion legislation.

—RMS

TELCO ENTRY NOT BLACK-AND-WHITE ISSUE

Although the cable industry continues to remain steadfast in its opposition to letting regional Bell operating companies (RBOC's) own cable systems within their own service areas, the industry is not unanimous on how it wants to deal with the threat of telcos providing cable service in their outer markets.

The National Cable Television Association is formally opposed to telco entry into cable of any kind, but some in cable say they do not expect the full force of a fight to come from the NCTA precisely because its constituency is split on the issue. Any push will come from ad hoc groups and individual companies, said David Andersen, vice president, public affairs, Cox Enterprises. Cox, which is also a newspaper publisher, will be one of the MSO's at the forefront of the fight, he said. But even Cox is not one-sided in its approach, and will continue to talk with telcos about potential projects, just in case the fight is lost.

With much still left to be decided on the regulatory front, some MSO's are hesitant to speculate on what the entry of telcos into information and cable services outside their service areas means. "It's still a little too early to assess the impact on the outer markets. The smoke really hasn't cleared yet," said Amos Hostetter, chairman of Continental Cablevision.

Other MSO's such as Tele-Communications Inc. are more outspoken in their acceptance of certain types of telco participa-

tion. TCI has never opposed outer market cable ownership by the telcos, according to Robert Thomson, TCI senior vice president. TCI's primary fear is that telcos would use cross-subsidies to fund their activities, said Thomson, "but the potential for cross-subsidization is less, perhaps minimal, when telcos' involvement is outside their service area." As for possibly joint venturing with telcos in providing cable service, that "is something to be considered," Thomson said.

With FCC Chairman Alfred Sikes proposing to allow limited joint ventures between cable operators and telcos ("In Brief," Sept. 16), Timothy David, executive vice president, Daniels & Associates, said the telcos will likely "not so much move into cable by acquisitions, but via strategic alliances." Such partnerships could help cable operators as well, according to David, in terms of both technology and equity, especially given how heavily leveraged some MSO's are.

Some on Wall Street see telco entry outside service areas as a boost to the cable market. Given the telcos' technological ability and financial clout, their entry could drive up the value of cable assets and stocks and increase acquisition activity, according to Bear Stearns's Ken Goldman. "Even the perception that telcos could be involved could create a sense of urgency among non-telco buyers to buy," he said. —SDM

FCC TO RECONSIDER TELCO-CABLE BAN

Commission will review its ban on crossownership of cable systems and phone companies in same market

While the U.S. Appeals Court in Washington last week proceeded with its dismantling of the legal barriers preventing the seven regional Bell operating companies from providing cable services outside their telephone service areas (see story, page 24), the FCC prepared to consider relaxing the restrictions on the RBOC's and so-called independent telcos such as GTE and Centel that prevent them from offering cable services within their telephone markets.

At its Oct. 24 open meeting, the FCC plans to launch a review of the statutory prohibition against common ownership of cable and telephone services in the same market, which is duplicated in FCC rules.

Woven into the broad inquiry will be FCC Chairman Alfred Sikes's "video dial tone," a package of statutory and regulatory proposals aimed at encouraging telcos to build broadband interactive networks capable of delivering video as well as telephone and data services.

Under video dial tone, telcos would continue to have common carrier obligations to make their facilities available to all parties on a non-discriminatory basis. But it would also allow them to offer

non-video information services and possibly eventually video services.

"Telephone companies should be restrained—at least on a transitional basis—from full program involvement," Sikes said in a speech at a *Business Week* seminar in New York last month. "We don't want to substitute monopolies," he said. "On the other hand, consideration needs to be given to minority equity participation, which might help fund new services, and any restraints should be subject to sunset review."

Another key feature of video dial tone is elimination of any requirement that telcos that build video networks or programmers that lease capacity of such networks obtain municipal cable franchises. "The whole notice of franchises—tying the delivery of video information to a local government concession—is fundamentally flawed," Sikes said in the New York speech.

It is unclear how far Sikes will get with any of his video dial tone ideas at the agency. Quello endorsed most of them in a speech two weeks ago in Louisville, Ky. (BROADCASTING, Oct. 7), but he reserved judgment on the question of minority investment in program-

The other three commissioners—Andrew Barrett, Ervin Duggan and Sherrie Marshall—have been consistently skeptical about giving telcos any role in cable or cable programming.

The National Cable Television Association would not comment on the inquiry last week, but it is adamantly opposed to any lowering of the barriers to telco entry into their business.

The NCTA also opposes obviating the need for would-be program providers on telco networks to obtain municipal franchises as cable systems must. Cable operators feel it would be unfair for them to have to labor under franchise fees and regulations while telco competitors did not. What's more, they see franchises as barriers to competitors.

The cable industry should take some solace that in launching its inquiry, the FCC is rejecting a 1988 tentative decision calling on Congress to repeal the telco-cable ban.

The decision was taken by a 2-1 vote with then-Chairman Dennis Patrick and Commissioner James Quello in the majority. (The FCC had just three members at the time.)

But uncertain of the impact telco entry in television would have on broadcast-

ing, Quello subsequently had a change of heart, and Patrick was unable to affirm the recommendation before stepping down in August 1989.

Recognizing that its authority is limited, much of what the FCC comes up with in its inquiry is likely to take the form of a recommendation to Congress for legislative reform.

The Senate and the House already have bills before them to repeal the crossownership restriction, subject to certain safeguards to prevent telcos from subsidizing their competitive cable services with monopoly telephone revenue and discriminating against unaffiliated users of their networks.

The telephone industry is backing the

legislation as strongly as the cable industry is opposing it. The telephone proponents argue that the ability to offer video services will accelerate its contribution of broadband fiber networks. Cable critics contend if telcos were allowed into television, they would use monopoly revenues and power to quickly push competitors out of its markets. —HAJ

BROADCASTERS APPLAUD FCC'S CAMPAIGN PLAN

Industry backs commission moves to pre-empt courts in lowest-unit-charge cases

The broadcasting industry quickly lined up last week behind the FCC's effort to curtail lawsuits against television stations for allegedly overcharging candidates for campaign spots by pre-empting court jurisdiction in such cases (BROADCASTING, Oct. 7).

"It's right on the money," said attorney Greg Schmidt, who has two clients now defending themselves from such suits. "The ultimate step is total pre-emption of court action."

Craig Blakeley, lead Washington counsel for the broadcasters involved in suits filed in Alabama and California, said: "The FCC has the authority to assert exclusive jurisdiction not only on liability, but over the remedies aspect, and we are going to urge the FCC to do so."

The National Association of Broadcasters agreed the FCC can pre-empt the courts. "It remains the one and only forum to resolve this issue," said a spokesman for the association.

As expected, the FCC last Thursday launched a proceeding aimed at asserting sole jurisdiction over determining whether stations have violated the lowest-unit-charge law, which requires stations to sell time to qualified political candidates at their most favorable rates for each class of time.

Should the FCC pre-empt state and federal courts on lowest-unit-charge liability, candidates would be precluded from suing stations to recover overpayments unless the FCC had already found the stations to have violated the law.

In the accelerated proceeding, for which comments are due next Monday (Oct. 21), the FCC also asks whether it should go beyond basic liability in asserting jurisdiction and "pre-empt any cause of action in any court."

pre-empting courts on liability would limit lawsuits; pre-empting them also on sanctions would virtually eliminate



California Governor Pete Wilson, whose negative spot against Dianne Feinstein aired during the 1990 gubernatorial contest, is among those suing stations for overcharges under the lowest-unit-charge law.

them.

Bobby Kahn, an Atlanta attorney representing some of the candidates in the suits, said he will be filing comments opposing pre-emption, particularly over damages. "That would effectively deprive clients of remedies," he said. It has not been clearly established that the FCC has the authority to order stations to repay overcharges, he said.

According to FCC sources, the agency is ready to assert jurisdiction over liability, but not necessarily over damages.

FCC Chairman Alfred Sikes and Commissioner Andrew Barrett, in a statement attached to the four-page proceeding notice, expressed some doubts about pre-empting damages. Asking about total pre-emption should not be "read as concluding the commission has the ability or should exercise that ability," they said.

Sources say Commissioner Sherrie Marshall is also inclined not to limit the pre-emption, to liability. Commissioner James Quello has been championing full pre-emption and Commissioner Ervin Duggan is reportedly sympathetic.

The FCC effort is a response to lawsuits that have been filed or threat-

ened in several states. The suits themselves were sparked by an FCC audit of 30 broadcast stations in July 1990 to check on their compliance with the lowest-unit-charge rule and other political broadcasting rules.

The lead case came in Atlanta against WXIA-TV. Other followed in Alabama and California involving a total of more than 40 stations.

The Atlanta and Alabama cases have produced conflicting opinions in state and federal courts as to the FCC jurisdiction, which the FCC hopes to settle through its proceeding.

In a speech prepared for delivery last Friday before the Minnesota Broadcasters Association in Austin, Minn., James Quello made his case for why the FCC needs to take action.

"I don't believe the FCC would be properly discharging its responsibility by relinquishing the enforcement of the lowest-unit-charge law to various state courts," Quello says in the speech. "You can't have 50 different state courts interpreting FCC rules," he says. "It is up to us to effectuate the federal statutory policy that Congress intended."

The speech blasts unnamed others who are suggesting that the FCC is trying to deprive candidates of a legal remedy. "What rubbish," Quello says. "Candidates have survived under this law for decades without needing an avalanche of litigation."

Because the suits are being filed on behalf of campaigns long over, Quello says, the suits serve "mainly to line the pockets of assorted lawyers and consultants. I have heard that in some cases, the lawyer and candidates—not the candidates—have received more than two-thirds of the money received in settlements with broadcasters."

Kahn estimates that his clients have so far received \$600,000 in full or partial settlements from 10 stations. —HAJ

PROGRAMING

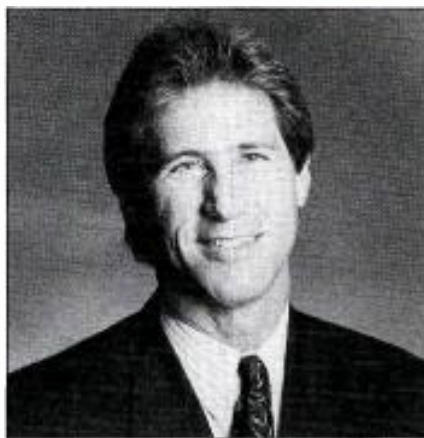
CPT TO ACQUIRE NEW WORLD PROPERTIES

*Sony's Columbia will use acquisition to form TriStar Television;
New World will now focus on international co-productions and productions for cable*

New World Entertainment has signed a letter of intent with Sony Pictures Entertainment's Columbia Pictures Television to sell most of its production properties and development projects. Columbia is using the acquisition to form TriStar Television. Jon Feltheimer, president, New World Television, will oversee TriStar as the new division's president. Joining Feltheimer at TriStar will be a slate of New World's writer-producers including Bob Brush, executive producer of *The Wonder Years*. The move signals the end of New World as a player in the network production business. The company will focus its attentions instead on international co-productions and production for cable.

The announcement of the formation of Columbia's second network production division was announced last Monday in Burbank. Gary Lieberthal, chairman, Columbia Pictures Television, said both divisions (TriStar and Columbia Pictures Television) will operate as separate entities within Columbia, similar in structure to Time Warner's Warner Bros. Television and Lorimar Television. Also similar to the Warner Bros.' structure, product from both the TriStar and Columbia Pictures Television divisions will be distributed through one department. Feltheimer will report directly to Lieberthal as will Scott Siegler, president, Columbia Pictures Television. Joining Lieberthal at the hurriedly called press conference were Feltheimer, Siegler, Barry Thurston, president, Columbia Pictures Television Distribution and Alan Levine, president and chief operating officer, Sony Pictures Entertainment's Filmed Entertainment Group.

Under the agreement, which was signed after a week of negotiations and is expected to be finalized on Oct. 19, Columbia Pictures Television will secure all production and distribution rights to four New World-produced network series, *Get a Life* and *Charlie Hoover*, both on Fox; *The Adventures of Mark and Brian* on NBC, and *Boys of Twilight* on CBS. In addition, Columbia will also acquire *Trial*, a four-hour mini-



TriStar TV President Jon Feltheimer

series starring Beverly D'Angelo and Peter Strauss, and the two-hour made-for-television movie *Guests of the Emperor*, starring Mary Tyler Moore. Both

movies are slated for NBC. Columbia also gains the domestic distribution rights to two off-network series, *Tour of Duty* and *Sledge Hammer*.

The deal also delivers to Columbia more than 40 projects in various stages of development, consisting of series and long-form properties and including three pilot or presentation commitments—one from ABC and two from NBC.

Lieberthal said the agreement also includes a right of "first discussion" whereby New World will talk to Columbia first if they should decide to unload any more properties.

Part of the motivation behind the move, explained Lieberthal, was the positive effect "of having two labels in the marketplace," citing similar moves in the record and movie business. "The TriStar logo has also generated a fair amount of goodwill in the movie business," he said. -SC

NEW WORLD FOR NEW WORLD

With dealing of its network product to Columbia, company will concentrate on international co-productions and cable fare

The move by New World to transfer nearly all its domestic production properties and writer-producers to Columbia (see above) signals the start of a new focus for the company according to Jim McNamara, president, New World Entertainment. The company's attentions will now be on international co-productions and production for cable, areas McNamara says are the only arenas in which small independents can survive in today's marketplace of runaway production costs and burdensome deficits.

"Some time ago we asked ourselves: 'What's wrong with our business that we're not making the kind of money we should be, and in fact are losing money,'" said McNamara. "When we

asked ourselves what was causing us headaches, we decided, of course, on network prime time production, which is the big leagues. It takes major-league pockets to make it through the short-term to get to the nirvana of syndication." The move of unloading their network series responsibilities will save the company "millions of dollars," said McNamara.

New World's lone network success is ABC's *The Wonder Years*, now in its fourth season. The company sold the distribution rights to the 100 episodes to Turner Program Services for \$100 million nearly a year ago.

New World's other network forays recently have not been so successful.

Their library consists of several series—*Tour of Duty*, *Sledgehammer* and *Elvis*—that lasted long enough on the network to accumulate a large deficit total but not enough to accumulate 100 episodes for a successful launch.

Along with the change in focus for the company apparently will come a restructuring in personnel. Although Jon Feltheimer is the only member of management to move to Columbia, he said at

the press conference that it is likely other New World staffers may make the move. One exodus that appears imminent is that of Tony Brown, president, domestic syndication, New World. With the company no longer in the business of producing for domestic distribution outside of cable and their daytime soaps, the head of their domestic distribution unit appears to be on the way out. "I don't know the answer to that," said

McNamara when asked of Brown's fate.

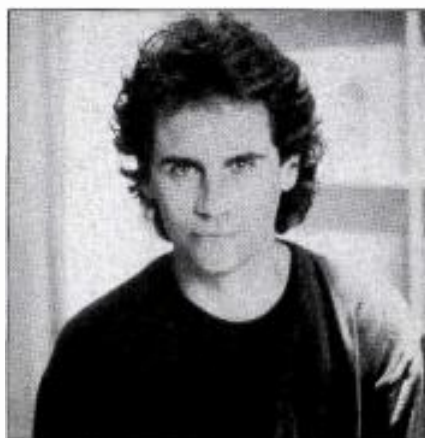
As for a broader restructuring of the company, Bill Bevins, chairman of New World, will assume Feltheimer's responsibilities. McNamara expects some changes when the deal with Columbia becomes final Oct. 19. "We'll probably beef up in some areas and downsize in others. New World was never too fat, and in the past few years, we've been operating pretty lean." —SC

FIVE ABC AFFILIATES PICK UP DENNIS MILLER

Tribune capitalizes on ABC exit from late night

Tribune Entertainment is striking while the iron is hot in late night. In the wake of ABC's announcement that it would discontinue its late night show, *Into the Night*, Tribune Entertainment has struck deals with five ABC affiliates to pick up the new *Dennis Miller Show*. The one-hour strip is scheduled to debut Jan. 20, which is also the first day of the NATPE International convention in New Orleans.

The ABC affiliates clearing the show include WPLG(TV) Miami, WRTV(TV) Indianapolis, WKOW(TV) Madison, Wis., WTEN(TV) Albany and KVII(TV) Amarillo, Tex. In addition, other top 10 ABC affiliates are looking at the show, including WXYZ(TV) Detroit. ABC-owned WLS-TV Chicago also heard a pitch from Tribune, but a station spokeswoman said it had no plans to clear the show "at this time."



Dennis Miller

The show has already been cleared in about 52% of the country, including the stations in the Tribune and Gaylord

broadcasting groups.

The five ABC affiliates who have picked up the show are scheduled to air it after *Nightline*. In addition, two CBS affiliates have picked up the program, KGGM(TV) Albuquerque and WKBT(TV) La Crosse-Eau Claire, Wis.

"We have some interest in the show," confirmed Marla Drutz, program director at WXYZ-TV. "[Miller is] smart, witty and has a proven track record with *Saturday Night Live* and his HBO comedy specials. And for ABC affiliates the show is coming at just the right time, in light of the *Into the Night* cancellation.

Tribune has not offered a pilot of the program, but it is expected to have traditional late night talk show elements, including an opening comedy segment, a house band and guest acts and interviewees. —SM

KATZRUSH PITCHES LIVE PILOTS

Former CPT Chairman Herman Rush is involved in plan to do live run-throughs at L.A. comedy club, saving cost of production

With the cost of producing network and syndication pilots continuing to escalate (BROADCASTING, Sept. 23), KatzRush Entertainment is joining The Comedy Store, a Los Angeles-based showcase for stand-up comedians, to pitch the concept of producing and staging pilot run-throughs before live audiences at a "fraction" of the cost of producing a taped or filmed episode. Apparently it's a concept that has already taken root at Fox Broadcasting Co., where a live test of *Down The Shore* led to a series order for midseason.

Raymond Katz, partner of KatzRush Entertainment and a long-time personal

manager and Hollywood producer, has teamed with former Columbia Pictures Television Chairman Herman Rush and Mitzi Shore, owner of The Comedy Store, to attract producers, writers and agency packagers in co-venturing with the newly-bannered Comedy Store Productions on future series product.

Whatever agency brings in a writer-producer pilot project would become equal partners with Comedy Store Productions if a series order is placed by a broadcast network, cable network or syndicator, says Katz.

Preliminary plans call for the staging of live pilot productions between stand-up comedy acts at The Comedy Store's

main room. While he was unable to provide an estimate of initial startup costs, Katz said the major costs will be expansion of three stages, hiring of stage manpower and prop people. He hopes to have the first live productions started by November, with the earliest "development cycle" likely targeted for the 1992-93 broadcast season.

It usually costs over \$500,000 to mount the production of an initial pilot, and over 80% of the pilots fail to get series orders each season, so the networks usually budget to eat the cost. However, Katz says live pilot run-throughs would cost the networks a "minute fraction" of what they would

pay for a pilot order. Fox recently completed a live production of *Down The Shore* on one of its own soundstages without taping a pilot, but it's hard to say whether the other broadcast networks will regularly pursue the option of staging live productions in-house, instead of going to outside venues. Although Katz said he has not yet heard from the broadcast networks, he did say that he has received four scripts from the talent departments of several agencies.

"The networks can afford it [live pilot productions], if it doesn't cost them anything," said Katz. "They just have to show up, and we may even buy the drinks. We're assuming the liability, so this will drastically reduce the burden on the networks and independent studios to budget for tape or film production."

"With [the networks'] emphasis on the younger, 18-49 demographics," said Katz, "[they] will find that is the primary audience group that comes to comedy

clubs. The real benefit is that we'll be able to have immediate feedback. The producers or network executives can ask

questions of the audience afterwards, so there is no need for investing heavily in focus group testing." —MF

'KNIGHTS & WARRIORS' SET TO DO BATTLE IN '92

Welk Entertainment Group and Western International are introducing a new crash TV hour, *Knights & Warriors*, as a fall 1992 weekly syndication entry. Jerry Gilden, president of Welk Entertainment Group, producers of the proposed hour, along with syndicator Western International Syndication, says both will be targeting the series as a companion to Samuel Goldwyn Television's *American Gladiators*, which is entering its third season in syndication.

Knights & Warriors will be a medieval-flavored sporting competition with a modern twist. In separate male-female competitions, two "knights" (contestants) will face off against a pair of evil-minded "warriors" (cast regulars). Welk Entertainment (originally founded by musician Lawrence Welk) and Western International share "equal" financial risk on the venture. Gilden estimated per-episode production costs to be \$170,000-\$180,000, but declined to reveal the original startup investment. Western International is selling *Knights & Warriors* with a seven-minute national, seven-minute local barter split, with a completed pilot ready for sales presentations by mid-November, according to Western International President Ron Glazer. Plans are to distribute 24 weeks of original episodes and 28 weeks of repeats. —MF

STUDS: SO FAR, SO GOOD

Syndicated game show puts up solid numbers in limited roll-out

Twentieth Television, the Fox syndication arm, thinks it has another home-grown hit on its hands with *Studs*, the relationship game show it rolled out this summer in 16 markets. While many are reluctant to bestow hit status on any show with such limited distribution, the ratings have been impressive, according to rep executives.

And the clearance list continues to grow, according to Michael Lambert, president, Twentieth Television. Lambert said a total of 40 stations have picked up the show for this year and that he expects to be 70% cleared by the start of the NATPE convention in New Orleans (Jan. 20-24).

Stations that have cleared the show include WXON-TV Detroit, KXTV-TV Sacramento, WCCB-TV Charlotte and WPHL-TV Philadelphia. The Fox-owned stations are clearing the show, including WNYW-TV New York, which will air the show starting today (Oct. 14), at 11:30 p.m. (BROADCASTING, Oct. 7). *The Ron Reagan Show* (see box, this page), the beleaguered hour talk strip from MCA TV which is cleared at 11:30 p.m.-12:30 a.m., is being moved to 3-4 a.m. slot on WNYW-TV.

Studs was created at the Fox Stations Inc. in-house production arm headed by Stephen Chao. The unit also created *America's Most Wanted*, and *Comic Strip Live*, both now on the Fox net-

work. Sources say the unit is working on a companion game for *Studs* that Twentieth may bring to NATPE.

According to Lambert, Twentieth is pitching the show as a younger-skewing alternative to certain game, talk and news shows that skew older. "Fifty-six percent of the audience watching *Studs* is adults 18-49," said Lambert.

The show has turned around time periods for many stations carrying it. In the July book (numbers cited below are all Nielsen unless otherwise noted) on Fox-owned WFLD-TV Chicago, the show took the station from fifth place to first (year-to-year) at 10:30 p.m.

KDNL-TV St. Louis had a similar experience with the show at 11:30 p.m., where it posted an average 5.8/15. The

show boosted Fox-owned KTTV-TV Los Angeles's 6:30 p.m. time period by 86%, according to the Arbitron July book. In Milwaukee, the show gave WCGV-TV its best numbers at 6:30 p.m. in five years, with a 4.4/9 average for July.

"We very carefully handpicked stations for the summer run to get a variety of time periods where we thought the show would work well," said Lambert. While the early returns are good, others say the true test will come with wider distribution, when Twentieth can't be so picky, said John Von Soosten, vice president and director of programing, Katz Television. "It's not on the same playing field as the more broadly circulated strips," he said. —SM

RETOOLING REAGAN?

While plans call for *The Ron Reagan Show* to go into hiatus next month, MCA TV president Shelly Schwab said last week that MCA and Fox are looking for ways to save the program. Options include possibly reformatting the show and moving it to another time period. It currently plays in late night. "Everybody believes in Ron Reagan at MCA and Fox," Schwab said. "The show received an enormous amount of good press, but it didn't translate into ratings. Not enough viewers sampled the show." Schwab did rule out one rumor on the street last week that the show might be dropped in syndication but picked up as a possible late night or daytime entry on the Fox network. For now, he said, Fox has not extended its commitment to the program beyond the first 21-week cycle which began Aug. 12. "We're going to regroup, do a little research and try to come up with the right formula," said Schwab.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 30	ABC 15.0/24			62. MacGyver [9.1/15] 8.3/14	10.0/17	13. NFL Monday Night Football—Philadelphia vs. Washington [17.1/29] 16.7/26	19.2/29	19.3/29	16.8/27
	CBS 17.8/28			17. Evening Shade [15.9/26]	8. Major Dad [18.1/28]	5. Murphy Brown [19.9/29]	6. Designing Wmn [19.2/28]	15. Northern Exposure [16.8/27] 17.4/27	16.2/27
	NBC 14.2/22			29. Fresh Prince [13.9/23]	39. Blossom [12.2/19]	25. NBC Monday Night Movies—Carolina Skeletons [14.7/23] 14.2/21	14.4/21	15.2/24	14.9/25
Tuesday Oct 1	ABC 16.2/26			10. Full House [17.4/29]	14. Home Improvement [17.0/27]	1. Roseanne [21.3/33]	7. Coach* [18.2/28]	43. Homefront [11.5/20] 12.0/20	10.9/20
	CBS 11.4/18			27. Rescue: 911 [14.1/23] 13.2/22	15.0/24	53. CBS Tuesday Night Movie—The Naked Gun [10.1/16] 9.8/15	10.1/16	10.9/18	9.7/17
	NBC 12.2/20			75. Real People Reunion [7.7/13] 7.9/13	7.5/12	21. Heat of the Night* [14.9/23] 14.1/22	15.7/24	27. Law and Order [14.1/24] 14.3/24	13.8/25
Wednesday Oct 2	ABC 11.6/19			36. Dinosaurs [12.5/21]	21. Wonder Years* [14.9/24]	21. Doogie Hwyr [14.9/23]	56. Sibs [9.9/15]	58. Anything But Love [9.6/16]	76. Good & Evil [7.6/13]
	CBS 16.8/27			51. Royal Family [10.3/18]	69. Teech [8.7/14]	3. Country Music Awards [20.5/33] 17.5/27	20.6/32	21.7/35	22.0/38
	NBC 12.4/20			18. Unsolved Mysteries [15.5/26] 14.8/25	16.2/26	43. Night Court [11.5/18]	46. Seinfeld [11.1/17]	50. Quantum Leap [10.4/17] 10.3/17	10.4/18
Thursday Oct 3	ABC 8.8/14			70. Pros and Cons [8.2/13] 8.0/13	8.4/14	67. FBI: Untold Stories [8.8/13]	58. American Detective [9.6/15]	66. Primetime Live [8.9/15] 9.3/15	8.4/15
	CBS 10.8/18			47. Top Cops [10.7/18] 9.8/16	11.5/19	60. Trials of Rosie O'Neill [9.3/14] 8.8/13	9.7/15	36. Knots Landing [12.5/21] 12.1/20	12.9/23
	NBC 17.9/29			16. Cosby [16.6/28]	10. A Different World [17.4/28]	4. Cheers [20.2/31]	9. Tonight Show 29th Anniversary [17.7/29] 17.3/26	17.9/29	17.7/31
	FOX 11.7/18			29. Simpsons [13.9/23]	53. Drexell's Class [10.1/16]	45. Beverly Hills 90210 [11.3/17] 11.1/17	11.4/17		
Friday Oct 4	ABC 12.0/22			33. Family Matters [13.2/25]	34. Step By Step [12.9/24]	41. Perfect Strgs [11.9/22]	52. Baby Talk [10.2/18]	42. 20/20 [11.8/22] 11.9/21	11.7/22
	CBS 11.1/21			76. Princesses [7.6/15]	62. Brooklyn Br [9.1/17]	36. 60 Minutes—Entertainers [12.5/23] 12.6/23	13.9/25	12.3/22	11.4/22
	NBC 6.5/12			84. Real Life w/J. Pauley [5.9/11]	89. Expose [5.4/10]	86. Dear John [5.6/10]	87. Flesh N Blood [5.5/10]	70. Reasonable Doubts [8.2/15] 7.8/14	8.7/16
	FOX 5.2/9			84. America's Most Wanted [5.9/11] 5.8/11	6.0/11	95. Ultimate Challenge [4.5/8] 4.3/8	4.7/8		
Saturday Oct 5	ABC 7.8/15			60. Who's the Boss? [9.3/18]	67. Growing Pains [8.8/16]	81. Young Riders [6.5/12] 6.2/11	6.7/12	74. The Commish [7.8/15] 7.6/15	8.0/16
	CBS 7.5/14			79. CBS Saturday Movie—Brotherhood of the Gun [7.3/14] 6.3/12	7.0/13	8.0/15	7.9/15	73. P.S. I Luv U [7.9/15] 7.7/15	8.1/16
	NBC 12.3/23			35. Golden Girls [12.7/24]	47. Torkelsons [10.7/20]	19. Empty Nest [15.4/28]	32. Nurses [13.5/25]	47. Sisters [10.7/21] 10.8/21	10.6/21
	FOX 6.2/11			80. Cops [7.0/13]	72. Cops 2 [8.0/15]	94. Totally Hidden Video [4.8/9]	93. Best of the Worst [4.9/9]		
Sunday Oct 6	ABC 11.0/18	62. Life Goes On [9.1/16] 8.1/15	10.1/17	20. Am. Fun. H. Videos [15.3/23]	26. Am. Funniest People [14.5/22]	56. ABC Sunday Night Movie—The Heroes of Desert Storm [9.9/16] 9.9/15	10.2/15	10.0/16	9.5/17
	CBS 16.9/27	2. 60 Minutes [20.6/36] 19.6/35	21.7/36	12. Murder, She Wrote [17.3/26] 16.6/25	18.0/27	24. CBS Sunday Movie—Fire in the Dark [14.8/23] 15.1/22	14.7/22	14.7/24	14.9/26
	NBC 7.8/12	82. Adv/Mark Brian [6.2/11]	87. Eerie. Ind. [5.5/9]	91. Man of the People [5.3/8]	92. Pacific Station [5.2/8]	55. NBC Sunday Night Movie—Babe Ruth [10.0/16] 9.0/13	10.1/15	10.4/17	10.4/18
	FOX 8.6/14	89. True Colors [5.4/10]	83. Parker Lws [6.0/10]	40. In Living Color [12.0/18]	65. Roc [9.0/14]	29. Married/Chdn [13.9/21]	76. Ray Charles—50 Years of Music [7.6/12] 7.9/12	7.6/12	7.1/13

WEEKLY PRIME TIME AVERAGE	ABC 11.7/20	CBS 13.4/22	NBC 11.7/20	FOX 8.1/14	YELLOW = 1/2 HR WINNER
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SEASON PRIME TIME AVERAGE	ABC 11.7/20	CBS 13.8/23	NBC 12.1/20	FOX 8.0/13	*—PREMIERE
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NIGHTLY RATING/SHARE

RANKING/SHOW [PROGRAM RATING/SHARE]

HALF-HOUR RATING/SHARE

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WASHINGTON

FCC TO TACKLE TOUGH ISSUES OF HDTV SIMULCASTING

There are currently more questions than answers to HDTV/NTSC simulcasting

Simulcasting, the transmission of the same audio or video programming over two different broadcast channels, was a simple concept before high-definition television became a Washington issue.

When "simulcast" HDTV channels are allotted to current television broadcasters to operate side-by-side with their current stations, should NTSC and HDTV programming be the same? Should they be different? Should they be the same at some times and different at others?

Margita White, president of the Association of Maximum Service Telecasters, urged the FCC to begin considering these questions in a letter to the commission last April that was followed by a similar letter co-signed by White and executives of ABC, CBS, NBC, PBS, the National Association of Broadcasters, the Association of Independent Television Stations and the Association of America's Public Television Stations last June. The FCC is expected to respond with a proceeding to be opened Oct. 24 ("Closed Circuit," Oct. 7).

The commission will also seek to answer questions about the procedures it should use to allot HDTV channels (comparative hearing; first come, first served or other) and over the length of time broadcasters should be given to begin HDTV broadcasting after assign-

ment of additional spectrum. HDTV's impact on the future of low-power television will also be a significant consideration.

The FCC's advisory committee on advanced television service is currently considering three different options for definition and regulation of "simulcast" HDTV channels. One option, called the "marketplace approach," means doing nothing. The commission would leave the term "simulcast" undefined and set no regulations controlling content on HDTV channels. A second "flexible approach" would be to delay content regulations until a viable HDTV marketplace has been established. A significant number of HDTV stations in a large number of markets may not exist until several years after a standard is set.

The most likely scenario, however, appears to be approval of some form of content regulation together with the standard in 1993. The FCC may first decide when an HDTV program is "the same" as an NTSC program. It will decide whether to allow 4:3 versions of 16:9 HDTV pictures to be displayed in a letterbox format (black bars at top and bottom of 4:3 screen), panned and scanned or both. It may rule on whether live events covered on both channels should originate from the same camera or can be covered from different angles.

It may also decide whether programs transmitted on one channel and replayed at a different time on the second channel constitute "simulcasting."

Once the commission rules on what makes NTSC and HDTV broadcasts the same, it will then decide on when they must be the same. It may require stations to have the same programming on both channels at all times or for some minimum number of hours per day. A third option would be to leave the hours of identical programming unspecified, modeling policy after the commission's new definition of "satellite" NTSC stations (BROADCASTING, June 17).

MSTV, the National Association of Broadcasters, the National Cable Television Association and most other interested groups are currently unwilling to state specific positions on the complex simulcast issue and other questions likely to be on the Oct. 24 proceeding until after the document is released. Adding to the complexity of the simulcast issue is how it affects spectrum-related decisions.

Some Washington interests claim awarding an additional 6 mhz for HDTV to all current full-power TV stations without providing opportunities for competing applicants in comparative hearings would violate the Supreme Court's 1945 *Ashbacker* decision (BROADCASTING, Aug. 26). But under one interpretation of the decision, the *Ashbacker* test would be passed if the commission adopts a strict definition of simulcast requiring 100% of HDTV programming in duplication of NTSC programming.

At the same time, broadcasters will have several reasons to prefer a looser simulcast policy. Cable systems may have less incentive to carry both NTSC and HDTV versions of all broadcast signals if the programming on both is identical. A strict simulcast definition could force some broadcasters to buy HDTV studio equipment at a quicker pace than anticipated and reduce funds available for maintenance of NTSC facilities. A required 100% duplication could also have First Amendment implications. —RMS

NAB SAYS NEW FINES VIOLATE PROCEDURE

In comments filed last week, the National Association of Broadcasters said the FCC failed to comply with the Administrative Procedures Act by not providing the public an opportunity to comment on its new fine and forfeiture list for FCC rules violations. The FCC thus deprived licensees, the NAB charges, "of their procedural and substantive rights."

The new list, released Aug. 8, was issued as part of a policy statement intended to standardize the FCC's forfeiture policy. Previously, the FCC assessed fines on a case-by-case basis. For some violations, such as indecency, forfeitures have increased sixfold (BROADCASTING, Aug. 5).

The FCC should "scrap" the new list and initiate a formal rulemaking procedure, the NAB said, which came in support of petitions for reconsideration filed last month by, among others, NAACP, United States Telephone Association, Telecator and the United Church of Christ. Some petitioners, mostly telephone interest groups, thought the fines were too high. Others, mostly minority groups, thought they were too low. Most, however, agreed the FCC should have given notice and sought comments.

NETWORKS, AFFILIATES STILL AT ODDS OVER CABLE CROSSOWNERSHIP BAN

Two sides disagree on whether restrictions against network ownership of systems should be modified or overturned

Representatives of broadcast networks and their affiliates failed to make much progress in their initial attempt to find a way to relax the FCC's ban against common ownership of networks and cable systems.

Following an Oct. 4 meeting in Chicago, representatives of both sides said they agreed only to talk again and to try to postpone any FCC action on the ban until their talks have had more of a chance to bear fruit.

The networks would like the FCC to relax or repeal the ban, but affiliates have been vociferously protesting any change, fearing large cable operators taking over networks as much as networks acquiring cable systems (BROADCASTING, Aug. 26).

"The networks bounced around some ideas," said Bob Kalthoff, general manager of WBJR-TV Duluth, Minn., and chairman of the government relations committee of the NBC affiliates board, but all were "unrealistic." None provided sufficient protections for the affiliates, he said.

The networks seemed primarily interested in gauging how serious the affiliates' opposition to modifying the ban was, Kalthoff said. They got their answer: "We are very serious," he said.

The FCC's reconsideration of the network-cable crossownership ban is part of FCC Chairman Alfred Sikes's "attic-to-basement" review of all the ownership rules, which was launched in July.

Repealing the ban is also part of an outstanding three-year-old rulemaking. There has been some speculation that the FCC may use the rulemaking to take up the ban on a separate and faster track.

John Behnke, president of Fisher Broadcasting Inc. and chairman of the government relations committee of the ABC affiliates group, would not say whether he was optimistic or pessimistic about the talks. "We are simply at a point in the discussions where we haven't resolved anything."

But Martin Franks, CBS vice president, Washington, said he was hopeful they could "reach some accommodation with the affiliates so we can lobby" the FCC for change together.

Making good on their promise to slow things down at the FCC, the networks last week asked the FCC to put off the

Oct. 22 due date for the first round of comments in the "attic-to-basement" inquiry.

They are not alone. While the networks and affiliates were meeting in Chicago, the Motion Picture Association of America and the Association of Independent Television Stations jointly asked the agency to postpone the initial comments until Nov. 21 and replies until

Dec. 19. Both cited the importance and complexity of the proceeding.

To develop its position, the MPAA has called a meeting of top television division executives of its member companies. Because of conflicting schedules, the meeting could not be set until Oct. 23.

The INTV said it planned to formulate its position at its fall board meeting on Oct. 16-17. —NAJ

PRICE PAYS THE PRICE

FCC Administrative Law Judge Joseph Stirmer revoked David Price's license for WOKJ(AM) Jackson, Miss., and levied \$2,000 in fines against Price for willful and repeated violations of FCC rules.

On July 20, 1990, Mississippi Power and Light cut off electricity to WOKJ for non-payment. WOKJ's six towers, which are located 2½ miles from Jackson's John Bell Airport, were left without lights.

Stirmer said Price failed to notify the FCC of the station's shutdown, did not have authority to be silent for an extended period (since July 20, 1990), did not keep WOKJ's six towers lit and failed to respond to FCC correspondence. The FCC called Price's actions "irresponsible and reckless" and said Price "has demonstrated a cavalier attitude" throughout the process.

According to the FCC, Price, who purchased the station in 1988, said the station would be off the air temporarily as he sought to find a new buyer. An application to transfer the station to Jerianne Medley for \$35,000 was filed in March, but Medley apparently suffered injuries in an automobile accident and was unable to complete the sale.

At the hearing, Price said he had found a minority buyer for WOKJ and asked that he be allowed to dispose of the station under the FCC's distress sale policy. However, FCC policy prohibits distress sales once revocation hearings have started.

Price filed an application to sell KNEK-AM-FM Washington, La., to James Dulaney for \$1 plus assumption of Debt. He recently sold WKPG(AM) Port Gibson, Miss., to Evan Doss Jr. for \$25,000. Price still owes nearly \$100,000 to Holt Communications, former licensee of WOKJ. Also, the FCC said, Price has judgments against him, has not filed IRS returns for 1989 or 1990 and has attempted to protect his assets by transferring them to his wife.

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SPECTRUM AUCTION PROS AND CONS DEBATED

'We can work this out,' suggests House Telcomsubcom Chairman Markey

Pro-spectrum auction forces in the House had an opportunity to make their case last week. Republicans and Democrats spoke in favor of auctions during a Telecommunications Subcommittee hearing last Wednesday (Oct. 9).

Last July, the House passed the Emerging Technologies Act, a measure to reallocate 200 mhz of government-controlled spectrum to the private sector (BROADCASTING, July 15). But the bill left the question of how to reallocate the spectrum unanswered. The Bush administration and some subcommittee members favor H.R. 1407, a bill authorizing competitive bidding rather than random lotteries or often time-consuming comparative hearings.

Many Republicans have supported auctions, while most Democrats have not. But Subcommittee Chairman Edward Markey (D-Mass.) said, "I think we can work this out. The philosophical basis for understanding is there. We have to work on the words."

"I can't help but feel that the two sides are closer together than they realize. The status quo is not worth saving," said Jim Cooper (D-Tenn.).

The hearing's main witness, Commerce Secretary Robert Mosbacher, said spectrum should be treated like national resources, such as public land, oil and gas.

"When people make private commercial use of public resources, the normal American way has been for the party

benefiting to pay.... It's a national policy. We've been [too] slow to apply this policy to the electromagnetic spectrum," he said.

"The public simply cannot tolerate the perpetuation of a systematic giveaway of a scarce public resource," said ranking minority member Matthew J. Rinaldo (R-N.J.).

Thomas J. Bliley Jr. (R-Va.) said "the time has come to re-evaluate our [spectrum] management technique...such a discussion must necessarily include the revenue-raising possibilities."

Debate at the hearing also touched on where the money raised—a still unknown amount—will be spent.

One emerging position, supported by Don Ritter (R-Pa.), a sponsor of H.R. 1407, is that the money should be invested in the future telecommunications infrastructure. Other Republicans, including Senator Robert Dole (R-Kan.) who has sponsored past spectrum auction-related legislation, favor revenues to pay for new or existing programs.

The administration favors using the revenues to offset the federal deficit. Democrats sympathetic to the spectrum auction concept tend to favor the administration plan.

Administration sources said division among Republicans on where the money would go may cripple competitive bidding's chances in the Democratic-controlled Congress.

Competitive bidding "promotes spectrum efficiency and provides fiscal relief

to the American taxpayers," Mosbacher said in defense of the administration's position. "Estimates of the potential revenues run into the billions [of dollars]. We can't afford to ignore this potential contribution to the fiscal health of the United States."

Ritter said "competitive bidding does not change any other requirements or obligations of the licensee. It only changes the method by which licenses are distributed. Diversity, minority ownership, the needs of small businesses, the public interest [and] the emergency services can be taken into account. As it is now, in the open marketplace, these principles mean absolutely nothing."

An argument against auctions may be that they favor deep-pocketed "behe-moths," Markey said. Small, entrepreneurial businesses would be shut out of future spectrum-dependent and technology-driven industries. "That's where the new ideas come from, the new jobs. I'm concerned that entrepreneurs won't have a chance to roll the dice [because] the behemoths will prey upon their economic vulnerabilities."

Mosbacher is expected to appear again to discuss spectrum auctions during a Senate Communications Subcommittee hearing this Thursday (Oct. 17). Subcommittee Chairman Daniel Inouye (D-Hawaii) has said he will not move the Senate version of the Emerging Telecommunications Technologies Act to a floor vote until after the hearing. —PJS

DUGGAN SEES LIGHT AT END OF BLEAK TV REPORT

FCC Commissioner Ervin Duggan last week attempted to pierce the doom and gloom enveloping the broadcasting industry, telling a group of small-market broadcasters in Washington they can prosper in the future if they stay active in communications policy-making, work together on common goals, explore opportunities in cable and focus on local programming.

Duggan said he prefers to read the FCC Office of Plans and Policy's "bleak" June report on broadcast television "as a warning, not a prophecy."

The report identified several trends pointing to an increasingly diminished role for the medium in the 1990's (BROADCASTING, July 1).

"Unless broadcasters bestir themselves and regulators and legislators look very carefully at what is happening to this market," Duggan said, "the trend lines could come true."

Television stations are being "whipsawed by a great many negative forces," he said. With the recessionary economy they also have to deal with decreasing network compensation, loss of viewership to cable and mounting programming and other costs.

Duggan stated that the FCC is aware of the troubles broadcasting faces and will do what it can to preserve the medium. "We are not eager to preside over the destruction of free over-the-air broadcasting in the U.S.," he said.

Duggan parceled out some free advice. Broadcasters should make their cases for regulatory and legislative reform on the state and national levels "with unequaled zeal and eloquence." Part of their argument should be that what is in jeopardy is the "service for which no one pays," he said.

To be effective among policymakers, Duggan said, broadcasters have to come up with a common agenda, a particularly crucial step if they are to win the support of the White House, he said.

Broadcasters must also undergo a psychological transformation and begin adapting to the multichannel world created by cable, he said. "The explosion of video choice is not going away." —HAJ

CABLE

SOME NBC AFFILIATES WARM UP TO PPV PLAN

Participation in PPV profits is tempting to some in tough times

NBC affiliates, many of whom have long looked upon the network's three-channel pay-per-view Olympics plan with distaste and mistrust, are starting to change their attitudes.

Evidence of that turnaround is being seen in affiliates' reaction to the PPV Olympics per-inquiry (PI) plan. Affiliates must decide this week (Tuesday, Oct. 15) if they will participate in the program, which calls for airing 375 gross rating points (GRPs) worth of spots per month (about one or two spots per day, depending on market size and daypart), starting Dec. 1, and running up until the Olympics begin in July. In turn, affiliates will share a pool of money averaging out to \$10 per PPV subscriber, up to 3.5 million subscribers. For each additional 150,000 subscribers, the price goes up \$1, capping off at \$20. Each affiliate's share is based on the

stations is to what extent cable systems in their ADI will carry the Olympics. Low carriage would diminish station interest in the plan, and many cable systems have yet to determine just how widespread their carriage of the event will be.

As of last week, the majority of affiliates were still undecided or waiting for more information, according to Damiano. Some have already signed up, though, while others, he acknowledged, have rejected the plan based on "owner and management philosophy" against the PPV Olympics.

But even some stations that remain wary of the PPV event like the idea of getting the second revenue stream it can provide through the PI plan. Although the amount stations are paid depends on an unknown quantity—the success of the PPV event—the possibility of that

Affiliates who some months ago bemoaned the PPV Olympics now say they are accepting it as a fact of life that has made it possible for NBC to afford the \$400-million rights fee. Trying to recoup costs via additional outlets such as PPV "may in fact be a reality in how broadcast networks will have to deal with rights negotiation in the future," said Edward Piette, outgoing general manager of KSDK-TV in St. Louis (a participant in the PI plan) and incoming general manager at WDAF-TV Kansas City, which was undecided last week.

Affiliates seem more ready to deal with that reality than they did some months ago. "We all learn to accommodate," said Jon Kelly, co-owner of KCRA-TV in Sacramento, which will participate in the PI plan, breaking with a policy in place since 1945 not to accept per-inquiry advertising.

Kelly said he has gotten no pressure

in convincing, especially consider-

ates for its recent handling of affiliate concerns about the PPV Olympics.

That has not always been the case; the PPV event was a point of acrimony between the network and its affiliates for some months, especially as stations realized the PPV event would be devoted to the minor, and to the major sports that

make up the broadcast coverage.

Those who see the need for the network to find another delivery vehicle to offset costs say they are pleased NBC went the PPV route instead of following CBS's lead and sharing the event with a basic cable network, as it is doing with Turner Broadcasting for the winter

Olympics. "That creates competition for ad dollars. At least the pay-per-view Olympics don't do that," said John Spinola, chair of the NBC Olympics committee and vice president and general manager, WBZ-TV Boston, which has signed up to participate in the PPV plan.

-SDM

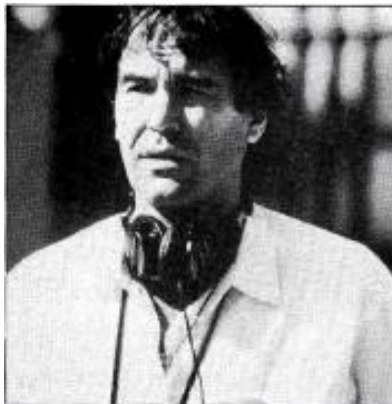
SHOWTIME PLANS ORIGINAL PRODUCTIONS FOR '92

Films, comedy programing will supplement strategy of acquiring exclusive theatricals

As premium television struggles through one of its toughest years, number-two premium network Showtime plans to continue its strategy of acquiring theatrical movies exclusively in the pay-TV window, supplemented by efforts to challenge HBO's pre-eminence in original productions.

According to Jim Miller, executive vice president for programing, 1992 will be the last year Showtime runs a non-exclusive major title. The network has enough exclusive product to last through 1993 and perhaps 1994, depending on the production schedule of some of the studios with which it has agreements. But, said Miller, "the value of the films is less than it used to be, and that is ultimately being seen in lower prices."

With smaller budgets for original pro-



Oliver Stone

association with Those Guys International. One hundred video camcorders will

and Drew Barrymore, from Motion Picture Corporation of America, and Viacom Pictures' "Nails," starring Dennis Hopper.

■ A documentary on director Oliver Stone, slated for March or April, to coincide with Showtime's premiere of "The Doors."

■ Comedy, which is getting an additional boost from some big-name comedians. Redd Foxx, Joan Rivers and Bob Newhart have each signed on to do one-hour stand-up comedy shows. Showtime will also continue its focus on developing new comedic talent through its fifth season of Comedy Club Network, which visits comedy clubs throughout the country.

■ A videotaped comedy special featuring Lily Tomlin. Showtime has already taped her film "The Search

and, subsequently, on local ad sales.

NBC is still unsure just how many affiliates will agree to the plan. "The initial response has been good. Not tremendously good, but good," said John I. miano, NBC senior vice president, affiliate relations. One concern among

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REGIONAL SPORTS IS ON A ROLL

Despite tough economy, sports services flourish

Despite a soft sports marketplace and some spotty individual areas, regional sports networks have managed to make winter sports—namely basketball and hockey—attractive to advertisers. “Some miracle dropped down and protected us,” said Robert Kunath, senior vice president and general manager, Group W Sports Marketing, which sells national ad time for 14 regional networks.

But the advertising fundamentals of regional sports networks are different than those of other sporting venues, and may be a key reason for their success.

Most of their inventory is taken up by sponsorships, rather than spot advertising. Those sponsorships go beyond advertising on the networks, and into arena signage, premium offers, community relations vehicles and luxury suites. Regional sports networks are also benefiting from the fact that they are just starting to come into their own, and be accepted as viable advertising media. “We’re going through a honeymoon of acceptance,” said Kunath. “As a means of [audience] delivery, regional sports networks are not as questionable as they were a year ago.”



Mike Jackson and Melanie Hastings are two of the anchors at Allbritton Communications' 24-hour local cable news service ALLNEWSO, which launched last week in Washington. ALLNEWSO is offering live coverage from 6 to 9 a.m. and noon to 8 p.m.; the rest of the day's material is taped. The service also has three regionalized editions (in Maryland, Virginia and the District) that air from 5 to 9 p.m. Nearly 100 staffers have been hired to operate the channel, which shares the market with Allbritton's WJLA-TV.

Regional sports network executives say they owe their successful winter ad sales to existing sponsors renewing their contacts and, they say, to new sponsors trickling in, despite the downturn in the economy. Although some networks will still be selling sponsorships as the hockey and basketball seasons open, according to Robert Fennimore, president for Rainbow Advertising Sales Corp. (RASCO), which represents the 11 SportsChannel regional networks, others are virtually sold out, and remaining inventory is being saved for spot sales, said Group W's Kunath.

Douglas Moss, senior vice president, advertising sales, MSG Network, describes New York Knicks and Ranger sales as “the best we’ve ever had in our history. A lot of hard work over the last five to six years to develop relationships is what helped,” he said. Moss said he didn’t quite expect such success. “What’s surprising is that virtually every sponsor came back. There’s usually some attrition; we usually lose four to six clients,” he said. Additionally, MSG has attracted at least six major new sponsorships, from companies such as Gillette, Alamo and Dutch Boy Paint.

For MSG, as well as other regional networks, basketball continues to be a larger draw for advertisers than hockey, although both are selling better than last year. MSG’s New York Knicks’ inventory is 100% sold, compared to 85% to 90% last year. The Rangers are 92% to 95% sold out, compared to 85% last year at this time. Prices are up about 10%, said Moss.

Regional sports networks, however, depend on the success of their local teams in their efforts to lure advertisers. Basketball sales for the NBA champion Chicago Bulls and the Boston Celtics are very strong, said RASCO’s Fennimore. Sales in other areas, such as Miami and the West Coast, are “getting along fairly decently, but they’re certainly not setting the world afire,” he said.

While overall sales revenues for RASCO are up 10% to 15%, that’s much lower growth compared to previous years, when revenues were increasing 40% to 50% each year, said Fennimore. For RASCO, basketball sales are running 20% ahead of last year’s revenues, compared with hockey, which is 5% ahead. Most of the price hikes are due not to higher CPMS but to multiple-year-contract price increases, he said.

The allure of regional sports networks, and their ability to obtain price increases, is not going to last forever, according to Group W’s Kunath. “The honeymoon will last a little while, then pricing will go up too much, and we’ll be back to struggling to sell it again.”

—SDM

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RADIO

NEW ALL-SPORTS AM SET FOR CHICAGO DEBUT

Powerhouse Windy City stations welcome 'The Score' to ranks of the band

In the Windy City, despite a nationwide plague of technological and revenue ills confronting AM radio, the band is alive and well. And pending FCC approval, Diamond Broadcasting will add its voice to the airwaves, alongside the likes of powerhouse stations WGN(AM), WBBM(AM), WLUP(AM), WMAQ(AM) and WLS(AM).

Unlike the aforementioned clear-channel giants, the new station will broadcast with 5 kw of power, and only during the day. The Score—WSCR(AM) SportsRadio 820—will debut its all-sports format as soon as the FCC approves the station's transfer to Diamond from Century Broadcasting.

Diamond Broadcasting already owns WSBC(AM)-WXRT(FM) Chicago. The AM shares time with two other facilities, and all the programing is brokered. Diamond programs about eight hours a day, according to Seth Mason, vice president and general manager, and will install a "combiner" to allow it to broadcast both AM's from the same site. Although the approval is still pending, Mason said the group ran the idea by the FCC before submitting the applications, and was given enough encouragement to begin putting the station in place.

The Score will broadcast sports programming, but not play-by-play and not network, Mason said. "If we do look at play-by-play down the road," he said, "it would only be a college-football franchise of major local interest." The station will instead need to build its audience on the strength of its personalities, as would a regular talk station. The lineup so far includes Tom Shaer, a weekend news anchor at WMAQ-TV Chicago; Dan Jiggetts, former Chicago Bear and CBS commentator; Dan McNeil, formerly an executive producer with WLUP(AM); Mike Murphy, WLS(AM) sports talk show host, and Brian Hanley, a writer with the *Chicago Sun-Times*.

Personality radio has worked well in Chicago, with WLUP and WGN as prime examples. And although the city is as competitive as any market in the country, Chicago AM operators contacted by BROADCASTING last week were enthusi-

astic about the new station. Rick Starr, vice president and general manager of WMAQ(AM), which holds the rights to the White Sox and the Bulls, sees the concept as a boon to the band. "A different niche format like this is good for the AM band," he said, "and the better and the healthier the AM stations, the better for me in the long haul."

The city itself is sports-crazy, added Starr. There are five major-league teams, plus Northwestern and Illinois universities. "From the start there is the interest and there is some natural money for a sports station," Starr said. "If a sponsor does a spectrum buy, he will probably put money on the station."

From an advertising standpoint, WSCR

can work as a perfect complement to sister station WXRT. The FM is an album-oriented rock format station, targeted at men 25-54. The sound, according to Mason, is "more eclectic, less hard," meaning that the station plays less heavy metal and more "progressive bands." Whatever the format mix, it seems to be working: WXRT is number one with men in its target group in the winter and spring Arbitron surveys.

Retailers are already expressing an interest in the combo buy, Mason said. "Some are going to wait and see what kind of ratings are involved," he said, "but there are others who think right away, 'this is my type of radio station.'" -LC

RECORDING SALES:

Units Shipped and Dollar Value January-June 1990 vs. January-June 1991

Configuration	January-June 1990		January-June 1991		Percent Change	
	Units	Dollar Value	Units	Dollar Value	Units	Dollar Value
Disc singles	14.36	56.52	11.40	31.18	-20.61	-44.83
Cassette singles	45.58	133.45	33.61	108.56	-26.26	-18.65
CD singles	0.12	0.70	2.39	13.56	1,891.67	1,837.14
LP's	5.62	38.82	2.09	12.46	-62.81	-67.90
CD's	132.08	1,522.73	153.86	1,893.79	16.49	24.37
Cassettes	222.27	1,657.65	170.41	1,371.20	-23.33	-17.28
Music videos	4.05	74.63	3.32	60.12	-18.02	-19.44
Totals	424.08	3,484.50	377.08	3,490.87	-11.08	0.18

Source: Recording Industry Association of America Market Research Committee

DOLLAR VALUE OF RECORD SALES UNCHANGED

Good news and bad is reported by the Recording Industry Association of America for record sales in the first half of 1991. The good news is that the dollar values of CD's and CD singles sales were up 24% and 1,837%, respectively, over the same period in 1990, and units shipped increased 16.5% and 1,891%. Sales and shipments of virtually all other recorded music products were down, however, anywhere from 17% for cassettes to 67.9% for vinyl LP's. Combined, units shipped dropped 11% over the first half of 1990, while dollar value remained virtually unchanged.

"Given the economic environment, in which people are buying less of everything, the music business held its own," said Jason Berman, RIAA president. "Consumers are still spending the same amount of money as they did last year on music."

BROADCASTER SEEKS TO THWART LICENSE TRANSFERS

KCDA(FM) President John Rook alleges media monopoly by Idaho competitor

As the FCC considers calls to relax radio ownership rules, one Idaho broadcaster is asking the Commission and the Department of Justice to put the brakes on potential media monopolies that threaten the balance of news and that might damage local business opportunities.

Rook Broadcasting President John Rook, owner of KCDA(FM) in Coeur d'Alene, Idaho and once-recommended candidate for FCC commissioner (BROADCASTING, May 4, 1987), has asked the Justice Department to investigate whether the transfer of North Idaho Broadcasting from local media owner Duane Hagadone to his son Burl Todd Hagadone violates federal antitrust laws. Prior to the transfer, approved in August, North Idaho Broadcasting was owned by the elder Hagadone, who also owns the *Coeur d'Alene Press*, various other daily newspapers in the Idaho panhandle, the Hagadone Yellow Pages and the North Idaho News Network. Rook

claims that Hagadone has a virtual stranglehold on the mass media in the Coeur d'Alene market, and told BROADCASTING that the transfer of North Idaho Broadcasting, which owns KVN(AM) in Coeur d'Alene and recently purchased the construction permit for KMWC(FM) in nearby Hayden from San Diego-based consultant George Cole, "is a complete sham." Through Washington communications law firm Pepper & Coarzzini, Rook also has filed a petition for stay and a petition for reconsideration with the Commission.

Under FCC rules, a newspaper publisher cannot own a radio station in the same market unless he or she owned both entities prior to adoption of that rule in the mid '70s. Hagadone's cross-ownership of the *Coeur d'Alene Press* and KVN(AM) previously was permitted through this grandfather clause.

Rook claims that local news is "grossly slanted in favor of Hagadone's local business interests," and that Haga-

done "has engaged in unfair and damaging business practices" by combining *Coeur d'Alene Press* and KVN(AM) advertising rates such that the radio spots are offered for as low as \$1.50. In a sworn declaration signed January 22, 1991, *Press* publisher Roy Wellman stated that "the *Press* staff is not permitted to sell advertising for KVN either separately or jointly with *Press* advertising. Combination and/or discount rates with KVN are prohibited." However, a media plan, obtained by BROADCASTING, developed by former *Press* publisher James Hall for a local car dealer specifically offers "a radio tie-in [of] 500 spots per month on KVN for...\$1.50 per spot." The 1991 BROADCASTING Yearbook reports that the standard spot rate for the Coeur d'Alene market runs from \$14 to \$23.

In papers filed with the FCC, Hagadone has stated that his son Burl Todd will retain complete control of KVN(AM) and KMWC(FM), construction of which is

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Radio has always pioneered social issues, especially when it concerns building goodwill in local communities. This holiday season, First Lady Barbara Bush will be on the ABC Radio Networks with a very special family event, promoting the value of reading aloud to our children.

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There's nothing more important than the education of our children. Here's how you can do some good for your listeners, your community and your radio station. To reserve this very special program for your market, contact Joanna Ghiggeri at (212) 456-5595.



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Mrs. Bush's Story Time is produced by ABC News in conjunction with Children's Literacy Initiative. The series is made possible by Founding Sponsor The Chase Manhattan Bank, and Time Warner Inc.

abc ABC RADIO NETWORKS

expected to be completed by Nov. 1. Rook disputes this statement, claiming that Duane Hagadone, through Hagadone Investment Corp., of which Hagadone is sole shareholder, loaned \$300,000 to Todd Hagadone to purchase the construction permit and build the FM facility. Rook further claims that Hagadone in 1989 loaned \$40,000 to George Cole, previous owner of the Hayden construction permit, to pay a competing party to drop a challenge for the FCC license. That party was KCDA(FM) General Manager Kim Cooper. Cole currently is listed as a member of the North Idaho Broadcasting board of directors and, according to the *Idaho Statesman*, claims "it was merely a coincidence that a recent down payment from Hagadone Investment Corp. for the KMWC(FM) license was \$40,000."

Hagadone allegedly approached Rook several years ago in an effort to purchase KCDA(FM), a transaction that Rook said he pointed out would be in violation of FCC crossownership rules. "Duane Hagadone assured me that he could circumvent that regulation, and federal antitrust laws, by doing some advanced estate planning and putting the stations in his kids' names," Rook explained. The original transfer application asserted that Burl Todd Hagadone would acquire 51% of KVNI(AM) and his brother Bradley would hold 49%. Bradley's name subsequently was eliminated from the application when it was revealed that he was an officer and a director of Hagadone Investments, which owns the *Coeur d'Alene Press*.

"The FCC couldn't possibly have read our documented evidence," Rook said. "If they had spent the time to seriously look at the foot-high stack of evidence, there's no way they would have approved it. I think they just rubber-stamped it after a year and a half." Rook said he repeatedly wrote to FCC Secretary Donna Searcy outlining his concerns; Searcy told BROADCASTING she was unfamiliar with the case.

FCC Audio Services Division Chief Larry Eads said he was familiar with Rook's charges, but could not comment on a contested case other than to confirm that Rook "has filed for reconsideration of the grant, and it is pending at the FCC." Eads also said that, since approval of the transfer has not been stayed, "he may continue to construct, at his own risk, should the Commission decide to overturn the grant." Should that occur, "the grant would have to be undone and it would go back to status quo ante."

Neither Duane Hagadone or KVNI(AM) General Manager Joe Stanosch could be reached for comment. —REB

BASEBALL BOOSTS AM'S IN ARBITRON

America's favorite pastime helped heritage AM stations maintain their first-place leads in three of the top 10 markets, according to the Arbitron summer survey. WGN(AM) Chicago, WJR(AM) Detroit and WRKO(AM) Boston each posted ratings gains and finished first in their markets for their play-by-play coverage of the Cubs, Tigers and Red Sox, respectively.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Station Format Spring '91 Summer '91

1. New York

WCBS(FM)	Oldies	5.2	5.1
WLTW(FM)	Soft AC	4.9	4.9
WRKS(FM)	Urban	5.1	4.8
WPAT-AM-FM	Easy	4.9	4.7
WHS(AM)	News	4.3	4.3
WBLS(FM)	Urban	3.8	4.2
WQHT(FM)	CHR	4.0	4.2
WNEW-FM	AOR	3.1	4.0
WOR(AM)	Talk	4.6	4.0
WHTZ(FM)	CHR	3.6	3.8
WYRK(FM)	Classic rock	3.3	3.8

2. Los Angeles

KOST(FM)	Soft AC	6.1	5.9
KIS-AM-FM	CHR	4.7	5.3
KKBT(FM)	Urban	4.0	4.9
KABC(AM)	Talk	5.1	4.7
KLOS(FM)	AOR	4.5	4.5
KBIG(FM)	AC	4.1	3.8
KRTH(FM)	Oldies	3.6	3.8
KLVE(FM)	Spanish	2.8	3.5
KPWR(FM)	CHR	3.4	3.5
KFWB(AM)	News	3.1	3.1
KWKW(AM)	Spanish	3.4	3.1

3. Chicago

WGN(AM)	MOR/talk	8.2	8.4
WGCI-FM	Urban	6.6	8.1
WBBM-FM	CHR	5.8	4.9
WVAZ(FM)	Urban	4.3	4.7
WBBZ(FM)	AOR	3.9	4.6
WUSN(FM)	Country	3.3	4.5
WJJD(AM)	MOR	3.6	4.1
WBBW(AM)	News	3.9	3.8
WLUP-FM	AOR	3.6	3.5
WCKG(FM)	Classic rock	3.4	3.4
WLIT-FM	AC	3.9	3.4
WNJA(FM)	AC	3.1	3.4

4. San Francisco

KGO(AM)	News/talk	7.8	8.0
KNEL(FM)	CHR	6.1	5.3
KFRC(AM)	Nostalgia	4.3	4.9
KNBR(AM)	Talk	3.8	4.5
KCBS(AM)	News	4.8	4.1
KIOI(FM)	AC	3.9	3.2
KDTH-AM-FM	Soft AC	3.7	2.9
KROR(FM)	AOR	2.3	2.8
KSOL(FM)	Urban	3.6	2.8
KABL-AM-FM	AC	2.5	2.7
KITS(FM)	New rock	2.6	2.7
KKSF(FM)	New AC	2.5	2.7

5. Philadelphia

KYW(AM)	News	8.7	7.5
WUSL(FM)	Urban	7.2	6.8
WMMR(FM)	AOR	5.7	6.4
WPEN(AM)	Nostalgia	5.6	6.3
WYSP(FM)	Classic rock	6.1	5.9
WEAZ-FM	AC	5.6	5.2
WOGL-FM	Oldies	4.4	5.0
WWDB(FM)	Talk	4.8	5.0
WXTU(FM)	Country	4.0	4.7
WYXR(FM)	AC	4.2	4.3

Station Format Spring '91 Summer '91

6. Detroit

WJR(AM)	MOR/news/talk	8.0	9.3
WJLB(FM)	Urban	6.3	6.2
WWWW(FM)	Country	6.3	6.1
WOMC(FM)	Oldies	3.9	5.4
WKQI(FM)	CHR	4.7	5.0
WHYT(FM)	CHR	4.5	4.7
WWJ(AM)	News	5.7	4.4
WLLZ(FM)	AOR	3.4	4.2
WCSX(FM)	Classic rock	3.5	4.1
WRIF(FM)	AOR	4.4	3.9

7. Washington

WPGC-FM	CHR	7.6	7.8
WMZQ-AM-FM	Country	5.9	5.6
WGAY(FM)	Easy	5.6	5.6
WWDC-FM	AOR	4.4	5.2
WKYS(FM)	Urban	4.9	4.5
WTOP(AM)	News	3.3	4.2
WASH(FM)	AC	4.6	4.1
WLTT(FM)	AC	4.0	4.0
WAVA(FM)	CHR	4.2	3.6
WMAL(AM)	News/talk	4.5	3.6

8. Dallas-Fort Worth

KSCS(FM)	Country	11.0	10.5
KTXQ(FM)	AOR	5.9	6.4
KPLX(FM)	Country	6.2	6.0
KVIL-AM-FM	AC	7.0	5.6
WBAP(AM)	Country	6.7	5.4
KKDA-FM	Urban	4.6	5.0
KJMZ(FM)	Urban	4.3	4.3
KRLD(AM)	News/sports	4.1	4.1
KEGL(FM)	CHR	4.1	3.6
KDMX(FM)	Mix	1.7	3.5

9. Boston

WRKO(AM)	Talk	7.3	8.3
WZOU(FM)	CHR	6.8	7.1
WBCN(FM)	AOR	5.9	5.6
WBZ(AM)	AC	5.4	5.5
WXKS-FM	CHR	5.8	5.0
WSSH-FM	Easy	5.1	4.8
WODS(FM)	Oldies	4.2	4.7
WZLX(FM)	Classic rock	3.9	4.2
WVBF(FM)	AC	3.9	4.1
WBMX(FM)	AC mix	3.4	4.0

10. Houston

KILT-FM	Country	9.5	8.2
KIKK-FM	Country	7.0	8.1
KODA(FM)	Soft AC	5.5	5.8
KLOL(FM)	AOR	5.1	5.1
KMJQ(FM)	Urban	7.0	5.1
KHMX(FM)	Mix	5.3	4.9
KBXX(FM)	CHR	3.6	4.8
KTRH(AM)	News	4.4	4.7
KQUE(FM)	Nostalgia	3.8	4.5
KRBE-AM-FM	CHR	3.8	4.2

RIDING GAIN

TULL TALE

The Jethro Tull Story, a three-hour special featuring its new album, *Catfish Rising*, will air the weekend of Oct. 18-20 on Unistar.

The group's lead singer and flutist, Ian Anderson, stopped by the Unistar studios recently to talk about the new album and an upcoming tour. Many Jethro Tull early classics including *Bungle in the Jungle*, *Too Old to Rock and Roll* and *Cross-Eyed Mary*, as well as recent material from the Grammy award-winning album, *Crest of a Knave*, will be highlighted.

STUDENT AID

The New York Market Radio Association (NYMRAD), a radio industry marketing organization composed of New York metropolitan stations, networks and station rep firms, has awarded the first \$5,000 NYMRAD/Jack Thayer Scholarship to Florence Barrau, a senior majoring in radio and sound at New York University.

The scholarship, named after Thayer, a 50-year radio veteran and former NYMRAD chairman and president of NBC News, aids students financially who are interested in pursuing radio careers at

New York University. This year's scholarship was made possible by donations from the public and private sectors along with monies raised at the 1991 Radio City Easter Show Benefit.



At the opening of the Museum of Television and Radio in New York, television producer Mark Goodson talks to WNEW-AM's Jim Harlan (seated, with headset), songwriter Sammy Cahn and actress Kitty Carlisle-Hart. WNEW broadcast live from the museum on Sept. 12 from 10 a.m. to 7 p.m.

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BUSINESS

WESTINGHOUSE ELECTRIC POSTS \$1.5 BILLION LOSS IN THIRD QUARTER

Parent of Group W properties announces job cuts

Westinghouse Electric Corp., parent company of Group W Television, Group W Radio and Group W Satellite Services, has reported a \$1.48-billion loss for the third quarter of 1991 and announced that it has established a plan to speed up the recovery of its financial services unit.

The company has also named former chief financial officer Leo Yochum, who had retired, as chairman and chief executive officer of Westinghouse Financial Services Inc. (WFSI) and board member of Westinghouse Electric Corp. Yochum, as chairman of WFSI, succeeds William Powe, who is appointed special consultant to the corporation. In 1988 Yochum took early retirement from Westinghouse Electric as senior executive vice president, finance.

The plan calls for 4,000 jobs to be cut throughout the company and for a reduction in operating costs in 1992 by \$200 million. In addition, the company announced plans to issue \$900 million in equity, of which \$400 million of common stock would be used to fund pensions for two years.

The announcements came about eight months after the credit unit took a \$975-million charge. Involved in media lending, Westinghouse Credit Corp.'s first radio transaction was a \$95-million financing for Westwood One's purchase

of KQLZ-FM Los Angeles, in 1989. Others included roughly \$65 million in senior subordinated and equity financing provided to cable MSO Vista Communications and a loan of roughly \$75 million to Falcon Cable in 1990.

How much the parent company's woes will affect the broadcasting units is still unclear. A WEC spokesperson said that no details were yet available as to the specific cost-reduction actions to be effected, but added: "The company said it would be corporate-wide cuts, so it stands to reason that they [the broadcast-

ing units] would be affected."

The broadcasting units have already undergone streamlining and cost-reduction efforts. Beginning about a year ago, the advertising marketplace led the television group to make significant reductions in all its major market stations.

The radio group, feeling the effects of the sluggish economy, has also been revisiting its bottom line. Broadcasting units reported lower operating profits but, as one industry observer noted, they were still making money, not losing it.

—LC

DAYTIME CONTINUES TO TOP THE CLUTTER HEAP

New ad study: prime time most commercial-free daypart

A new study by two advertiser groups shows that the amount of commercial time on network television continues to grow as a proportion of the average broadcast hour—with the biggest growth coming in the already cluttered daytime—but the rate of growth is slowing.

The recently released commercial monitoring study by the American Association of Advertising Agencies and the

Association of National Advertisers, which compared November 1990 and March 1991, found that daytime is still the most cluttered daypart.

ABC increased its non-programming load 13 seconds to 15:46 minutes per hour; CBS jumped 14 seconds to 15:55, and NBC added 15 seconds to bring its total to 16:08. Most of the growth came in the public service announcement (PSA) category, with ABC going from 14 seconds to 33, CBS from 12 seconds to 22 and NBC rising from 5 seconds to 13.

Over the last three years, NBC has increased its network commercial minutes per hour in daytime the most, from 12:10 to 12:52. In the early morning daypart, the amount of local spots on NBC's *Today* show rose from 2:07 minutes per hour in November 1990 to 6:50 minutes per hour in March 1991, even though the network's commercial total per hour in the morning fell from 11:42 to 5:41. Over the last two years, only NBC has reduced its network commercial load in the morning; ABC has been

Continues on page 49.

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ROBERT E. BEACHAM, MANAGING DIRECTOR

CHANGING HANDS

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

WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis □ Sold by Great American Communications Co. to Broadcast Alchemy Ltd. for approximately \$54 million, subject to definitive agreement. **Seller** is headed by George E. Castrucci, and owns nine AM's, six FM's and five TV's. **Buyer** is headed by Frank Wood, former COO of Jacor Communications Inc., and is new partnership formed with family-owned holding company Lane Industries of Northbrook, Ill., for purpose of acquiring top-30 market radio stations. **Broker: The Mahlman Co. and Jorgenson, Chapin & Co.**

WYNE(AM) Kimberly (Appleton-Oshkosh), Wis. □ Sold by Fox Valley Broadcasting Inc. to Woodward Communications Inc. for \$965,000 cash at closing, of which \$200,000 is for seven-year noncompete covenant. Station sold in 1988 for \$934,500. **Seller** is headed by Thomas L. Bookey, and is also licensee of WROE(FM) Neenah-Menasha, Wis. Bookey has 50% interest in WTAX(AM)-WDBR(FM) Springfield, Ill. **Buyer** is headed by F.R. Woodward (51.32%) and William F. Skemp, and is also licensee of KDTH(AM)-KATF(FM) Dubuque and WHBY(AM)-WAPL-FM Appleton, both Wisconsin. WYNE is fulltimer with country format on 1150 khz with 5 kw.

KAYY(FM) Fairbanks, Alaska □ Sold by Interior Broadcasting Inc. to North Country Wireless Inc. for \$600,000. Terms: \$20,000 earnest money deposit, \$146,200 cash at closing, of which \$100,000 is for five-year noncompete covenant, and \$433,800 five-year interest-bearing note. **Seller** is headed by Jay Lewis, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, who has interests in Cobb Communications Inc., licensee of KZXX(AM) Kenai, KLAM(AM) Cordova, KSWD(AM) Seward, KVAK(AM) Valdez and

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,101,000 □ 4

FM's □ \$600,000 □ 1

AM-FM's □ \$54,880,000 □ 4

TV's □ \$0 □ 0

Total □ \$56,581,000 □ 9

Year to Date:

AM's □ \$67,002,372 □ 214

FM's □ \$174,981,958 □ 223

AM-FM's □ \$249,764,681 □ 157

TV's □ \$926,654,200 □ 65

Total □ \$1,418,403,211 □ 658

For 1990 total see Jan. 7, 1991 BROADCASTING.

KVOK(AM)-KJJZ(FM) Kodiak, all Alaska. It holds consent to acquisition of KBCN(AM) in Fairbanks. Tierney also heads TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. KAYY has AC format on 101.1 mhz with 25 kw and antenna 131 feet above average terrain. **Broker: American Radio Brokers.**

KXYL-AM-FM Brownwood, Tex. □ Sold by Central Texas Communications to SECESS Media Inc. for \$275,000. **Seller** is headed by Lynn Nabers, and has no other broadcast interests. **Buyer** is headed by Steve Everitt and has interests in KNEL(AM)-KIXV(FM) Brady, Tex. KXYL(AM) has country, news format on 1240 khz with 100 w day and 1000 w night. KXYL-FM has country format on 104.1 mhz with 78 kw and antenna 400 feet above average terrain. **Broker: Whitley Media.**

INFINITY REVISES BANK AGREEMENT

Infinity Broadcasting Corp. (six AM's, 11 FM's) has reached a new agreement with its banks that will provide the group owner with \$50 million of additional borrowings for a revolving credit line, as well as funds to buy the company's 14.25% of senior subordinated discount debentures.

As part of the agreement, existing shareholders contributed approximately \$30 million of equity to Infinity. Also, Infinity bought \$87-million face amount of its discount debentures using some of the above-mentioned funds. As a result of the transactions, Infinity's total debt will be reduced by more than \$50 million.

Chase Manhattan Bank is the agent for Infinity's senior lenders, and Chemical Bank and The Bank of Montreal are co-agents.

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FROM THE FIRST AIRWAVE



GUGLIELMO MARCONI

IN OUR 60TH ANNIVERSARY ISSUE,

Once in a decade an important issue comes along. This one took six decades. It's *Broadcasting's* 60th Anniversary Issue. We look at 60 years of incredible change, profile 60 of the most influential people in the business and ask what the next 60 years will bring.

We're also marking our 60th Anniversary with the creation of the *Broadcasting Magazine* Hall of Fame. On December 10th, we'll induct the first members. It's our way of honoring and remembering the people who have made broadcasting what it is today. And will be tomorrow.

TO THE NEW WAVE...



WE COVER IT ALL.

This special Anniversary Issue will be polybagged with the regular December 9th issue. It's one wave you've got to catch. Closing November 27th.

For rate information, call Larry Oliver at: (212) 599-2830.



FOCUS ON FINANCE

Majority of media stocks were down for week in which market indices were also off 1%-3%. CBS stock was down 4% to 152 1/4, perhaps on news that company would delay announcing its third-quarter earnings until early November when it would complete evaluation of its sports rights properties (see "Top of the Week.") Time Warner stock dropped slightly with no new news on possible equity infusion

from foreign investors. Westinghouse fell 18% after company announced third-quarter and nine-month loss and said it would cut 4,000 jobs.

MSO stocks were flat to down last week and—at least for time being—had little reaction to Washington federal court allowing regional Bell telephone companies to offer information services (see "Top of the Week").

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 Oct 9	Closing Wed Oct 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A	(BHC) BHC Comm.	56	3/8	55	5/8	3/4	01.35	-6	1,536
N	(CCB) Cap. Cities/ABC	411		431		-19 1/8	-04.44	17	7,183
N	(CBS) CBS Inc.	152	1/4	158	5/8	- 6 3/8	-04.02	70	2,069
A	(CCU) Clear Channel	13	1/2	13	3/4	- 1/4	-01.82	1325	100
O	(JCOR) Jacor Commun.	1	3/8	2		- 5/8	-31.25	-2	24
O	(OSBN) Osborn Commun.	5	1/4	5	1/4		00.00	-9	48
O	(OCOMA) Outlet Comm.	4	7/8	4	1/2	3/8	08.33	-8	37
N	(PL) Pinelands	14		14			00.00	-31	234
A	(PR) Price Commun.		1/4		1/4		00.00		2
O	(SCRIP) Scripps Howard	52		58		- 6	-10.34	22	526
O	(SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	1
O	(TLMD) Telemundo	2		1	5/8	3/8	23.08		37
O	(UTVI) United Television	27		27			00.00	2	296

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	29	3/4	29	1/2		1/4	00.85	22	561
A	(AK) Ackerley Comm.	1	3/4	1	7/8	-	1/8	-06.67	-1	28
N	(AFL) American Family	24	1/4	23	1/2		3/4	03.19	15	1,927
O	(ACOMA) Assoc. Comm.	17	1/2	17	7/8	-	3/8	-02.10	162	667
N	(CCN) Chris-Craft	26	3/4	27	1/8	-	3/8	-01.38	9	663
O	(DUCC) Durham Corp.	32		31	1/8		7/8	02.81	15	257
N	(GCI) Gannett Co.	37	7/8	37	3/8		1/2	01.34	18	5,726
N	(GE) General Electric	65	3/8	70	1/2	-	5/8	-07.27	13	59,962
O	(GACC) Great American	1	7/8	1	13/16		1/16	03.45		94
A	(HTG) Heritage Media	2	1/2	2	1/2			00.00	-3	124
N	(JP) Jefferson-Pilot	48	3/4	51	1/2	-	2/4	-05.34	11	1,739
N	(LEE) Lee Enterprises	22	1/8	22	1/8			00.00	11	518
N	(LC) Liberty	41	1/4	41	1/4			00.00	13	329
O	(LINB) LIN	70	1/2	72	7/8	-	2/8	-03.26	-39	3,828
N	(MHP) McGraw-Hill	51	3/8	50	7/8		1/2	00.98	15	2,549
A	(MEGA) Media General	20	7/8	22	1/2	-	1/8	-07.22	22	569
N	(MDP) Meredith Corp.	26	1/2	27	3/8	-	7/8	-03.20	14	445
O	(MMEDC) Multimedia	20	3/4	24		-	3/4	-13.54	18	874
A	(NYTA) New York Times	20	1/8	22	1/8	-	2	-09.04	31	1,719
N	(NWS) News Corp. Ltd.	16	5/8	18		-	1/8	-07.64	9	4,563
O	(PARC) Park Commun.	14	1/4	15		-	3/4	-05.00	17	310
O	(PLTZ) Pulitzer Pub.	21	1/2	22	3/4	-	1/4	-05.49	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	27	3/4	29	1/2	-	3/4	-05.93	25	3,967
N	(TRB) Tribune Co.	36	3/4	40	5/8	-	3/8	-09.54	28	2,606
A	(TBSA) Turner Bcstg. 'A'	17	5/8	17	3/8		1/4	01.44	-38	2,427

	Closing Wed Oct 9	Closing Wed Oct 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	200	1/2	208		-7	1/2	-03.61	17	2,526
N (WX) Westinghouse	18	1/8	22	1/8	-	4	-18.08	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	1/4	5	7/8	-	5/88	-10.64	18	166
O	(DCPI) dick clark prod.	6	1/2	4	3/4	1	3/4	36.84	16	39
N	(DIS) Disney	112	3/8	112	5/8	-	1/4	-00.22	19	14,765
A	(FE) Fries Entertain.		1/4		1/4			00.00		1
A	(HIII) Heritage Ent.		7/8		7/8			00.00		1
N	(HSN) Home Shop. Net.	5	3/4	6	1/8	-	3/8	-06.12	-76	533
O	(IBTV) IBS		1/4		3/8	-	1/8	-33.30	4	1
N	(KWP) King World	29		29	5/8	-	5/8	-02.11	12	1,089
O	(KREN) Kings Road Ent.		3/16		1/4	-	1/16	-25.00	-1	1
N	(MC) Matsushita	118	1/8	121		-	2	7/8	-02.38	13 241,827
A	(NNH) Nelson Holdings		5/16		5/16			00.00		1
O	(NNET) Nostalgia Net.		9/16		15/32		3/32	20.00		2
N	(OPC) Orion Pictures	2	1/4	1	3/8		7/8	63.64		30
N	(PCD) Paramount Comm.	36	3/4	37	7/8	-	1	1/8	-02.97	28 4,338
N	(PLA) Playboy Ent.	7	1/8	6	7/8		1/4	03.64	76	127
O	(QNTXQ) Qintex Ent.		1/8		1/8			00.00		2
O	(QVCN) QVC Network	16	3/8	17		-	5/8	-03.68	-26	273
O	(RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O	(RICA) Republic Pic.'A'	7	3/4	7	1/2		1/4	03.33	35	29
A	(SP) Spelling Ent.	4	1/4	4	1/4			00.00	31	144
O	(JUKE) Video Jukebox	3	1/4	3	1/2	-	1/4	-07.14	-25	39
O	(WONE) Westwood One	1	5/8	1	1/2		1/8	08.33	-1	23

CABLE

A (ATN) Acton Corp.	4		4	1/4	-	1/4	-05.88		6
O (ATCMA) ATC	49	1/4	49	3/4	-	1/2	-01.01	40	5,207
A (CVC) Cablevision Sys. 'A'	29	3/4	30	3/4	-	1	-03.25	-2	712
A (CTY) Century Comm.	10		9	7/8		1/8	01.27	-11	776
O (CMCSA) Comcast	15	1/2	15	3/4	-	1/4	-01.59	-10	1,879
A (FAL) Falcon Cable	10	1/4	10	1/4			00.00	-5	67
O (JOIN) Jones Intercable	11	7/8	11	3/4		1/8	01.06	-3	146
N (KRI) Knight-Ridder	47	1/8	48	1/8	-	1	-02.08	18	2,510
T (RCLA) Rogers 'A'	11	1/2	11	1/2			00.00	-9	395
O (TCAT) TCA Cable TV	17	1/2	18		-	1/2	-02.78	66	437
O (TCOMA) TCI	14	3/8	14	7/8	-	1/2	-03.36	-23	5,595
N (TWX) Time Warner	83	3/4	85		-	1/4	-01.47	-5	4,750
O (UAECA) United Art. 'A'	14	1/2	14	7/8	-	3/8	-02.52	-13	2,228
A (VIA) Viacom	29	1/2	29	7/8	-	3/8	-01.26	-41	3,487

DAYTIME CLUTTER

Continued from page 44.

flat and CBS added eight seconds.

While NBC may have been generous with local commercials in the morning, such was not the case with evening news. In that daypart, local spots on NBC fell from 1:14 minutes per hour in November 1990 to 28 seconds per hour in March 1991. NBC also cut its time devoted to promotions from one minute to 23 seconds, while it increased its network commercial load from 12:24 minutes per hour to almost 13 minutes. Commercial distribution for ABC and CBS was mostly unchanged at about 12 minutes.

Total non-programing time during news for March was as follows: ABC, 14:59 per hour, CBS, 13:23 per hour, and NBC, 13:44 per hour.

Prime time continues to be the least cluttered daypart for the networks, and the recent growth there was minimal (BROADCASTING, Oct. 7). CBS, adding 20 seconds, for a total of 11:06 of commercial-promotional time per hour, is the leader among the three networks. NBC, up 20 seconds to 11 minutes, follows, with ABC falling 2 seconds to 10:16. Fox also declined, from 12:23 minutes per hour in November to 12:03

in March.

With the exception of Fox, which added seven seconds, late night has seen a decrease in clutter. In March 1991, ABC had 6:30 commercial minutes per hour, a 13-second drop from November; CBS dropped 13 seconds and NBC 14. CBS had the least network and local commercial time but the most network promotions.

ABC and CBS both increased the commercial load in sports programing. ABC's network commercial load grew from nine minutes in November 1990 to 9:20 in March 1991. Local spots on ABC also grew from 1:35 to 1:45. CBS increased its network commercial load from 10:11 to 10:44; however, its local spot total fell 11 seconds to 1:44. CBS also increased its promotional spots by :26 to :43.

Although the growth of clutter is smaller compared to previous reports, that does not mean that the media-buying community is any less concerned. More spots means more revenue, and despite complaints from the advertiser and agency community, the amount of clutter is probably not going to decline. The networks are reluctant to go on the record and comment on the study, except to say that they are still the least cluttered option for advertisers.

However, the Advertiser Syndicated Television Association (ASTA) has taken issue with that assertion. It has questioned an analysis conducted by the Network Television Association (NTA) of one week of prime time programing that claimed to show that the networks have the least amount of clutter compared with Fox, independent stations, syndication and cable.

According to the study, syndicated programing carried a total of 13:48 minutes of commercials per hour compared to the network average of 9. The NTA said the syndicated programing it measured has some clearance in prime time or prime access. ASTA countered that few shows are in prime and that a more accurate comparison would be to the news daypart (or access for syndication), where the networks average about 13.5 minutes to syndication's 13. In daytime, ASTA says syndicated programing has an average of 13 minutes of commercials per hour and the networks have over 14.

Over the next few months, more attention will be paid to clutter on syndication and cable as the American Association of Advertising Agencies and the Association of National Advertisers release a study focusing on clutter problems there.

-JF

Closing Wed Oct 9	Closing Wed Oct 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MEM) 3M	88	7/8	91	3/8	- 2	1/2	- 02.74	15	19,628
N	(ARV) Arvin Industries	18	7/8	20	1/4	-	3/8	- 06.79	17	418
O	(CBL) C-Cor Electronics	6	1/4	7	1/2	- 1	1/4	- 16.67	812	36
O	(CTEX) C-Tec Corp.	16		16	3/4	-	3/4	- 04.48	-21	275
N	(CHY) Chyron		7/16		9/32		5/32	55.56		1
A	(COH) Cohn	10	3/4	10	3/4			00.00	8	20
N	(EK) Eastman Kodak	41	5/8	42	7/8	- 1	1/4	- 02.92	20	13,791
N	(HRS) Harris Corp.	22		23		- 1		- 04.35	31	865
N	(IV) Mark IV Indus.	17	7/8	17	1/4		5/8	03.62	9	237
O	(MATT) Matthews Equip.	4	1/4	4	7/16	-	3/16	- 84.23	215	25
O	(MCDY) Microdyne	10		11	1/8	- 1	1/8	- 10.11	-11	36
N	(MOT) Motorola	57	3/4	58	3/4	- 1		- 01.70	16	8,037
A	(PPI) Pico Products	1	3/4	1	3/4			00.00	-2	6
N	(SFA) Sci-Atlanta	13		13	3/4	-	3/4	- 05.45	13	296
N	(SNE) Sony Corp.	40	1/2	40	3/4	-	1/4	- 00.61	19	13,543
N	(TEK) Tektronix	23	1/8	25	1/2	- 2	3/8	- 09.31	-22	711
N	(VAR) Varian Assoc.	33		33	1/2	-	1/2	- 01.49	74	620
O	(WGNR) Wegener	1		1				00.00	-2	5
N	(ZE) Zenith	5	3/4	5	5/8		1/8	02.22	-2	163

Closing Wed Oct 9	Closing Wed Oct 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O	(AFTI) Am. Film Tech.	3	1/4	3	5/8	-	3/8	- 10.34	-9	31
O	(BSIM) Burnup & Sims	4	1/4	4	1/2	-	1/4	- 05.56	-13	56
A	(CLR) Color Systems	3	1/4	3	1/2	-	1/4	- 07.14	-5	42
N	(CQ) Comsat	33	3/4	35	1/8	- 1	3/8	- 03.91	-38	658
N	(CDA) Control Data	9	3/8	9	3/8			00.00	66	341
N	(DNB) Dun & Bradstreet	46	1/8	45	5/8	- 1	1/2	- 03.15	17	8,374
N	(FCB) Foote Cone & B.	24	3/8	25	1/2	- 1	1/8	- 04.41	12	283
O	(GREY) Grey Adv.	134		132		2		01.52	11	145
O	(IDBX) IDB Commun.	13	3/4	14	1/4	-	1/2	- 03.51	120	84
N	(IPG) Interpublic Group	45		45	1/2	-	1/2	- 01.10	19	1,729
N	(OMC) Omnicom	29		24	7/8	4	1/8	16.58	14	806
O	(RTRSY) Reuters	47	3/8	49	5/8	- 2	1/4	- 04.53	17	21,742
N	(SAA) Saatchi & Saatchi	3/4		13/16		-	1/16	- 07.69	-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	(UNV) Unitel Video	7	7/8	7	3/4		1/8	01.61	10	11
O	(WPPGY) WPP Group	115/16		2	3/4	-	13/16	- 29.55	1	129

Standard & Poor's Industrials	445.37	458.49	-13.12	-2.87%
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TECHNOLOGY

COPYRIGHT OFFICE RECOMMENDS PERFORMANCE FEE

NAB voices objections to proposed audio levy and other conclusions in DAB inquiry

Concluding that the introduction of digital audio broadcasting (DAB) "will increase the potential for economic harm to copyright owners of recorded works"—harm traceable to home recording from broadcasts—the U.S. Copyright Office has recommended that Congress create a performance royalty charged to broadcasters that would be levied in addition to those fees paid through BMI and ASCAP.

Objecting to that and other recommendations in the Copyright Office report on its 1991 inquiry into DAB, the National Association of Broadcasters said the Copyright Office "seems to have acceded to the Recording Industry Association of America's [RIAA] ploy of using its study on the copyright implications of DAB as a launching pad for a much broader rehash of their old and discredited position on performance rights in sound recording."

The NAB also noted that, as the report came out, the Country Music Asso-

ciation cited radio broadcasters "for their promotion of the music industry" with six awards; it called the timing "ironic" and complained that broadcasters "did not have fair notice" of the breadth of the inquiry, first issued last April 1.

"We felt from the start," said the NAB, "that the deck was stacked against broadcasters."

On the issue of home recording, the report endorsed the agreement in principle between the RIAA and the Electronic Industries Association to create a compensatory royalty on blank digital audio tape and equipment sales—an agreement that would effectively moot the exemption question. Nevertheless, said the report, home-taping practices "must be evaluated on a case-by-case basis by the federal courts" to determine fair uses of copyrighted recordings. In any case, the performance royalty question remains in play.

Sound recordings, said the report,

"represent the only subject-matter category capable of performance" denied such a royalty right in U.S. law, and without an internationally reciprocal performance right, the United States "is denied a share in performance royalties, a pool of \$100 million in 1989 alone."

"Even if the widespread dissemination by satellite and digital means does not depress sales of records," it said, "the authors and copyright owners of sound recordings are unfairly deprived by existing law of their fair share of the market for performance of their works."

In response, the NAB said: "Radio stations provide millions of dollars worth of free publicity to the recording industry, which, in turn, devotes considerable resources to promoting its records to stations and providing them with free copies in the hope stations will play them. To require stations—whether providing digital or analog sound—to then pay a new fee for the 'privilege' is absurd."

—PDL

SATELLITE FOOTPRINTS

GE neighborhood. Rainbow Network Communications last week agreed to acquire two transponders aboard GE American Communications' Satcom C-4 satellite, to be launched in fall 1992. The long-term agreement will provide 17-watt C-band capacity for delivery of Rainbow's 24-hour American Movie Classics and 10- to 13-hour-per-day Bravo services to cable. They join several Viacom channels, Discovery Channel, Home Shopping Network, Lifetime, Prevue Guide, QVC and Request TV, on the same bird.

At the same time, New England Sports Network signed a long-term deal for a transponder on another next-generation GE Americom bird, Satcom C-3, also to be launched next year. And Home Shopping Network acquired an additional transponder aboard in-orbit Satcom I-R to carry the infomercial channel it launched last month.

Gee. With co-owned GE Americom's Satcom K-1 and K-2 satellites virtually fully occupied, NBC looked elsewhere to find more Ku-band capacity for domestic newsgathering and found GTE Spacenet. Last week, NBC and Spacenet reached an agreement through which NBC News Channel will use transponders aboard GStar III and GStar IV. The length and value of the deal were not disclosed.

Additionally, Los Angeles-based Digital Radio Labs signed a multiyear contract for a second 36-mhz C-band transponder aboard GTE's Spacenet I satellite. Subsidiary Digital Planet will use the capacity to provide both East and West feeds of its digital audio services to cable operators. The services were launched about one year ago.

Farewell Westar. Hughes Communications will pull its Westar IV satellite (acquired from Western Union in 1989) out of service at 4 a.m. ET, Nov. 2, moving National Public Radio, Bonneville Corp., the National Christian Network and NHK feeds to Galaxy VI, the new fleet spare to be co-located with Westar IV at 99 degrees West longitude for the move. Late next year, Galaxy IV will be launched as a permanent replacement.

More Monitor. Christian Science Monitor signed a two-year renewal of its contract with BrightStar Communications for trans-Atlantic satellite transmission of backhaul for the Monitor Channel, headquartered in Boston. Under terms of the new deal, Monitor will triple London to Washington transmission time from 15 to 45 minutes per day.



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JOURNALISM

ALL-NEWS GOES ALL-BARTER

Taps All American to handle sales

All News Channel, the overnight news service offered by Minneapolis-based Conus Communications, has signed All American Television to handle its advertising sales when the service switches to all-barter on Jan. 1, 1992.

The service, which provides anchored overnight news to 66 stations nationally, representing 30% of the country, is making the switch to all-barter as the broadcast network news divisions prepare to bring new competition to the daypart. *NBC Nightside* launches on Nov. 4; ABC kicks off its own service on Jan. 6, 1992, and CBS News executives have made some rumblings about increased

activity in the time period. ABC and NBC will both be offering their anchored overnight services on a barter basis. All News Channel is currently being offered on a cash-plus-barter basis.

All American's experience in selling news programming dates back to the early 1980's, when the company handled sales for the now-defunct Local Network Programming news service. Current news clients include *The Wall Street Journal Report* and *Steve Crowley's Money Pro* news inserts, while other company sales focus on entertainment programming as diverse as *The Howard Stern Show* and *Blair Stuntmasters*. —B

COSTLY MISTAKE

A San Diego woman mistakenly identified as an alleged prostitute in a 1983 local TV news report has been awarded \$300,000 plus \$165,000 interest in her slander case against the station. The California Supreme Court on Oct. 3 denied a hearing sought by former KCST-TV owner Storer Communications, which had been ordered to make the payment in an earlier decision in the 4th District Court of Appeals. Robert Swanson, attorney for plaintiff Naomi O'Hara, said the decision was precedent-setting in that the award allowed for both pre-judgment and post-judgment interest. He said the decision was also unusual in that it accepted the defense that O'Hara, a self-employed publicist, suffered emotionally and was unable to work due to the case of mistaken identity.

CASE DISMISSED

The Supreme Court last week denied Wayne Newton's petition for review of his libel suit against NBC News following almost 10 years of litigation between the entertainer and the network. Newton was seeking review of a federal court decision in California that dismissed his complaint and threw out a \$5.27-million damage award from a lower court. Newton's original complaint, based on reports on *NBC Nightly News* in 1980 and 1981 linking him to organized crime, made headlines when a federal jury in Las Vegas in 1986 awarded the singer \$19.3 million in connection with the report. The libel award was eventually reduced to \$5.27 million, which was overturned last year by the 9th U.S. Circuit Court. "This represents a sound victory for investigative journalism," said NBC News President Michael Gartner. "It's unfortunate it took the time and resources of 10 years of litigation."

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FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 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

■ **KYES(TV) Anchorage** (BALCT910919KF; ch. 5; 100 kw-V; 10 kw-A; ant. -879 ft.)—Seeks assignment of license from Fireweed Television to Fireweed Communications Corp. for \$100 and assumption of debt. Seller is headed by William Hatley, who will retain 7.5% interest in station. Buyer is headed by Jeremy Lansman (51%) and Carol Schatz (41.5%), husband and wife. They have interests in LPTV K61FC Denver. Lansman has interests in LPTV's K120M Kansas City, MO; K66DW Albuquerque, NM; K07UV Shreveport, LA, and K06LV Salinas, CA. Schatz has interests in LPTV WO6BE Tampa, FL, and K06LY and K18CS, both Anchorage. Filed Sept. 19.

■ **KAYY(FM) Fairbanks, AK** (BALH910910HL; 101.1 mhz; 25 kw; ant. 131 ft.)—Seeks assignment of license from Interior Broadcasting Inc. to North Country Wireless Inc. for \$600,000. Seller is headed by Jay Lewis, and has no other broadcast interests. Buyer is headed by Thomas C. Tierney, who has interests in Cobb Communications Inc., licensee of KZXX(AM) Kenai, KLAM(AM) Cordova, KSWD(AM) Seward, KVAK(AM) Valdez and KVOK(AM)-KJZ(FM) Kodiak, all Alaska. It holds consent to acquisition of KBCN(AM) in Fairbanks, AK. Tierney also heads TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. Filed Sept. 10.

■ **KOOK(AM)-KBEE-FM Modesto, CA** (AM: BAL910917EF; 970 khz; 1 kw-U; FM: BALH910917EG; 103.3 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Filed Sept. 17.

■ **KQMS(AM)-KSHA(FM) Redding, CA** (AM: BAL910917EJ; 1400 khz; 1 kw-U; FM: BALH910917EK; 104.3 mhz; 100 kw; ant. 1,560 ft.)—Seeks assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Filed Sept. 17.

■ **KGUC-AM-FM Gunnison, CO** (AM: BAL910917EM; 1490 khz; 1 kw-U; FM: BALH910917EN; 98.3 mhz; 3 kw; ant. 304 ft.)—Seeks assignment of license from Gunnison Broadcasting Co. to Gardiner Broadcast Partners Ltd. for \$105,000. Seller is headed by Roger W. Pepperd, and has no other

broadcast interests. Buyer is headed by Clifton H. Gardiner (80%), and is licensee of KSMT(FM) Breckenridge, KZYR(FM) Avon, KRKE(AM) Aspen and KSNO-FM Snowmass Village, all Colorado. Filed Sept. 17.

■ **WTRK(AM) Brunswick, MD** (BAPL910917EP; 1520 khz; 500 w-D, 250 w-CH)—Seeks assignment of CP from Elektra Broadcasting Corp. to Tri-State Broadcasting Inc. for \$115,000. Seller is headed by W. Allen Salisbury, and has no other broadcast interests. Buyer is headed by Sally Heldrich (40%), and has no other broadcast interests. Filed Sept. 17.

■ **WQFX-AM-FM Gulfport, MS** (AM:

BAL910916HI; 1130 khz; 500 w-D; FM: BALH910916HJ; 96.7 mhz; 3 kw; ant. 245 ft.)—Seeks assignment of license from Steere Broadcasting Corp. to Urban Media Group Inc.; notes relating to indebtedness of assets of stations will be redrawn, principal to be in excess of \$500,000. Seller is headed by David E. Steere, who is general manager of KHIT-AM-FM Sun Valley, NV. Buyer is headed by Albert J. Jenkins (50%), and has no other broadcast interests. Filed Sept. 16.

■ **KROW(AM)-KNEV(FM) Reno** (AM: BAL910917EH; 780 khz; 50 kw-U; FM: BALH910917EI; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Seeks assignment of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	10,989	1,565	12,554
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	1,486	198	1,684
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	925	948	1,873
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

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.

license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million (see KGA(AM)-KDRK-FM Spokane, WA, below). Filed Sept. 17.

■ **WYRY(FM) Hinsdale (Keene), NH** (BTCH910911HF; 104.9 mhz; 1.55 kw; ant. 456 ft.)—Seeks transfer of control within licensee Tri-Valley Broadcasting Corp. through issuance of stock. Consideration of \$52,100 represents assumption of various notes due to transfer of control. Transferor is Richard A. Defabio Jr., who will retain 49.98% interest. Transferees are William C. Tucker and William G. Steele (each 25.01%), and have no other broadcast interests. Filed Sept. 11.

■ **WAHT(AM) Annville-Cleona, PA** (BAL910917EO; 1510 khz; 5 k w-D)—Seeks assignment of license from Valley Communications Inc. to R & R Industries Inc. for \$1,000. Seller is headed by Laura M. Anspach, administrator of estate of John H. Anspach, and has no other broadcast interests. Buyer is headed by Ruth S. Moyer (50%), and has no other broadcast interests. Filed Sept. 17.

■ **WYCL(FM) Boyertown (Reading), PA** (BAL910910HK; 107.5 mhz; 29.9 kw; ant. 611 ft.)—Seeks assignment of license from Legend Communications of Pennsylvania Ltd. to WDAC Radio Co. for \$3 million ("Changing Hands," Sept. 23). Seller is headed by Lawrence Patrick, and is also licensee of WSOM(AM)-WQXK(FM) Salem, OH, and KMNS(AM)-KSEZ(FM) Sioux City, IA. Patrick also heads Signal Communications of New Jersey, which recently purchased WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey, for \$7.3 million ("Changing Hands," June 3). Buyer is headed by Richard T. Crawford (33.3%), and is licensee of WDAC(FM) Lancaster, PA. Filed Sept. 10.

■ **WHP-AM-FM Harrisburg, PA** (AM: BAL910906HD; 580 khz; 5 kw-U; FM:)—Seeks assignment of license from WHP Inc. to Dame-Arnold Partnership for \$3.25 million ("Changing Hands," July 1). Seller is headed by Joseph M. Higgins, and is also licensee of WHP(TV) Harrisburg, PA, and WSPD(AM) Toledo, OH. Buyer is headed equally by general partners J. Albert Dame and John A. Arnold. Dame is general partner in Pennsylvania Broadcasting Associates, licensee of WRAC(AM)-WKSJ(FM) Williamsport, PA, and partner in Pennsylvania Broadcasting Associates II, licensee of WKQS-AM-FM Johnstown, PA. Filed Sept. 6.

■ **WBLR(AM) Batesburg, SC** (BAL910916EI; 1430 khz; 5 kw)—Seeks assignment of license from Antley Broadcasting Inc. to Summit Broadcasting Inc. for \$20,000. Seller is headed by R.B. Antley, and has no other broadcast interests. Buyer is headed by J. Shelton Lattimore (100%), and has no other broadcast interests. Filed Sept. 16.

■ **KGA(AM)-KDRK-FM Spokane, WA** (AM: BAL910917ED; 1510 khz; 50 kw-U; FM: BALH910917EE; 93.7 mhz; 56 kw; ant. 2,380 ft.)—Seeks assignment of license from Price Broadcasting Co. to Citadel Communications Corp. for \$12.5 million; sale includes KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno, and KHEZ(FM) Boise, ID ("Changing Hands," Sept. 30, and above). Seller is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. Buyer is headed by Lawrence R. Wilson and Fritz Beesmyer, partners in Citadel Associates Ltd., which owns KCON(AM)-KLZX-FM Salt Lake City, KKFM(FM) Colorado Springs and KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. Filed Sept. 17.

■ **WYNE(AM) Kimberly, WI** (BAL910918EA; 1150 khz; 5 kw-U)—Seeks assignment of license from Fox Valley Broadcasting Inc. to Woodward Communications Inc. for \$965,000. Seller is headed by Thomas L. Bookey, and is also licensee of WROE(FM) Neenah-Menasha, WI. Bookey has 50% interest in WTAX(AM)-WDBR(FM) Springfield, IL. Buyer is headed by F.R. Woodward (51.32%) and William F. Skemp, and is also licensee of KDTH(AM)-KATF(FM) Dubuque and WHBY(AM)-WAPL-FM Appleton, both Wisconsin. Filed Sept. 18.

■ **WPKR(FM) Waupun (Oshkosh), WI** (BTCH910912HH; 99.5 mhz; 50 kw; ant. 300 ft.)—Seeks transfer of control from individual stockholder to

family trust. Licensee is Midwest Dimensions, headed by James R. Coursolle and Diane C. Coursolle (87%); they have no other broadcast interests. Filed Sept. 12.

Actions

■ **KFNN(AM) Mesa (Phoenix), AZ** (BTC910807EE; 1510 khz; 10 k w-D)—Granted transfer of control within CRC Broadcasting Co. for \$50,000. Seller is Sanford Barry Cohen, who also owns KIH(X)FM Prescott Valley, AZ. Buyers are Ronald Eric Cohen and Michael Ragins, who have no other broadcast interests; they are simultaneously transferring control (see below). Action Sept. 24.

■ **KFNN(AM) Mesa (Phoenix), AZ** (BTC910807EB; 1510 khz; 10 k w-D)—Granted transfer of control within CRC Broadcasting Co. Inc. for \$349,000. Sellers are Michael Ragins and Ronald Cohen, who have no other broadcast interests. Buyers are Jay Berman and David Lloyd, who have no other broadcast interests. Action Sept. 24.

■ **KYXZ(AM)-KVQB(FM) Cabot, AR** (AM: BAL910809EG; 1350 khz; 2.5 kw; FM: BAPH910809EH; 102.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license (KYXZ) and CP (KVQB) from KBOT Inc. to Hall Broadcasting Inc. for \$100,000. Seller is headed by Herbert B. Wittenberg, and has no other broadcast interests. Buyer is headed by Phillip J. Hall, and has no other broadcast interests. Action Sept. 23.

■ **KPAY-AM-FM Chico, CA** (FM: BAL910716EF; 1060 khz; 10 kw-U; FM: BALH910716EG; 95.1 mhz; 8 kw; ant. 1,170 ft.)—Granted assignment of license from Richardson Broadcasting Co. to McCoy Broadcasting Co. Inc. for \$4.1 million ("Changing Hands," July 15). Purchase includes KPNW-AM-FM Eugene, OR (see below). Seller is subsidiary of Pacific Northwest Broadcasting Group, headed by Charles Wilson, and is licensee of KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho. Buyer is headed by Craig W. McCoy and Arthur H. McCoy, and is licensee of KCCY(FM) Pueblo, CO. McCoy's are also partners of McCoy Investment Co., which has interest in KTVH(TV) Helena, MT. Action Sept. 26.

■ **KFIG-AM-FM Fresno, CA** (AM: BAL910809EE; 1430 khz; 5 kw-U; FM: BALH910809EF; 101.1 mhz; 50 kw; ant. 310 ft.)—Granted assignment of license from KLOK Radio Ltd. to Headliner Radio Inc. for \$2,116,640. Seller is headed by Philip C. Davis, trustee for M. Philip Davis, and has no other broadcast interests. Buyer is headed by Ron Ostlund, and has no other broadcast interests. Action Sept. 24.

■ **KAGR(FM) Ventura, CA** (BALH910725HH; 107.1 mhz; 280 w; ant. 872 ft.)—Granted assignment of license from Absolutely Great Radio Inc. to N. John Douglas for \$910,000. Seller is headed by Jim Sylvester, and has no other broadcast interests. Buyer is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville, and KOBX(AM) Yuba City, all California. Douglas is also president of DB Affiliates Inc., general partner of licensee WGAR(AM) Cleveland. Action Sept. 18.

■ **WFXG(TV) Augusta, GA** (BTCCT910808KE; ch. 54; 4,517 kw-V; 451 kw-A; ant. 1,120 ft.)—Granted transfer of control within licensee Augusta Family Broadcasting Inc. for \$525,000. Seller is Howard A. Myrick. Buyer, John D. Pezold, is head of Augusta Family Broadcasting, and also owns 100% of Columbus Family Broadcasting Inc., licensee of WXTX(TV) Columbus, GA. Action Sept. 27.

■ **WPBE(AM) Conyers, GA** (BAL910809EI; 1050 khz; 1 kw-D, 266 w-N)—Granted assignment of license from Perimeter Broadcasting Inc. to Tom E. Greene III for \$125,000. Seller is headed by Thomas M. Gough, and has no other broadcast interests. Buyer has interests in KSPK(FM) Walsenburg, CO. Action Sept. 23.

■ **KRCD-FM Chubbuck, ID** (BAPLH910806GR; 98.3 mhz; 150 w; ant. 1,350 ft.)—Granted assignment of CP from Chubbuck Community Broadcasters Inc. to Calvary Chapel of Costa Mesa Inc. for \$103,500. Seller is headed by Joyce Mathis and Thomas W. Mathis, and is also licensee of KRCD(AM) Chubbuck, ID. Seller also has interests in KBRV(AM)-KFIS(FM) Soda Springs, ID, and KTLE-AM-FM Tooele, UT. Buyer is headed by Chuck Smith, and is licensee of KWVE(FM) San Clemente, CA. Action Sept. 23.

■ **WPFR(FM) Terre Haute, IN** (BALH910806GP; 102.7 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from William R. Rice, receiver for Power Rock Broadcasting of Indiana Inc., to Bomar Broadcasting Co.-Lafayette Inc. for \$325,000. Licensee also operates co-owned WYTL(AM) Terre Haute, IN. Seller has no other broadcast interests. Buyer is headed by Anthony Bove Sr., Frank Bove, James C. Marcuccilli, Thomas M. Marcuccilli and WMRI Inc. (80%). Anthony Bove, Frank Bove, James Marcuccilli and Thomas M. Marcuccilli hold 18.59%, 18.68%, 9.43% and 9.4%, respectively, of voting stock of WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, IN, and permittee of WMJC(FM) Bremen, IN, and also have interests in Bomar Broadcasting Co. of Lafayette Inc., licensee of WEZV(FM) Monticello, IN. Action Sept. 23.

■ **KRG1-AM-FM Grand Island, NE** (AM: BAL910805EA; 1430 khz; 5 k w-D, 1 kw-N; FM: BALH910805EB; 96.5 mhz; 100 kw; ant. 416 ft.)—Granted assignment of license from KRG1 Inc. to JRK Broadcasting Ltd. for \$1.95 million ("Changing Hands," Aug. 12). Seller is headed by Lloyd Ballhagen, and is subsidiary of Hars Enterprises, licensee of KIUL(AM)-KWKR(FM) Garden City-Leoti, KS. Buyer is headed by John R. Kidd, and has no other substantive broadcast interests. Action Sept. 24.

■ **KVSO(AM)-KKAJ(FM) Ardmore, OK** (AM: BAL910723EA; 1240 khz; 1 kw-U; FM: BALH910723EB; 95.7 mhz; 100 kw; ant. 450 ft.)—Granted assignment of license from Sunburst Broadcasting Inc. to Carter County Broadcasting Inc. for \$1,276,592. Seller is headed by Patrick J. Nugent, who is 80% shareholder in Nugent Broadcasting, licensee of KCTI(AM) Gonzales, TX, and 75% shareholder of Gonzales Broadcasting, licensee of KPJN(FM) Gonzales, TX. Buyer's stock is 100% owned by First National Bank of Yorktown, TX. Principals Lou Evans Gips, David P. Styra and Robert B. Eyhorn Jr. are chairman, vice president and director, respectively, of bank. Family Financial Institution Inc., 86% shareholder of First National Bank of Yorktown, through trusts owns interests in LBJ Co., licensee of KLBJ-AM-FM Austin, TX. Action Sept. 26.

■ **KPNW-AM-FM Eugene, OR** (AM: BAL910715EA; 1120 khz; 50 kw-U; FM: BALH910715EB; 99.1 mhz; 100 kw; ant. 1,945 ft.)—Granted assignment of license from Pacific Northwest Broadcasting Corp. to McCoy Broadcasting Co. Inc. for \$4.1 million. Purchase includes KPAY-AM-FM Chico, CA (see above). Action Sept. 26.

■ **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 David M. Jack, and owns KNTA(AM) Santa Clara, CA. 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.

■ **WGBA(TV) Green Bay and WEUX(TV) Chippewa Falls (La Crosse-Eau Claire), both Wisconsin** (WGBA: BALCT910717KG; ch. 26; 2,510 kw-V; 251 kw-A; ant. 1,229 ft.; WEUX: BAPCT910717KH; ch. 48; 640 kw-V; 64 kw-A; ant. 334.8 ft.)—Granted assignment of license (WGBA) and CP (WEUX) from Family Group Ltd. III, debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for \$7.6 million ("Changing Hands," Dec. 3). Principals in Aries sold their stock, and application is being filed requesting transfer to Aries reflecting new corporate structure. Sale includes WLAX(TV) La Crosse, WI (see below). Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Donald Clark. Buyer is headed by Clark and Martin, who each have 5% interest in and are two of five general partners of Seller Family Group Ltd. III. Action Sept. 20.

■ **WLAX(TV) La Crosse, WI** (BALCT910717KE; ch. 25; 501 kw-V; 50.1 kw-A; ant. 1,000 ft.)—Granted assignment of license from Family Group Ltd. III,

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debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for \$7.6 million (see WGBA(TV) Green Bay, above). Action Sept. 27.

■ **WTRL(FM) Tomah, WI (BAPH910726HP)** 96.1 mhz; 3 kw; ant. 1.075 ft.—Granted assignment of CP from Trunkel Broadcasting Inc. to Magnum Radio Inc. for \$100,000. Seller is headed by Tony J. Trunkel, and has no other broadcast interests. Buyer is headed by David R. Magnum, and has no other broadcast interests. Action Sept. 20.

NEW STATIONS

Applications

■ **Gualala, CA (BPH910905MA)**—Gerhard J. Hanne-man seeks 100.5 mhz; 6 kw; ant. 204 m. Address: P.O. Box 200, The Sea Ranch, CA 95497. Principal has no other broadcast interests. Filed Sept. 5.

■ **Belle Plaine, IA (BPH910905MB)**—Cynthia A. Sir-agusa seeks 95.5 mhz; 6 kw; ant. 100 m. Address: 50 Park Terrace E., Apt. 3F, New York, NY 10034. Principal has no other broadcast interests. Filed Sept. 5.

■ ***Springfield, MO (BPED910910MB)**—Lou Smith Ministries Inc. seeks 88.3 mhz; 12 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Principal is also applying for 88.9 mhz at Fargo, ND (see below). Filed Sept. 10.

■ **Fargo, ND (BPED910911MA)**—Lou Smith Ministries Inc. seeks 88.9 mhz; 8.3 kw; ant. 321 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Principal is headed by Mary L. Smith, John W. Smith I and David B. Smith. Mary Smith and John Smith are 25% voting members of board of Brightness Ministries Inc., licensee of LPTV W05BE at Jeffersonville, IN; they hold CP's for W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also owns CP's for WLWZ(AM) Athens, OH, and WRRD(AM) Blennerhassett and WMSP(AM) Elk Hills, both West Virginia. David Smith is program director at WKKV-AM-FM Racine, WI. Filed Sept. 11.

■ **Twisp, WA (BPH910910MC)**—The Pacific Institute seeks 106.3 mhz; 6 kw; ant. -367 m. Address: 1011 Western Ave., Seattle, WA 98104. Principal is headed by Louis E. Tice and Diane B. Tice, and has no other broadcast interests. Filed Sept. 10.

Actions

■ ***Pine Bluff, AR (BPED900808MB)**—Granted app. of Bible Broadcasting Network Inc. for 91.1 mhz; 1 kw; ant. m. Address: P.O. Box 1818, Chesapeake, VA 23327. Principal is headed by Lowell L. Davey, and is nonprofit, non-stock corporation which operates non-commercial educational FM's in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Principal was also granted CP for station serving Lafayette, LA (see below), and is applying for new CP at Salinas, KS. Action Sept. 23.

■ **Ludlow, CA (BPH891206MJ)**—Granted app. of First American Communications for 105.7 mhz; 1.8 kw; ant. 180 m. Address: P.O. Box 250, Barstow, CA 92311. Principal is headed by Courtney Flatau, and is licensee of KSZL(AM)-KDUC(FM) Barstow, CA. Flatau has interest in Lambda Broadcasting Corp., licensee of KSES(AM) Yucca Valley, CA, and has interest in permittee of new FM in Phoenix, OR. Action Sept. 25.

■ **Ludlow, CA (BPH891206ME)**—Granted app. of KRXX Inc. for 105.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 25606, Los Angeles, CA 90025. Principal is headed by Howard B. Anderson (80.54%), and is licensee of KRXX(FM) Yermo and KXVR(FM) Mountain Pass, both California. Action Sept. 25.

■ **Ludlow, CA (BPH891206MG)**—Dismissed app. of Thomas M. Jones and John W. Mathison for 105.7 mhz; 6 kw; ant. -13 m. Address: 2586 Holkham Dr., Charlottesville, VA 22901. Jones owns jointly with his wife, Karin Jones, 41.5% of voting stock of Calnevar Broadcasting Inc., licensee of KBAS(AM) Bullhead City, AZ, and KWAZ(FM) Needles, CA. Action Sept. 25.

■ **Warner Robbins, GA (BPH900518MS)**—Granted app. of Donald L. Jones for 102.5 mhz; 6 kw; ant. 100 m. Address: 3017 Piedmont Rd. NE Suite 200, Atlanta, GA 30305. Principal has ownership interest in CP's for LPTV's serving Daytona Beach, Cocoa Beach, Titusville and Sebastian, all Florida. Jones also has interest in WNNQ(AM) Ashburn, GA. Action Sept. 20.

■ **Warner Robbins, GA (BPH900530MF)**—Dismissed app. of Warner Robbins Communications Inc. for 102.5 mhz; 3 kw; ant. 100 m. Address: 2361 Kensington Rd., Macon, GA 31211. Principal is headed by Charles E. Richardson (100%), and has no other broadcast interests. Action Sept. 20.

■ **Warner Robbins, GA (BPH900531MD)**—Dismissed app. for Great Scott Broadcasting for 102.5 mhz; 4.2 kw; ant. 100 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott, and has application pending for new CP in Lompoc, CA. Action Sept. 20.

■ ***Kokomo, IN (BPED900809MA)**—Granted app. of The Moody Bible Institute of Chicago Inc. for 91.7 mhz; 2.1 kw; ant. 91 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610. Principal is headed by Joseph M. Stowell, and is licensee of five AM and 10 FM non-commercial stations. Action Sept. 25.

■ ***Lafayette, LA (BPED900730MI)**—Granted app. of Bible Broadcasting Network Inc. for 91.9 mhz; 1.5 kw; ant. 165 m. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320 (see Pine Bluff, AR, above). Action Sept. 23.

■ ***Springfield, MO (BPED880317MH)**—Dismissed app. of Brightness Ministries Inc. for 88.3 mhz; 100 kw H&V; ant. 87 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith Jr. (20%), and has no other broadcast interests. Action Sept. 19.

■ ***Hudson, NY (BPED900621MO)**—Granted app. of Sound of Life Inc. for 91.1 mhz; .08 kw-V; ant. 106 m. Address: 73 Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell, and is licensee of WFGH(FM) Kingston, NY, and has application for CP on 89.3 mhz at Monroe, NY. Action Sept. 23.

■ **Lincoln City, OR (BPH901220MJ)**—Granted app. of Nathaniel J. Montague for 95.1 mhz; 23 kw; ant. 216 m. Address: 432 S. Curson St. Apt. 11K, Los Angeles, CA 90036. Principal holds 100% of stock of Nathan Broadcasting Corp., which holds 50% of Clamshell Communications Corp., permittee of KWQH(FM) San Luis Obispo, CA. Action Sept. 24.

■ **Lincoln City, OR (BPH901219MG)**—Dismissed app. of Jack L. Schult for 95.1 mhz; 30 kw; ant. 192 m. Address: 3685 Rocky Creek Ave., Depoe Bay, OR 97341. Principal has no other broadcast interests. Action Sept. 24.

■ ***Amarillo, TX (BPED900730MG)**—Granted app. of Bible Broadcasting Network Inc. for 91.9 mhz; 2.25 kw; ant. 89 m. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320 (see Pine Bluff, AR, above). Action Sept. 23.

■ **Woodville, TX (BPH880725NC)**—Granted app. of Trinity Valley Broadcasting Co. Inc. for 94.7 mhz; 50 kw H&V; ant. 150 m. Address: P.O. Box 459, Woodville, TX 75979. Principal is headed by Kenneth P. Bond (76%), and is licensee of KVLL(AM) Woodville, TX. Action Sept. 13.

FACILITIES CHANGES

Applications

FM's

■ **Ceres, CA KBES(FM) 89.5 mhz**—Sept. 9 application for CP to change ERP: .15 kw H; chg to Class A.

■ **Los Banos, CA** (no call letters) 106.9 mhz—Sept. 13 application for mod. of CP (BPH890503ME) to change ERP: 6 kw H&V; change ant.: 100 m.; TL: W of Interstate 5 near intersection of Mercy Springs Rd.; N 358.9° E 15.2 km to Los Banos.

■ **Sacramento, CA KXJZ(FM) 88.9 mhz**—Sept. 17 application for CP to change antenna horizontal pattern.

■ **Thomasville, GA WSN(FM) 107.1 mhz**—Sept. 11 application for CP to change ERP: 100 kw H&V; ant.: 299 m.; change TL: approximately 2.25 km NW of intersection of State Rte. 93 & U.S. Rte. 319, FL.

■ **Reidland, KY WSEQ(FM) 106.7 mhz**—Sept. 13 application for Mod of CP (BPH890117ML) to change ERP: 1.35 kw H&V; change ant.: 150 m.; TL: NE corner of intersection of 1523 & Old Paduch Calvert Rd., 2.4 km NNW of Calvert City, KY.

■ **Jackson, MS WMPN-FM 91.3 mhz**—Sept. 16 application for CP to change ant.: 342 m.; change to class C; add horizontal polarization.

■ **Wooster, OH WCWS(FM) 91.9 mhz**—Sept. 11 application for CP to change ERP: 85 kw H&V; ant.: 84 m.; change TL: 5367 Back Orville Rd., Green Township, OH.

Actions

FM's

■ **Decatur, AL WDRM(FM) 102.1 mhz**—Sept. 17 application (BPH910620IC) granted for CP to change ant.: 298 m.

■ **Fairhope, AL WZEW(FM) 92.1 mhz**—Sept. 5 application (BLH900118KG) granted for license to cover (BPH890630IE) to change and increase ERP: 6 kw (pursuant to docket #88-375).

■ **Ozark, AL WNER(FM) 103.9 mhz**—Sept. 12 application (BPH910610IK) granted for CP to change ERP: 6 kw H&V; change TL: 3.5 km SE of Brown's Crossroads, AL: 31 23 46N 85 30 01W.

■ **Trinity, AL WUIC(FM) 92.5 mhz**—Sept. 19 application (BMPH910611IE) granted mod. of CP (BPH861215MA) to change ERP: 3.1 kw H&V; ant.: (29 m.); TL: .9 km SW of intersection of Browns Ferry Huntsville and Zehner Road, AL.

■ **Green Valley, AZ KQYT(FM) 92.1 mhz**—Aug. 31 application for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: 17 mi NE of Green Valley, 1.25 mi W of S Houghton Rd.; class: C2 (per docket no. 89-587).

■ **Forrest City, AR KBFC(FM) 93.5 mhz**—Sept. 9 application (BPH910131IC) granted for CP to change ERP: 25 kw H&V; change ant.: 100 m.; TL: 12 mi SW of Forrest City; .5 mi. W of Hwy #261; class: C3.

■ **Newport, AR KOKR-FM 105.5 mhz**—Sept. 12 application (BMLH900322KA) granted mod. of license increase ERP: 4.1 kw H&V (pursuant to docket #88-375).

■ **Salinas, CA KRAY-FM 103.9 mhz**—Aug. 29 application (BPH910430IJ) granted for CP to change freq: 103.5 mhz; change ERP: 1.20 kw H&V; ant.: 157 m.; TL: 2.3 km from intersection of Zabala and Old Stage Rds. on bearing of 72 degrees E of (T) N at Salinas.

■ **Tahoe City, CA KRZQ-FM 96.5 mhz**—Aug. 20 application (BPH901224ID) dismissed for CP to change ERP: 12 kw H&V; ant.: 665 m.; TL: approximately 12 km NE of Carson City, NV; change class: C1; other: change from non-directional antenna to directional antenna.

■ **Grand Junction, CO KJOL(FM) 90.3 mhz**—Sept. 12 application (BPED900223MB) granted for CP to change ERP: 1.5 kw H&V; ant.: 395 m.; TL: on Black Ridge 10 km S of Fruita, CO; class: C3.

■ **Wray, CO KATR-FM 98.3 mhz**—Sept. 13 application (BPH910502ID) granted for CP to change ERP: 50 kw H&V; change ant.: 83 m.; class: C2.

■ **Bethany Beach, DE WWTR-FM 95.9 mhz**—Sept. 5 application (BPH910305IC) granted for CP to change ant.: 100 m.

■ **Summerland Key, FL WPIK(FM) 102.9 mhz**—Sept. 19 application (BMPH910408IE) granted mod. of CP (BPH860703MN) to change channel from 275A to 273C2 per docket 89-615.

■ **West Palm Beach, FL WIRK-FM 107.9 mhz**—Aug. 28 application (BPH910321IE) granted for CP to change ant.: 163 m.; change TL: 8000 NW 45th St., West Palm Beach, Palm Beach, FL.

■ **Chatsworth, CA WQMT(FM) 99.3 mhz**—Sept. 16 application (BPH910605IF) granted for CP to change ERP: .95 kw H&V; change ant.: 248 m.; TL: Hwy. 52, 1.3 km W of Chestnut Knob.

■ **Crawford, GA WGMG(FM) 102.1 mhz**—Aug. 29 application (BPH910812IL) returned for CP to change

ERP: 25 kw H&V; change TL: 1.1 km W of Palmetto, GA. change to channel 271C3 (per docket #90-496).

■ **Darien, GA** (no call letters) 107.7 mhz—Sept. 9 application (BMPH910624H) granted mod. of CP (BPH871224MG) to change ant.: 123 m.; TL: .67 km SW of Hwy. 303. Blyth Island, GA.

■ **Gordon, GA** WYGO-FM 107.1 mhz—Sept. 4 application (BMLH900130KD) granted mod. of license to increase ERP: 2.25 kw H&V (pursuant to docket #88-375).

■ **St. Simons Island, GA** WPFI(FM) 92.7 mhz—Aug. 30 application (BPH910802IG) returned for CP to change ERP: 6 kw H&V.

■ **Millen, GA** WMKO(FM) 94.9 mhz—Sept. 19 application (BPH901214ID) granted for CP to change ERP: 16 kw H&V; class: C3; correct coordinates and site elevation; per docket #89-586.

■ **Wrens, GA** WRDW-FM 96.7 mhz—Sept. 10 application (BPH910325IA) granted for CP to change ERP: 2.6 kw H&V.

■ **Champaign, IL** WDWS(AM) 1400 khz—Sept. 17 application (BP910516AF) granted for CP to correct coordinates to 40 05 04N 88 14 53W.

■ **Decatur, IL** WYDS(FM) 93.1 mhz—Sept. 12 application (BMPH910501IB) granted for CP (BPH880407MU mod.) to change TL: 2420 Hulett Lane, Decatur, IL.

■ **Macomb, IL** WKAI(FM) 100.1 mhz—Sept. 9 application (BPH900518IF) granted for CP to change ERP: 3.08 kw H&V; change ant.: 141 m.; TL: Grant Rd., .6 km W of city; Macomb.

■ **Rensselaer, IN** WLQI(FM) 97.7 mhz—Sept. 12 application (BMLH900111KD) granted mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Terre Haute, IN** WMHD-FM 90.5 mhz—Sept. 5 application (BPED891218ME) granted for CP to change ant.: 106 m V; change TL: 310 mi E of Hwy. 150, Terre Haute, IN.

■ **Bettendorf, IA** KGLR(FM) 93.5 mhz—Aug. 3 application (BMLH900102KE) granted mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Mt. Pleasant, IA** KILJ-FM 105.5 mhz—Sept. 9 application (BPH910322ID) granted for CP to change ERP: 23.88 kw H&V; ant.: 103 m.; class: C3 (per docket #90-103).

■ **Bowling Green, KY** WCBZ(FM) 96.7 mhz—Aug. 29 application (BPH910808IF) returned for CP to change ERP: 13.5 kw H&V; ant.: 137 m.; TL: 1.25 km E of New Harmony church on Barrow Rd., KY; change to channel 244C3 (per docket #90-447).

■ **Mayfield, KY** WXID(FM) 94.7 mhz—Aug. 14 application (BPH910801IC) granted for CP to change ant.: 131 m.; change TL: Jim Town Rd., .5 km W of intersection of U.S. Rte. 45 and U.S. Rte. 45 By-Pass (Purchase Pkwy.), 1 km N of Mayfield, KY., employ DA.

■ **Pineville, KY** WZKO(FM) 106.3 mhz—Aug. 19 application (BPH901126IB) granted for CP to change ERP: 1.045 kw H&V; change ant.: 234 m.

■ **Alexandria, LA** KWQI(FM) 93.9 mhz—Sept. 16 application (BMPH910503IC) granted mod. of CP (BPH871203NG) to change ERP: 6 kw H&V; and change TL: to W end of Duhon Lane, Alexandria, Rapides Parish, LA: 31 16 04N 92 26 24W.

■ **Brusly, LA** KIEZ(FM) 96.3 mhz—Sept. 16 application (BPH910430IE) granted for CP to change ERP: 43 kw H&V; ant.: 137 m.; TL: .24 km S of intersection of French Town Rd. and Planchet Rd., Baton Rouge, LA; change to channel 241C2 (per docket #87-121).

■ **Kennebunk, ME** WJIB(FM) 99.3 mhz—Sept. 17 application (BMPH910812IC) granted mod. of CP (BPH850712RK) to change TL: 220 m N of Rte. 9, .9 km SW of Clock Farm Corner, Kennebunkport, ME: 43 24 16N 70 26 15W.

■ **Halfway, MD** WQCM(FM) 96.7 mhz—Sept. 13 application (BMLH900103KB) granted mod. of license to increase ERP: 4.8 kw H&V (pursuant to docket #88-375).

■ **Clare, MI** WCFX(FM) 95.3 mhz—Sept. 9 applica-

tion (BMLH901227KB) granted mod. of license (BLH860204KB) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Coleman, MI** WSMZ(FM) 101.5 mhz—Aug. 26 application (BMPH910429ID) granted mod. of CP (BPH861002TJ mod.) to change ERP: 2.2 kw H&V; ant.: 114 m.; TL: 1000 ft. N of NE corner Curtis Rd. and 11 mi Rd. intersection.

■ **Gulliver, MI** WTIQ-FM 94.7 mhz—Sept. 9 application (BMPH901220IA) granted mod. of CP (BPH820415AQ as mod.) to change ant.: 201 m.; TL: 5.8 km NNW of Cooks, MI, 45 58 01N 86 29 18W.

■ **Leland, MI** (no call letters) 94.3 mhz—June 17 application (BMPH910617II) dismissed mod. of CP (BPH850712XY mod.) to change ERP: 19 kw H&V; ant.: 125.7 m.; TL: Tower Rd., Maple City, MI: .9 mi SE of Maple City, change to Channel 232C3 (per docket #89-374).

■ **Collegeville, MN** KNSR(FM) 88.9 mhz—Aug. 29 application (BPED910422IM) dismissed for CP to change community of license (from Collegeville to St. Joseph, MN).

■ **Owatonna, MN** KRFO-FM 104.9 mhz—Sept. 12 application (BMLH900312KA) granted mod. of license to increase ERP: 4.7 kw H&V (pursuant to docket #88-375).

■ **Pascagoula, MS** WGUD-FM 106.3 mhz—Sept. 5 application (BPH900223IC) granted for CP to change freq: 105.9 mhz; change ERP: 25.00 kw H&V; ant.: 100 m.; TL: located in Township 8 S, range 7 W, section 7 of Jackson County, MS; class: C3 (per docket #86-55).

■ **Liberty, MO** KXXR(FM) 106.5 mhz—Sept. 10 application (BPH910514IC) granted for CP to correct coordinates to: 39 04 24N 94 29 06W.

■ **Moberly, MO** KZZT(FM) 105.5 mhz—Sept. 9 application (BMLH891213KC) granted mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Sikeston, MO** KSTG(FM) 97.7 mhz—Sept. 6 application (BPH910328IA) granted for CP to change freq: 97.9 mhz; change ERP: 12.4 kw H&V; ant.: 143 m.; TL: .6 km N of Scott County Rd. Z, 3 km E of Vanduser, MO; class: C3 (per docket #90-443).

■ **Sparta, MO** KLTQ(FM) 96.5 mhz—Aug. 30 application (BPH910422ID) granted for CP to change ERP: 50 kw H&V; change ant.: 149.9 m.; TL: 1 km from Highlandville, MO, bearing from antenna site to Highlandville is 143 degrees. MO: 35 56 23N 93 17 15W; class: C2 (per docket #89-499).

■ **Elko, NV** KNCC(FM) 91.5 mhz—Aug. 29 application (BPED910528MF) returned for CP to change TL: Elko Mountain, Radio site, Elko, NV.

■ **Jackson, NH** (no call letters) 99.5 mhz—Sept. 11 application (BMPH910104IC) granted mod. of CP (BPH871029MF) to change ERP: .465 kw H&V; ant.: 254 m.; TL: top of Thorn Mountain, end of Thorn Mountain Rd., 2.32 km SE center of Jackson.

■ **Canajoharie, NY** WCAN(FM) 93.3 mhz—Sept. 6 application (BPED900518IA) granted for CP to increase ERP: 6 kw H&V.

■ **Irondequoit, NY** WOSB(FM) 106.7 mhz—Sept. 6 application (BMPH900921ID) granted mod. of CP (BPH861125MJ) to change ERP: 3.5 kw H&V; ant.: 81 m.; TL: 200 Seth Green Dr., Rochester, NY.

■ **North Syracuse, NY** WEZG(FM) 100.9 mhz—Aug. 30 application (BPH901130IA) granted for CP to change ERP: 6 kw H&V.

■ **Oneonta, NY** WSQC(FM) 91.7 mhz—Sept. 19 application (BPED910409IF) granted mod. of CP (BPED891204MA) to change ERP: .57kw H. 2.28 kw V; ant.: 161 m.; TL: off Swart Hollow Road, 3.5 km S of Oneonta, NY.

■ **Remsen, NY** WIBQ-FM 93.5 mhz—Sept. 6 application (BPH900531IH) granted for CP to change ERP: 6 kw H&V.

■ **Sag Harbor, NY** WLNG-FM 92.1 mhz—Sept. 12

Broadcasting

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application (BPH891013B) granted for CP to change ERP: 5.3 kw H&V.

■ **Sidney, NY** WCDO-FM 100.9 mhz—Aug. 30 application (BPH901210C) granted for CP to change ERP: 1.880 kw H&V; ant.: 176 m.

■ **Henderson, NC** WYFL(FM) 92.5 mhz—Aug. 28 application (BPD910426F) dismissed for CP to replace existing directional antenna with new directional antenna.

■ **Morehead City, NC** WRHT(FM) 95.9 mhz—Sept. 4 application (BPH910318D) granted for CP to change ERP: 100 kw H&V; ant.: 143 m.; TL: near Morehead City Hwy. 70, 1.5 km W of Hwy. 24 intersection, change class: C1 (per docket #89-481).

■ **Wilson, NC** WAHD(FM) 90.5 mhz—Aug. 29 application (BPD910429IG) dismissed for CP to change ant.: 50 m.; change community of license to Raleigh, NC.

■ **Cleveland** WQAL(FM) 104.1 mhz—Sept. 17 application (BPH910826IB) granted for CP to change antenna supporting structure height.

■ **Cleveland** WLTF(FM) 106.5 mhz—Sept. 16 application (BPH910820IG) granted for CP to change ERP: 11.3 kw H&V; change ant.: 316 m.

■ **West Carrollton, OH** WROU(FM) 92.1 mhz—Sept. 5 application (BMPH910424IC) granted mod. of CP (BPH860606MI) to change ERP: 0.89 kw H&V; ant.: 182 m.; TL: 1731 Soldiers Home Rd., Dayton, Ohio.

■ **Portland, OR** KWJJ-FM 99.5 mhz—Sept. 11 application (BMPH910617IJ) granted mod. of CP (BPH900810IC) to change ERP: 50 kw H&V; ant.: 386 m.; TL: Healy Heights, 47000 SW Council Crest Dr., Multnomah Co., Portland.

■ **Coudersport, PA** WFRM-FM 96.7 mhz—Sept. 9 application (BPH901003IB) granted for CP to change ERP: 1.47 kw H&V.

■ **State College, PA** WTLR(FM) 89.9 mhz—Sept. 11 application (BMPED910520IB) granted mod. of CP (BPD891013ME) to change ant.: 178 m.

■ **Union City, PA** WCTL(FM) 106.3 mhz—Sept. 13 application (BPH910404IA) granted for CP to change ERP: 3.4 kw H&V; change ant.: 131 m.; TL: 1.5 km S of intersection of Hopson and Fuller Rds., 6.9 km W of Wattsburg, PA; main studio location.

■ **Barnwell, SC** WBAW-FM 101.7 mhz—Sept. 11 application (BPH910311II) granted for CP to change ERP: 25 kw H&V; change channel to 256C3 (per docket #89-489).

■ **Cayce, SC** WYYS(FM) 96.7 mhz—Sept. 10 application (BPH910325IB) granted for CP to change for maximum class A facilities: ERP: 3.3 kw H&V; ant.: 135 m.

■ **Greenwood, SC** WSCZ(FM) 96.7 mhz—Sept. 10 application (BPH910322IA) granted for CP to change ERP: 4.1 kw H&V.

■ **Mobridge, SD** KOLY-FM 99.5 mhz—Sept. 10 application (BPH910603ID) granted for CP to change ERP: 100 kw H&V; change ant.: 177 m.

■ **Murfreesboro, TN** WRMX(FM) 96.3 mhz—Aug. 30 application (BPH901214IE) granted for CP to change ERP: 52 kw H&V; change ant.: 392 m.; TL: 517 Brick Church Lane, Whites Creek, TN; change DA.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—Aug. 28 application (BPH910404IC) granted for CP to change ERP: 8.369 kw H&V; change ant.: 175 m.; TL: State Rte. 708, 6.5 mi E of Clifton, TX, change class: C3

(per docket #89-568).

■ **Denison-Sherman, TX** KDSQ(FM) 101.7 mhz—Sept. 16 application (BPH910327IB) granted for CP to change ERP: 17.6 kw H&V; change ant.: 117 m.; TL: 6.5 km SE from intersection of Rtes. 82 and 1417, TX; class: C3 (per docket #89-509).

■ **Lampasas, TX** KLTD(FM) 98.9 mhz—Aug. 28 application (BMLH901119KG) granted mod. of license to change freq: 256C1 to 255C1 (per docket #89-598).

■ **Littlefield, TX** KXDM(FM) 95.5 mhz—Aug. 29 application (BMPH910425IA) dismissed mod. of CP (BPH890123MS) to change ERP: 6.5 kw H&V; ant.: 62 m.

■ **Mesquite, TX** KEOM(FM) 88.3 mhz—Aug. 29 application (BMPED900912IB) granted mod. of CP (BPD890330IB) to change ERP: 61 kw H&V; class: C1; directional pattern.

■ **Harrisonburg, VA** WQPO(FM) 100.7 mhz—Sept. 19 application (BPH910516ID) granted for CP to change ERP: 3.8 kw H&V; ant.: 493 m.; TL: 350 ft. N of Masanutten Peak, McGaheysville, VA.

■ **Lynchburg, VA** WKZZ(FM) 100.1 mhz—Sept. 11 application (BPH910501IC) granted for CP to change ERP: 25 kw H&V; ant.: 100m.; TL: approx. 10 km NE of Lynchburg; class: C3.

■ **Lynchburg, VA** WXYU(FM) 101.7 mhz—Sept. 5 application (BMLH891212KH) granted mod. of license (BLH800319AH) to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ **Tappahannock, VA** WRAR-FM 105.5 mhz—Sept. 9 application (BMLH891212KF) granted mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Buckhannon, WV** WBUC-FM 101.3 mhz—Aug.

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29 application (BMPH9102041B) granted for CP to change antenna supporting-structure height.

■ **Weston, WV WSSN(FM)** 102.3 mhz—Sept. 6 application (BPH9007061C) granted for CP to change ERP: 25 kw H&V; change ant.: 30 m.; TL: 300 Harrison Ave., Westin, WV; change to class B1 (per docket #89-106).

■ **Merrill, WI WMZK(FM)** 104.1 mhz—Aug. 28 application (BPH9101221D) granted for CP to change ERP: 13 kw H&V; change ant.: 136 m.; class: C3 (per docket #89-401).

■ **Tomahawk, WI WJQ-FM** 92.7 mhz—Aug. 29 application (BPH9102211E) granted for CP to change freq: 92.5 mhz; change ERP: 25 kw H&V; ant.: 79 m.; change to class C3 (per docket #90-393); correct coordinates; 45 29 27N 89 43 36W.

■ **Waunakee, WI** (no call letters) 105.1 mhz—Sept. 4 application (BMPH9108011H) granted mod. of CP (BPH881212MB) to change ERP: 3.8 kw H&V; ant.: 74 m.

TV's

■ **Bozeman, MT KCTZ(TV)** ch. 7—Sept. 5 application (BMPCT880812KF) granted mod. of CP to change ERP: 44.1 kw (vis); ant.: 342 m; antenna: SWR Inc. CR-2 (DA); TL: Bozeman, Mt. Gallatin County 7.7 mi E of Bozeman; 45 40 24N 110 52 02W.

■ **Grand Island, NE KTVG(TV)** ch. 17—Aug. 27 application (BMPCT901017KE) granted mod. of CP (BPCT840601KF) to change ERP: 217.33 kw; ant.: 80.8 m; TL: 2 mi W and 2.3 mi S of the junction of Hwys. 30 and 281; antenna: BASCSC-18 P(DA)(BT); 40 51 01N 98 24 40W.

■ **Lorain, OH WUAB(TV)** ch. 43—Sept. 6 application (BPCT910807KE) granted for CP to change ERP: 4680 kw (vis); ant.: 336 m; TL: 4800 Bruening Dr., Parma, OH, 41 22 45N 81 43 12W; change antenna: RCA TFU-28DAS Trilobe. (DA)(BT).

■ **Charleston, SC WCTP(TV)** ch. 36—Sept. 10 application (BMPCT910807KF) granted mod. of CP (BPCT850215KJ) to change ERP: 147 kw (vis); ant.: 233 m; TL: Hwy. 703, SE of Mt. Pleasant, SC; change antenna: Dielectric TLP24-C. (DA)(BT).

■ **Salt Lake City KXIV(TV)** ch. 14—Aug. 27 application (BPCT910712KE) granted for CP to change ERP: 1637 kw (vis); ant.: 1173 m; TL: approximately .8 km S of Farnsworth Peak, UT; antenna: Andrew ATN 25HS-HSP-14. (DA)(BT).

CALL LETTERS

Applications

Existing AM's

KAPL(AM) KITH Apple Valley Broadcasting; Apple Valley, CA
KLFD(AM) KQIV Mid-Minnesota Broadcasting Co.; Litchfield, MN
KVFC(AM) KISZ DeLane Broadcasting Inc.; Cortez, CO

Existing FM's

KKMI(FM) KDWD Hensley Broadcasting Inc.; Burlington, IA
WBOG(FM) WTRL-FM Magnum Radio Inc.; Tomah, WI
WWNJ(FM) WKTW Mercer County Community College; Dover Township, NJ

Existing TV

WNSI(TV) WOCD LG Communications Inc.; Amsterdam, NY

Grants

New FM's

KBQA(FM) Community WirelessPark City; Salt Lake City
KBQB(FM) North Shore Radio Inc.; Princeville, HI
KBQD(FM) Zeldon A. & Mary Lynne Nelson; Preston, ID

WEIZ(FM) T. Wood & Associates Inc.; Hogsansville, GA
WFEN(FM) Rockford Ed. Broadcasting Found.; Rockford, IL
WLGW-FM Michael W. Beattie; Lancaster, NH
WORQ(FM) Lakeshore Communications Inc.; Green Bay, WI
WVNI(FM) Brown County Broadcasters Inc.; Nashville, IN
WVNL(FM) Ledyard Community Broadcasting; Ledyard, CT
WVNM(FM) Karen Marie Voyles; Cedar Key, FL
WVNT(FM) Major Broadcasting Corp.; Madisonville, TN
WVNU(FM) Danny M. Watson; Greenfield, OH
WVNV(FM) North Country Broadcasting Inc.; Malone, NY
WVNW(FM) Pauline S. Hain; Burnham, PA
WVNX(FM) Calypso Communications; Charlotte Amalie, VI
WYGO(FM) Major Broadcasting Corp.; Madisonville, TN

TV's

KBQE(TV) Mary Moran; Albuquerque, NM
WMMF-TV Skycom, Inc.; Fond du Lac, WI;

Existing AM's

KKLE(AM) KVFJ Johnson Enterprises Inc.; Winfield, KS
KSUR(AM) KOJY Mount Wilson FM Broadcasters Inc.; Soledad, CA
KYET(AM) KDAN Szoelloesi Broadcasting Company Inc.; Williams, AZ
WDAK(AM) WTXN Glen H. Ward; Lafayette, AL
WJOC(AM) WDXB Tennessee Valley Sports Inc.; Chattanooga, TN
WJZS(AM) WORG Wilkes-Posey Broadcasting Inc.; Orangeburg, SC
WNKX(AM) WHLP Hickman County Broadcasting Inc.; Centerville, TN
WUNI(AM) WBCM Nicholas Communications Corp.; Bay City, MI
WVLC(AM) WJOT Holly City Communications Inc.; Lake City, SC
WXLO(AM) WFGL Montachusett Broadcasting Inc.; Fitchburg, MA

Existing FM's

KAGR(FM) KAXX Absolutely Great Radio Inc.; Ventura, CA
KOJJ(FM) KPOR Tulare Lite Corp.; East Porterville, CA
KOOC(FM) KYZZ Sheldon Communications Inc.; Belton, TX
KQNN(FM) KOPY Jefco Enterprises Inc.; Alice, TX
KQSN(FM) KQYT Nova Communications L.P.; Queen Valley, AZ
KSJQ(FM) KXGY Savannah Radio L.P.; Savannah, MO
KUSN(FM) KQQF KGGF-KQQF Inc.; Coffeyville, KS
KVAY(FM) WNIC Bauer Properties; Lamar, CO
KZOQ-FM KZOQ Smith Broadcasting Inc.; Missoula, MT
WBCM(FM) WCLX Biederman Investments Inc.; Boyne City, MI
WBUB(FM) WKQB Lowcountry Media Inc.; North Charleston, SC
WHKZ(FM) WYYS Universal Communications Corp.; Cayce, SC
WMEG(FM) WSRA Guayama Broadcasting Company Inc.; Guayama, PR

WMYA(FM) WKSX WKSX Inc.; Cape Charles, VA
WNKX-FM WHLP-FM Hickman County Broadcasting Inc.; Centerville, TN
WTRV(FM) WLEL Grand Traverse Broadcasting Company; Leland, MI
WXLO-FM WXLO Montachusett Broadcasting Inc.; Fitchburg, MA

Rescissions

New TV

WYDI(TV) Skycom Inc.; Fond du Lac, WI

Existing TV

KMZS(TV) KNVO Valley Channel 48 Inc.; McAllen, TX

Clarifications

Existing AM

KKSB(AM) KESP Joyce C. Erway; Santa Barbara, CA BAL-910311EA
WLTV(AM) WMML Albert L. Crain; Mobile, AL

Withdrawals

New TV

WYDI(TV) Skycom Inc.; Fond du Lac, WI

Existing AM's

KLMC(AM) KQIV Mid-Minnesota Broadcasting Co.; Litchfield, MN
KTRN(AM) KDAN Szoelloesi Broadcasting Co.; Williams, AZ
WXRT(AM) WPNT Diamond Broadcasting Inc.; Chicago

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Station manager: Northern Ohio combo is looking for a station manager with a strong sales background. You must have a successful record and be knowledgeable in all aspects of station operations. Must be goal and budget minded. Send resume to: President, Radio Enterprises, Box 738, Ashtabula, OH 44004. EOE.

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Contemporary Christian radio, WWDJ-AM, (NYC market) seeks qualified person to assume programming responsibilities and host morning show. Strong leadership skills a must. Rush tape, resume, and cover letter describing your suitability for the job to Edward Abels, GM, WWDJ, 167 Main St., Hackensack, NJ 07601. Absolutely no calls. EOE.

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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 1-800-256-5317.

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NAB says more than 1/2 of all radio stations lose money. If you own some of them, or if you want more profit, call Charley. Former GM in Albuquerque and Santa Fe — left when New Mexico Broadcasting sold stations for big dollars. Former GM in Sarasota and Columbia — left when Cosmos sold stations for big dollars. Former consultant and NSM for KGGM TV — left when station sold for big dollars. Former editor, producer and sales person for Ronald Reagan radio program — left when Mr. Reagan became president. Former VP for radio at NAB — left to return to real broadcasting. Track record of outstanding success plus unimpeachable references including U.S. Senator, FCC General Counsel and Chairman, NAB Presidents and group owners. I am available now to manage your station or your group. Challenge and life-style are really more important than money. Call Charley for resume, references or interview. Charley Jones, 1620 LaCabra Ct. SE, Albuquerque, NM 505-292-6129.

Selling general manager: Experienced broadcaster seeks new challenge. Market size/location secondary to opportunity. Outstanding expertise in expense management, organization, motivation, selling and people. My aggressive experience at all levels of management will be an asset to your station. Reply to Box Q-3.

SITUATIONS WANTED SALES

Experienced sales manager, salesman, honest, sober, reliable. Prefer Georgia or Florida. Experienced all phases. Reply Box Q-6.

SITUATIONS WANTED TECHNICAL

Florida or anywhere! Former Harris engineer available by the day, week or project. Work on anything. Excellent references. 813-849-3477.

Broadcast engineer: 25 years of experience with AM & FM technical and management for commercial and noncommercial stations. Willing to relocate. Reply Box Q-10.

Top 100 markets only, looking for chief's position. You will get high integrity routine audio and transmitter maintenance. If I cannot do excellent maintenance nobody can. Experienced all phases — high power AM directional and high power FM, plus super audio, 20 year veteran. Prefer East, will consider all. Reply to Box Q-17.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Money, money, money! Do you need some for your station? Unique programing concept. Call me now. 813-849-3477.

Looking for the right PD? Your CHR or AOR station can be dominant. Experienced. Mark 505-821-2786.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: KITV4 (Honolulu-ABC) is seeking an experienced traffic manager. Require 3 yrs. + in similar position. Client and sales service a top priority. Salary commensurate with experience. EEO. Resume to: Bill Gaeth, GSM, 1290 Ala Moana Blvd., Honolulu, HI 96814. 808-545-4444.

Local sales manager: Top 75 market, network affiliate. Only dynamic creative, self-motivated persons need apply. New account development and sales coaching talents essential. Excellent opportunity for a small or medium market sales manager or successful AE. EOE. Send resume and compensation requirement to: Box Q-18.

HELP WANTED TECHNICAL

Chief engineer: Chicago, Illinois, WSNS-TV Channel 44. 22-year-old station. New transmitter. Job requires experience, technical ability and people skills. Salary open. Send resumes to Jose Lamas, 430 W. Grant Pl., Chicago, IL 60614, or call collect (312) 929-1200. All replies confidential. EOE.

WDSU-TV in New Orleans, LA is seeking an ENG maintenance engineer. Must be a highly qualified engineer in Beta, U-Matic, and field equipment repair. Applicant should have 3-5 years experience and should be capable of handling the pressure of our high energy news department. Send resume to Carolyn Simmons, Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

Maintenance engineer: Veteran, 7+ years experience in 1", ADO, GVG switchers, TBCs and other studio equipment with FCC license or SBE certification. Resume to: Chief Engineer, KGMB, 1534 Kapiolani Blvd, Honolulu, HI 96814, equal opportunity employer. M/F.

Assistant chief engineer: KUHT-TV the University of Houston, licensee of KUHT, seeks an aggressive broadcast professional to assist in directing its broadcast technical operation. The successful applicant will have a background in broadcast operations supervision, broadcast maintenance to the component level, and a history of success in the broadcast industry. Appropriate education is a necessity: a BSEE required or equivalent experience may substitute. To obtain a complete job description write to us. Forward your resume with three references by 11/01/91, to: Laura Gonzales, KUHT-TV, 4513 Cullen, Houston, TX 77004. EOE/AA Please no phone calls.

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.

Entry level reporter: Send non-returnable tape and resume to WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls please. EOE.

Media relations: Program publicist for highly rated interview talk/news show. Minimum 2-3 years media relations experience, preferably in-house. Must have good media contacts, strong writing skills and solid news judgement. Must be able to work well under pressure. Reply to Box Q-19. EOE.

Reporter: Reporter for #1 station in beautiful Salinas-Monterey area. Looking for a strong, accurate writer who is a creative storyteller. MUST speak Spanish fluently and have at least 1 year professional on air news experience. Send resume/non-returnable tape to: Maria Barrs, News Director, KSBW TV, PO Box 81651, Salinas, CA 93912. No phone calls. EOE.

Executive producer: WTMJ-TV is looking for a competitive and creative manager to supervise our on air look and product. Excellent writing and production skills required. Applicants must have minimum five years producing experience, prior news management experience preferred. Send resume, tape and tape critique to: Jim Prather, News Director, WTMJ-TV, 720 E. Capitol Drive, Milwaukee, WI 53201. EOE.

Vice president, director of news operations. Major market news leader will hire the consummate professional who can increase our #1 audience position and maintain our market dominance. Our staff is an aggressive driven group that likes to win. Do you have the experience and track record to measure up? We offer a decentralized management structure, outstanding benefits and a garish salary and bonus package. Reply to Box Q-20. EOE.

Anchor: Must be an experienced, solid television journalist, willing to make a long term commitment with a Southern medium market. Must possess leadership skills, be community involved and be able to perform with a fast paced co-anchor format. Send resume and salary requirements to: Box Q-21. EOE.

We haven't found what we're looking for! Meteorologist/reporter/photographer - duties include on-air weathercast/environmental reporting as third member of market's strongest forecast team. Requires meteorology degree, strong communication skills and understanding of weather graphics systems. Send tape and resume to: Bob Cashen, VP/ND, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. EOE.

Still seeking superstars! Looking for highly visible news anchor, community-involved weathercaster, enterprising reporter, versatile videographer/editor, energetic sports anchor (includes some play-by-play), and sports reporter. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

ABC affiliate needs nightside assignment editor to help put the 11 over the top. Successful candidate should have excellent news judgment, 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.

Boston's CBS affiliate seeks dynamic executive producer to honcho 11pm news and join news management team. Must have top notch line and production skills to go with effective people and resource management. Send non-returnable tape, resume and statement of news philosophy to Bart Feder, Assistant News Director, WHDH-TV, 7 Bulfinch Pl., Boston, MA 02114. EOE.

International assignment editor/political affairs: Atlanta: assignment and research of stories, coordination of satellite feeds; provide correspondents & producers with information and analysis of world events and developments and feedback for development of news reports, with emphasis on events in China and Far East. Prepare reports, documents and information for production team. 40 hour week. \$35,000 per annum. Master's degree in Political Science, one year experience and Chinese (Mandarin) language required. Apply in person or by resume to Georgia Department of Labor, Job Order #GA 5503859; 2811 Lakewood Avenue, SW, Atlanta, GA 30315 or to the nearest Georgia Job Service Center. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotions producer: KLAS-TV, Las Vegas, CBS affiliate in the fastest growing market in the country, has an opening for a promotions producer. Applicant should have excellent writing, producing and editing skills. Send resume and non-returnable tape to Stephanie Lawrence, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. M/F/EOE.

San Diego post facility seeking strong maintenance engineer. Desire a candidate with five years experience in maintaining Ampex equipment. Immediate opening. Reply to Box Q-9. EOE.

Creative services writer/producer: If you're a highly creative, hands on producer with exceptional writing skills and are looking to join a #1 team, look no further. You must have extensive background in news promotion and at least two years experience as a writer/producer in a TV promotion department. Please send resume and tape to Arlie Scheff, Director of Creative Services, WTVT, 3213 West Kennedy Blvd., Tampa, FL 33609. EOE.

Producer/videographer: Write, shoot, edit, post-produce commercials/promotions. Able to edit 3/4" and 1" videotape. Send resume and non-returnable tape to: Jerry LaVine, Production Manager, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls please.

Television graphic artist wanted for premier distance learning production/distribution facility. This is an exciting and creative position in the computer graphic design and preparation of studio, print, and slide graphics illustrations and animations for television. Requires Associate Degree in Art or certificate from a 2 year post secondary technical program in commercial art with Mac II experience. Experience in the operation of television production equipment and high end computer graphics systems preferred. For full consideration send resume to: Television Artist Search, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585, 405-744-5960. Deadline for receipt of resume: November 8, 1991. OSU is an AA/EEO employer committed to multicultural diversity.

Videographer: If you have a terrific reel of commercials, TV promos and/or programing and want to work with a top notch creative team in the sunny southwest, this is the job for you. You must have at least 3 yrs. exp. which includes directing and working with talent, excellent lighting skills and the ability to add to creative. Any film exp. a big plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

Video wiz. Do you love movies and independent television? Are you a creative writer and editing wizard? Then come work at WNUV, Baltimore's #1 rated independent. Send tape and resume: WNUV-TV, 3001 Druid Park Drive, Baltimore, MD 21215. An ABRY Communications station, America's fastest growing television group. No phone calls. EOE M/F.

Computer editor: Major market, Northeast production facility seeking a creative and talented computer editor. Position requires 3 to 5 years experience with state-of-the-art equipment, preferably ADO and D2. M/F, EOE. Send resume and salary requirements to Box Q-22.

Program manager: Houston Public Television, KUHT, Channel 8 is searching for a qualified program manager. The person selected for this post will possess excellent people skills, be committed to serving viewers, have a keen eye for quality programing and possess strong management skills. The KUHT program manager is a departmental manager responsible for day to day management of the Channel 8 programing department. Duties include acquisition and scheduling of programs and series; supervision of all broadcast traffic operations, coordination of the on-air promotion of broadcast programing, supervision of station shipping and receiving activities, and maintenance of the public file. The successful applicant for this position will possess the following minimum qualifications: A Bachelors degree in Communications or related field, five years experience in television programing or production or a combination of those activities, three years of supervisory experience, a thorough knowledge of FCC rules and regulations and excellent written communications skills. In addition to these requirements preference will be given to candidates who demonstrate: significant program management experience, knowledge of PBS programing practices and policies; a thorough knowledge of accepted broadcast research practices and tools, and strong administrative skills. This is a full-time position with a good benefits package which will be available November 1, 1991. Minimum starting salary \$38,000. Interested candidates should send a letter of application including resume and a list of five professional references to: Ms. Laura Gonzales, Houston Public Television, 4513 Cullen Boulevard, Houston, TX 77004 postmarked by October 25, 1991. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer. Please no phone calls.

Sr. TV director/videographer/editor: The National Technical Institute for the Deaf at RIT seeks a person who demonstrates creative skills in broadcast videography, directing "film style" and multiple camera remotes, location and studio audio, and editing. BA/BS in TV production and 4 years professional experience or AAS with 6 years experience. Send resume by 10/31/91 to: Geri Curwin, Personnel Office, Position # 0331, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. AA/EEO employer.

Producer: Exp. in producing studio talk shows and some familiarity with field production required. Knowledge of Pittsburgh institutions and personalities helpful. Responsibilities include producing (booking, planning, formatting, writing and staging) studio talk shows. (Shows utilize telephone talk format.) Also responsible for scheduling college telecourses. Avail. immed. Submit resume and salary requirements to Human Resources, QED Communications Inc., 4802 Fifth Avenue, Pittsburgh, PA 15213. EOE/M/F/V/H.

HELP WANTED LEGAL

Attorney: Duties include providing legal advice and services to all areas of corp.; drafting, negotiating and interpreting contracts for TV production and other transactions. 4-5 years basic corp. exp. required. Avail. immed. Submit resume and salary requirements to Human Resources, QED Communications Inc., 4802 Fifth Avenue, Pittsburgh, PA 15213 EOE/M/F/V/H.

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.

SITUATIONS WANTED TECHNICAL

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.

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box Q-23.

SITUATIONS WANTED NEWS

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

Weathercaster, 25 yrs broadcasting experience. Same 6 and 10 in Tornado Alley past 9 yrs. Cool as ice under pressure, everybody's favorite Uncle when skies are blue. 600 (correct) live shots since 82. Best small market cast in the state several times. I'm thinking upper 30's and west of the Mississippi. Ken 417-624-1909.

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.

Vietnam: Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

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 and 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.

MISCELLANEOUS

TV news pro now consultant wants to help you be what you can be. \$37.50 + \$2.49 shipping and handling gets you professional critique of your tapes of up to 30 minutes. Communications Consultants Group, 4777 Red Bank Expressway, Suite 12, Cincinnati, OH 45227. 513-271-4887. Enclose \$39.99 check or money order and return address.

15 year radio/advertising management executive with recent MBA degree seeks advertising sales or administrative position in small/medium market. Successful turnaround experience. Superb management, sales and promotional skills, capable of full P & L responsibility. Call Doyle, 405-447-0626.

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 INSTRUCTION

Faculty production positions: One or two tenure-track positions (depending on funding) at instructor or assistant professor rank to teach video and/or audio production, starting Fall 1992. Video courses include single-camera and studio production, TV news production/directing, TV sports production. Audio courses include radio production, multitrack recording, MIDI, computer applications. Other possible teaching areas — dramatic/documentary scriptwriting, cultural/critical studies. Advising, committee service, supervision of student productions. Appropriate academic degree with extensive professional experience. Women and minority candidates strongly encouraged to apply. \$25,000-\$30,000 for nine-month academic year. Send letter, CV, names and phone numbers of three references by December 15, 1991 to: Dr. David Mould, Chair, School of Telecommunications Search Committee, Rm. 219, Radio-TV Building, Ohio University, Athens, OH 45701. AA/EEO employer.

Kilgore College, comprehensive public community college located in piney woods of east Texas invites applicants for permanent faculty position as instructor of broadcasting for Spring, 1992. Teach broad range introductory and broadcast specific courses. Must have master's with 18 graduate hours radio and/or television. Should have two years successful college teaching. Prefer professional experience in broadcasting industry. Nine-month salary range: \$25,177-\$29,312. Please send letter of application, vita, unofficial transcripts, and two letters of reference by November 6: Personnel Officer, Kilgore College, 1100 Broadway, Kilgore, TX 75662. EOE.

University of Colorado, Boulder, School of Journalism and Mass Communication, seeks faculty member with telecommunication policy research and teaching interests. Assistant professor level expected, but all ranks considered. Salary competitive. Ph.D., J.D. or extraordinary experience in applied telecommunications policy required. Appointment to begin August 1992. Applications accepted until December 1, 1991, or until suitable candidate found. Letter of application, including vita and names of three references to: Prof. Robert Trager, Chair, Telecommunications Policy Search Committee, School of Journalism and Mass Communication, Campus Box 287, University of Colorado, Boulder, CO 80309. Women and minorities encouraged to apply. EOE.

Broadcasting/Electronic media (new position), assistant professor, emphasis video production, secondary teaching areas should include two from the following: broadcast reporting, writing, programing, management, and audio production. Must be computer literate and qualified to advise graduate students and supervise thesis. Must have a record of good teaching. MA required. Ph.D./ABD preferred. Substantial professional experience required. Salary, teaching responsibilities and support for research and creative activity are very competitive. Applications will be reviewed as they are received and continued until filled. Applicants must provide (1) a letter of application that provides specifics of their teaching and professional experience, and describes how they would expect to publish or engage in creative activity as a faculty member; (2) a curriculum vitae; and (3) three letters of reference. All material should be sent to: Director, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Room 101, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply. OU has a policy of being responsive to the needs of dual-career couples.

Assistant professor of journalism. Position number 84809. Pending position clearance and subject to availability of funds, University of Hawaii expects to fill a full-time, tenure-track position in small accredited, professionally oriented, multiethnic undergraduate department beginning August 1, 1992. Duties: To teach courses in broadcast news and at least one other specialty area, preferably public relations, media law or media management. Share in student advising, supervision of internships and participation in committee work and special projects. Also to conduct research and to pursue scholarly activities. Minimum Qualifications: Advanced degree at doctoral level and professional experience, or Master's in Journalism or in relevant specialty area and professional experience equivalent to doctorate. Desirables: Demonstrated ability as a teacher, interest in research and scholarly activities. Salary range (9 months): \$38,964 to \$45,576. Some summer teaching possible. Send resume to Search Committee, Journalism Department, 2550 Campus Road, Crawford Hall 208, Honolulu, HI 96822. Closing Date: December 1, 1991. EOE.

Assistant/associate professor of broadcasting: Salary: commensurate with rank, qualifications and experience. Excellent fringe benefits, summer teaching possible. Minimum qualifications: Ph.D. in broadcasting preferred; professional experience in commercial or public broadcasting required; demonstrated interest in research; college teaching and consulting experience highly desirable. Deadline: November 15, 1991. Address application, resume transcripts, and three current letters of recommendation to: Charles G. Bailey, Chair, Broadcasting Search Committee, W. Page Pitt School of Journalism, Marshall University, 400 Hal Greer Blvd., Huntington, WV 25755. EOE/AA.

Journalism: Instructor/assistant professor, one-year, temporary position to begin Fall, 1992, renewable for up to three years with possibility for tenure-track in the future. Teach mass media, news writing for newspapers, hands-on broadcast journalism and courses in one or more of the following areas: communication law, radio journalism, international communications, communication theory and research, or other area of interest. Salary: rank and salary commensurate with qualifications; minimum for instructor \$25,100, assistant, \$28,200. Qualifications: experience in college teaching and TV field production, demonstrated ability to teach news writing for print and broadcast as well as theory-centered communication courses required; Ph.D. in journalism communication, or related areas preferred for temporary position, and Ph.D. required for future tenure track. Send letter of application, resume, and three letters of reference to Gaynelle Pratt, Office of Human Resource Management, Keene State College, Keene, NH 03431. (Review of applications will begin January 15, 1992 and continue until position is filled). AA/EOE.

HELP WANTED MARKET DEVELOPMENT/FUNDRAISING

Corporate support manager: The Foundation for Public Broadcasting seeks a corporate support manager to raise funds for Mississippi Educational Television and Public Radio in Mississippi. The person should have strong communication skills, be assertive and goal-oriented, and have proven experience in fundraising, sales and public relations or a related field. A four-year degree in marketing, public relations, advertising or a related field is required. Send resume and salary history to Lorraine Redd at PO Box 4691, Jackson, MS 39296 by October 18. EOE.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teletypewriter 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.

EMPLOYMENT SERVICES

Need a position? Radio or television job search only \$250.00. Free information! Write: Bill Elliott, 6709 Ridge Road, Suite 300B, Port Richey, FL 34668

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, PO Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

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

MISCELLANEOUS

For sale: Autographs - "The Beatles" 1964 Cleveland Concert. Best offer over \$1,000. Grafixplus Company, PO Box 181052, Cleveland, OH 44118.

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.

Major exporter paying top dollar for vacuum tube amplifiers, monitors, mics, etc. Western Electric, Marantz, McIntosh, R.C.A., Tannoy, etc. Will pay shipping. Tell your friends. Call 908-249-3738.

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.

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

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.

For sale: TCR-100s, 2 working and 3 for spare parts. Approx 5,000 carts. 1 TR-70, reel to reel 2" tape machine. 2 Harris TC-80 studio cams w/ 16:1 lenses. 2 Ikegami HK-312 studio cams 2/ 16:1 lenses. No reasonable offer refused. Contact: Chief Engineer, KLST-TV, 915-949-8800.

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

VHF high band transmitter — Two Larcen TTC30LH 30KW transmitters used six years in main/alternate service. Solid state IPA, stereo capable, spare parts. Contact Clyde Miller, KERA-TV, Dallas, 214-740-9240.

Towers — 6 used Andrews Heavy Duty Microwave/Broadcast towers for sale. 310', 250', 225', 200', 150' and 120'. Also have (4) 8x16 and (2) 11x18 Fort Worth — Equipment Buildings. (4) 25 kilowatt diesel generators, (4) 25 kilowatt propane generators. All very reasonably priced, all are currently located/standing in Northern NY State. Contact Mr. Silvio Marraccini — AAT Communications Corporation 718-979-6600 (phone) 718-351-7324 (fax).

RADIO

Help Wanted Management

GENERAL SALES MANAGER

If you love to sell & train...if you are creative and energetic...if you are a proven producer with at least three years experience in managing, planning and budgeting...CRN has a challenging leadership opportunity. EOE.

Send Resume to George Habel, GM
Box 12900, Raleigh, NC 27605



NC State, Duke, Univ of Va
NC & Va News Networks
Washington Redskins
Winston Cup Today
Grand National Radio Series
CRN Distribution Services

GENERAL MANAGER

WHLI/WKJY-FM, Long Island, New York. Immediate opening for experienced sales oriented General Manager. New York area radio management experience preferred. Excellent compensation package. Rush resume along with income history in confidence to:

**DAVID S. GINGOLD, President/
C.O.O., Barnstable Broadcasting,
Inc., P.O. Box 9042, Waltham, MA
02254.**



BARNSTABLE BROADCASTING, INC.
EQUAL OPPORTUNITY EMPLOYER

Help Wanted Sales

RARE OPPORTUNITY! One of the Southeast's top contemporary FM's has immediate opening for General Sales Manager. If you can lead, motivate and direct a top local staff this could be your right opportunity. Planning ability, training skills, and long hours are a must. Contact: Bill Dunnavant, WZYP-FM, Huntsville, AL (205) 830-8300. We welcome minority applicants, EOE.

Situations Wanted Management

Genius Radio Consultant Creates New Revenue Producing Saturday Morning Radio Show!

● Amazing Marketing Methods...get Advertisers RESULTS on Rating-Less Station!!!

● Advertisers sometimes pay DOUBLE & TRIPLE regular station rates to advertise on show!

Call 904-350-0424 (24 hr. recorded message)

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Friday, October 25, 1991, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Seating of Newly Elected Station Manager Members, Seating of Public Members and Non-Board D/I Committee Member, Election of Chairperson, Election of Vice-Chairperson, Election of Officers, Chair's Report, President's Report and Committee Reports. The Committees will meet on Thursday, October 24, in the same location.

TELEVISION

Help Wanted Programing Promotion & Others

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ALLIED FIELDS

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Attn: S.G. Kerry, Personnel
Manager



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Florida A&M University announces the opening of the application and nomination period for the Garth C. Reeves, Sr. Eminent Scholar Chair in Journalism and Graphic Arts. This \$1 million endowed chair is an opportunity to expose Florida A&M University students and faculty to persons of substantial scholarly and/or professional accomplishment through resident participation in programs of the FAMU School of Journalism, Media & Graphic Arts for periods from three weeks to an academic semester (16 weeks) or longer. Appointees to the chair should represent the needs and interests of the School's instructional divisions and sequences—newspaper journalism, broadcast journalism, magazine production, public relations, photography, graphic design, printing management, and printing production. Appointments will alternate between divisions and among sequences. Salary negotiable.

Potential appointees may be identified by nomination or application. Consideration will be given to distributing chair appointments to represent variety in gender, age, race, and ethnic origin.

Qualifications:

- Candidates must be able to relate well to students in teaching and leadership roles.
- Appointees should have achieved substantial status in their fields, measured by such factors as national or international prizes or awards, scholarly productivity, creative productivity/expertise, industry or academic reputation, and recognition and prestige. "Substantial status" will be the judgment of the selection committee, mindful of the specific needs of the School's instructional programs.

Appointment to this chair will be in the fall semester, starting in August. Applications or nominations should be submitted to arrive at the address below by December 1, 1991 for the 1992-93 academic year. Nominators should supply nominee biographies with full mailing addresses and phone numbers. Applicants should send current resumes. Nominations for this chair will be received continually. Please write to:



Robert M. Ruggles, Dean
School of Journalism, Media & Graphic Arts
108 Tucker Hall
Florida A&M University
Tallahassee, FL 32307

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conditions apply to sale which are available on
request. All bids require certified deposit of
\$50,000 which will be returned to non-accepted
bidders. For further information on stations con-
tact Mr. Clark at 603-448-1400. Information on
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FATES & FORTUNES

MEDIA



Pucher

Andrew N. Pucher, director of security, Capital Cities/ABC Inc., New York, named VP, facilities and security, East Coast.

Phillip J. Keller, former president and GM, KXTV(TV) Sacramento, Calif., joins WKAQ-TV San Juan, P.R., as president and chief operating officer.

Joseph A. Maddox Jr., from American Medical Video, joins Whittle Communications, New York and Knoxville, Tenn., as executive VP.

Marilyn Jaffe, general sales manager, WYOU(TV) Scranton, Pa. (Wilkes-Barre), joins co-owned WABI-AM-TV-WYOU-FM Bangor, Me., as VP-GM.

David Ferraro, general sales manager, KID (AM)-KSIF(FM) Idaho Falls, Idaho, named GM.

Barrie Conway, VP, publishing, Zomba Corp., joins RCA Records, New York, as director, business affairs administration.

Mark Kanak, general sales manager, WFFV-AM-FM Jacksonville, Fla., named GM.

Richard Hale, sales manager, Paragould Cablevision, Paragould, Ark., named GM.

John R. Kuehne, VP, chief financial officer, SpaceCom Inc., St. Paul, Minn., named executive VP, operations and chief financial officer.

SALES AND MARKETING



Bradbury

Steve Bradbury, director, advertising, promotion and press relations, MCA TV, joins MGM Domestic Television Distribution, Los Angeles, as VP, advertising and promotion.

Roger Neill, CEO, Bozell Europe, London, resigned.

BROADCASTING NAMES MARKETING DIRECTOR

The appointment of Leslie Lillian Levy, TV marketing consultant, as marketing services director of BROADCASTING magazine was announced last week by David Persson, publisher. She is based in New York and will be responsible for all marketing support aspects of the magazine.

Levy was marketing services director for Group W Television Sales, during which time she handled the advertising and promotion for the launch of Group W Sports Marketing. Before that she was director of creative services for Tribune Entertainment Co. and was a senior account executive for the television syndication public relations firm March Five Communications. She has also served as press information officer for WCBS-TV and WABC-TV, both New York, WTOP(TV) (now WUSA) Washington and WJZ-TV Baltimore.

Levy assumed her new duties September 30. She can be reached at (212) 599-2830.



Account managers at Backer Spielvogel Bates Inc., New York, appointed VP's: **Harry Tower**, **Katherine Mercer** and **Serge Attias**.

Jim Allen, from WCIU-TV Chicago, joins WOJO(FM) Evanston, Ill. (Chicago), as account executive.

Larry Schnebly, regional account executive, KGUN(TV) Tucson, Ariz., retired.

Gary Topolewski, senior VP, associate creative director, Campbell-Mithum-Esty Advertising, Southfield, Mich., named executive VP, acting creative director and appointed to agency's executive committee.

John F. Collins, account executive, Healthlink Television, joins Time Warner City-Cable Advertising, New York, as senior account executive.

Jeff Burnton, from Blair Television, Los Angeles, joins KPNX(TV) Mesa, Ariz., as national sales manager.

Debbie Menfi, VP, associate media director, Deutsch advertising, New York, named senior VP, media director. **Linda Sawyer**, VP, account director, Deutsch, New York, named senior VP, account director.

Appointments at Katz Continental Television: **Terry Atkins**, sales executive, Philadelphia, named sales manager. San Francisco: **Stacey Lynn**, intern, gold sales team,

Chicago, named research analyst. West and West Central station groups. New York: **Daniel Burke**, sales assistant, named research analyst, East station group. New York: **Christopher Gray**, from Price/McNabb Advertising Inc., Columbia, S.C., named sales executive. Katz Television Group, Charlotte, N.C.: **Shaunagh Guinness**, research assistant, Christal Radio, New York, named market research specialist there, and **Catherine McGuire**, marketing assistant, Katz Radio Group Network, New York, named sales coordinator there.

Jeff Pierce, from KTTU-TV Tucson, Ariz., joins KGUN(TV) there as account executive.

Appointments at Interep Radio Store: **Karla Sanders**, research coordinator, Central division, Chicago, named account executive. Schubert Radio Sales there: **Victoria Yereance**, account executive, HNWH Radio Sales, named director of sales, Schuner Radio Sales, San Francisco; **Lee Albertson III**, account executive, WNSR(FM) New York, joins Durpetti & Associates there in same capacity, and **Jill Galarneau**, sales associate, McGavren Guild Radio, Houston, named account executive.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Sharon Harms**, formerly from Fahlgren Martin/Lowe Marschalk Advertising, Cleveland, named associate creative director; **Victoria B. Keese**, account executive, Young & Rubicam, Chicago, and **Joseph E. Leahy**, from the Puck-

ett Group, named account managers.

Andrew Giordano II, account executive, KWWL(TV) Waterloo, Iowa (Cedar Rapids), joins WJZY(TV) Belmont, N.C. (Charlotte), in same capacity.

Tatiana Glennie, research assistant, strategic planning department, DDB Needham Worldwide, Washington, named research analyst.

Karen Simms, formerly with WDCA-TV Washington, joins WTOG(TV) St. Petersburg, Fla., as account executive.

New VP's appointed at BBDO Chicago: **Stacie Boney**, account supervisor; **George Hunt**, associate creative director; **Cheryl Muzinic**, account supervisor, and **Garnet Pike**, media research manager.

New account executives appointed at WBRE-TV Wilkes-Barre, Pa.: **Morrell Devlin**, account executive, named local sales manager; **Nancie McCarthy**, from WYOU(TV) Scranton, Pa.; **John Nicodem**, from WOLF-TV-WWLF-TV Scranton/Hazleton, Pa.; **Lisa Remplewicz**, electronic graphics and audio engineer, and **J. Kevin Stuart**, from KATC(TV) Lafayette, La.

PROGRAMING



Charles

Jason Charles, account executive, Western sales, Genesis Entertainment, Agoura Hills, Calif., named VP, Northeast region, New York.

Cheryl L. McDermott, director, administration, international television

distribution, Turner Entertainment Co., Los Angeles, named VP, administration.

Mary Ann Grabavoy, co-host, *Evening Magazine*, KYW-TV Philadelphia, joins ABC Sports, New York, as producer and special assignment reporter.

Florent Gagnault, managing director, international operations, Revcom, Paris, joins Columbia Pictures International Television there as managing director. French and Southern European operations.

Elizabeth Matthews, president, Consolidated Entertainment Group, Los Angeles, joins Pandora International Entertainment Group, Los Angeles, as executive VP.

Gary Grandolph, VP, Central division manager, King World Productions, Chicago, named VP, Midwest sales. **James R. Knopf**, from Reebok International, joins King World Productions, Los Angeles, as account executive, Western division.

Dan Ingram, former afternoon air personality, WABC(AM) New York, joins WCBS-FM New York as air personality.



Leeds

Dorothy Leeds, president, Organizational Technologies Inc. management consulting firm, New York, joins WPIX(TV) there as business host, *Best Talk* public affairs program.

Jeff Meshel, manager, casting, NBC Entertainment, Burbank, Calif., named director, casting.

John Jenkins, station manager, WMAG(FM) High Point, N.C. (Greensboro-Salem), joins WKSZ(FM) Media, Pa. (Philadelphia), as program director.

Gene Purcell, news director, WLSU(FM) La Crosse, Wis., named program director.

Cindi March, air personality, WPAS(AM) Zephyrhills, Fla., named program director.

Agustin Ramis, director of sales, Spain and Portugal, Television Latina, joins Venevision International, Madrid, as VP, director of sales, Spain and Portugal.

Scott R. Rankin, executive producer, Mills/James Productions, Columbus, Ohio, named director of sales and marketing. **Bruce Reid**, former GM, Production Masters Inc., Phoenix, joins Mills/James Productions, Columbus, Ohio, as executive producer, creative services group.

Kathy Trullender, account representative, affiliate sales, Arts & Entertainment Network, New York, named account manager, affiliate sales.

Celeste Regan, staff producer, 525 Post Production, Hollywood, joins Miller/Wishengrad there as executive producer.

Scott Ward, program director, KEAN-FM Abilene, Tex., joins KRYS-FM Corpus Christi, Tex., as program director and morning personality.

Jace Blomstrand, marketing director, WRLT-FM Franklin, Tenn. (Nashville), joins KZOK-AM-FM Seattle as vendor/co-op manager.

Ralph Cipolla, from WUFM-FM Buffalo, N.Y., joins co-owned WFYV-AM-FM Jacksonville, Fla., as program director, succeeding **Bryan Jeffries**, who resigned.

Jack Eisen, director, WITF-TV Harrisburg, Pa., joins WTOL-TV Toledo, Ohio, as senior director. **Mary Anne McAuley**, programming assistant, WTOL-TV, named traffic manager.

Stephanie Carlson, reporter and producer, WTOG-TV Savannah, Ga., joins Cardinal Communications, Columbus, Ind., as programming coordinator and personality.

Suzanne Barron, former VP, international sales and marketing, MGM/UA Home Video, joins Playboy Entertainment Group Inc., Hollywood, as VP, international television and video.

NEWS AND PUBLIC AFFAIRS

William N. Temple, VP, financial planning, ABC Television Network Group, New York, named senior VP, finance, ABC News. **Steven Sadicario**, VP, law for journalism, Capital Cities/ABC Inc., New York, named VP, business affairs, ABC News.

John Stehr, former business anchor, CNBC, joins CBS News, New York, as money editor, CBS Morning News and *CBS This Morning*.

Ren Scott, general assignment correspondent, WCBS-TV New York, named New Jersey correspondent.

Brent Sadler, correspondent, Britain Independent Television News, joins CNN, Amman, Jordan, as senior reporter.



Ward

Darian Ward, from WCCO-TV Minneapolis, joins WTMJ-TV Milwaukee as general assignment reporter.

Larry Henrichs, executive producer, News 12 Long Island, Woodbury, N.Y., joins WMAR-TV Baltimore as assistant news director.

tor.

David Crabtree, anchor and managing editor, WITN-TV Washington, joins KCNC-TV Denver as 9 a.m. and noon co-host.

June Thomson, weekend anchor, KNBC-TV Los Angeles, joins KTSP-TV Phoenix as 6 p.m. and 10 p.m. co-anchor.

David Overton, from WAVY-TV Portsmouth, Va. (Norfolk), joins co-owned KXAS-TV Houston as news director.

TECHNOLOGY

James F. Bunker, senior VP, business development, M/A-COM Inc., Burlington, Mass., joins General Instrument Corp. as president. VideoCipher division, San Diego, Calif.

Appointments at Dynair: **Doug Davidson**, systems sales engineer, Midwest Communications, named Eastern region sales manager, Chesapeake, Va.; **John Duty**, systems sales engineer, Midwest Communications, named Central region sales manager, Chicago, and **Gene Sudduth**, formerly with Ampex, named sales manager, Paris, Tex.

Carol Brzezinski, from Colossal Pictures, San Francisco, joins Composite Image Systems, Hollywood, as visual effects liaison.

Thanda Tin, public relations and marketing

1991 SILVER CIRCLE AWARD WINNERS TO BE HONORED

The Washington chapter of the National Academy of Television Arts and Sciences will induct the 1991 Silver Circle Awards winners at a dinner ceremony Nov. 9. Maury Povich, talk show host and long-time Washington broadcaster, will be the master of ceremonies.

This year's winners: Joel Albert, WRC-TV; Sophie Altman, It's Academic; Christie Basham, NBC-TV; Johnny Batchelder, announcer; Jane Cohen, WJLA-TV; Paul Duke, Public Broadcasting Service; Michael DuMonceau, independent producer; Earl Dunmeyer, WUSA-TV; Ginny Ellis, WDCA-TV; Stan Guttentberg, WUSA; Peter Hackes, freelance correspondent; John Harter, WJLA-TV; Jimmy Hollingsworth, WJLA-TV; Bill Hovis, WJLA-TV; Edward Jones Jr., WHMM-TV; Jim Little, WJLA-TV; Karen Loveland, Smithsonian Institution; Max A. Schindler, NBC-TV; Jim Vance, WRC-TV; Gene S. Weiss, University of Maryland; Thom Winkler, Federal Communications Commission, and Milton Wishard, WJLA-TV. A special Posthumous Award will be presented to Douglas Kiker, correspondent, NBC News.

The Silver Circle Awards have been honoring veteran media professionals for their outstanding contributions to the Washington TV industry since 1986.

associate, AVS Post, Washington, adds duties as production coordinator. Neil Alsip, recent graduate, Georgetown University, Washington, joins AVS Post there as office and production assistant.

Richard S. Hill, acting head, Tektronix Test & Measurement Group (T&M Group), Beaverton, Ore., named VP.

PROMOTION AND PR

Kaethy Stutes, manager, creative services, Fox Broadcasting Co., Beverly Hills, Calif., named director, corporate creative services.



Peikoff

Michael S. Peikoff, former VP, publicity, Fox Broadcasting Co., named partner, Flaherty/Peikoff & Partners public relations (formerly Flaherty/Winters & Partners), Beverly Hills, Calif.

Laurie Osmond, creative services

writer and producer, KPIX-TV San Francisco, named senior writer and producer in creative services department.

Tom Mares, art director and assistant promotion manager, KCNC-TV Denver, named director, public relations.

Kevin Salyer, media relations manager and promotion coordinator, WJW-TV Cleveland, named promotion director.

Susan L. Ettl, manager of public relations, Warner Cable, Dublin, Ohio, named director of public relations.

Marybeth Christie, manager of community affairs, Cablevision of Long Island, Woodbury, N.Y., named director of government and community relations.

Julie Kuehndorf, press agent, Clein + White Inc. Public Relations, New York, named VP.

Vic Del Giorno, promotion director, KHYI(FM) Arlington, Tex. (Dallas), joins WTMX(FM) Skokie, Ill., as promotion director.

Nancy Wood, from WNYC-TV New York, joins TKR Cable, Warren, N.J., as educational and public relations manager. Michael Zangrillo, head of customer relations, Time Warner Cable, joins TKR Cable, Warren, N.J., as director of customer service and sales.

Jeanne Pennington, from WNEP-TV Scranton, Pa. (Wilkes-Barre), joins WGNT-TV Portsmouth, Va., as promotion manager.

ALLIED FIELDS

President George Bush appointed former Senator Rudy Boschwitz (R-Minn.) as board member of Communications Satellite Corp., Washington.

Jeffrey C. Barbakow, former chairman, MGM/UA Communications Co., joins Donaldson Lufkin & Jenrette financial consulting firm, Los Angeles, concentrating in broadcasting and entertainment.

John A. Hunt, VP, associate director of research information, Ogilvy & Mather, joins Cabletelevision Advertising Bureau, New York, as VP, research.

Appointments at Birch Scarborough: Scott Chapin, Northeastern regional manager, New York, named Southeastern regional manager, Atlanta; Chris Wilson, local market manager, New York, named Northeastern regional manager, and Angela Scheid, local market manager, Atlanta, named senior local market manager.

Kathleen S. Agosta, corporate support representative, Oregon Public Broadcasting, Portland, Ore., named director of corporate support.

Russell Patrick, executive VP, Stone/Hallinan Associates, elected to two-year term as chairman, Television Publicity Executives Committee, Los Angeles.

Marty Durlin, station manager, KGNU(FM) Boulder, Colo., and Marcos Martinez, KUNM(FM) Albuquerque, N.M., elected as new members to National Federation of Community Broadcasters, Washington board of directors.

DEATHS

Peter Jeffries, 62, producer and writer, NBC News, died Oct. 8 of complications following open-heart surgery in San Francisco. He started with NBC in 1962 as writer for *Huntley-Brinkley Report* in New York and later worked out of Washington bureau writing and producing documentaries. Most recently, Jeffries had been producing special segments for *NBC Nightly News*. He is survived by his wife, Claudia, and daughter, Jennifer Ann.

Lee Rashall, 79, editorial director, KGO(AM) San Francisco, died of heart failure Sept. 30 in San Mateo, Calif. He joined KGO-AM-TV in 1959 as writer and later named editorial director for KGO(AM). Surviving him are his wife, Geraldine; son, Charles, and brother, Benjamin.

G. David Gentling, 75, owner and president, Southern Minnesota Broadcasting Co., Rochester, Minn., died of stroke Sept. 29 there. Gentling started career in 1930's working for father at KROC(AM) Rochester, Minn. Radio properties included KROC-AM-FM Rochester, Minn.; KKLS(AM)-KKMK(FM) Rapid City and KXRB(AM)-KKLS-FM Sioux Falls, both S.D. He is survived by his wife, Shirley; two daughters, Gail and Cindy; three sons, Gregory, Tony and Steven, and four grandchildren.

William P. Reilly, 73, former vice chairman, Young & Rubicam International, died of cancer Oct. 7 in Chevy Chase, Md. In 1953 Reilly joined Young & Rubicam, New York, and later was named manager of San Francisco office. He returned to New York as director of domestic offices and in 1968 was elevated to vice chairman and GM, Young & Rubicam Worldwide. Survivors include his wife, Anne; daughter, Patricia Reilly Morrison, partner, Wiley, Rein & Fielding law firm, Washington; sister, Mary; brother, J. Bernard, and one grandchild.

Robert H. Marshall, 67, retired reporter, KGO-AM-TV San Francisco, died Sept. 28 in San Rafael, Calif. Marshall began his 21-year tenure with KGO in 1965 and had stints as weatherman, sportscaster, anchor and reporter. He retired in 1986.

William Thomas Knight Jr., 96, Georgia broadcasting executive, died Oct. 3 in Vernonburg, Ga. Knight owned WCHY-AM-FM (formerly WTOC-AM-FM) and WTOC-TV, both Savannah, Ga., until he sold them in 1979.

FIFTH ESTATE

THE MANY SIDES OF JERRY UDWIN

Jerry Udwin is on his third incarnation.

Battered by the recessionary economy, Group W decided it could no longer afford the luxury of its own full-time Washington lobbyist and so eliminated Udwin's job. (A decade earlier, Westinghouse had converted him from the news side to governmental affairs.)

But the same tough times have helped the 55-year-old Udwin quickly establish himself as an independent lobbyist and media relations consultant.

"This was not a bad time to go into business for myself," says Udwin. "With the recession, many companies with a problem would rather come to someone like me" than to put someone on the payroll, he says. "Once the problem is dealt with, we can go our separate ways."

For Udwin, the anxiety of entrepreneurship has been counterbalanced by the newfound autonomy. Within a corporation, "you have to bounce things off people above you, below you and sideways from you," he says. "I now have the opportunity and obligation to figure out what to do and then to carry out and watch over the doing of it," he says. "And I really like that."

During his nearly 30 years in Washington with Group W, first as a newsman and then as a lobbyist, Udwin has amassed the contacts and goodwill necessary to succeed as a Washington hired gun.

"Jerry knows a lot of people," says FCC Commissioner James Quello, who is always willing to lend Udwin an ear. "He's a solid, decent, knowledgeable guy."

Udwin continues to represent Group W under long-term contract. That Udwin's office is temporarily within Group W's sprawling Washington offices underscores the closeness of Udwin's association with Group W.

But as president of the Udwin Group, Udwin may also be found walking the halls of Congress or the FCC on behalf of other clients.

They include, among others, a group of broadcasters and program syndicators dedicated to preserving the Prime Time Access Rule, which limits the network and off-network programming that large-market affiliates may air in prime time;



the Association of America's Public Television Stations in its effort to bring back a law or rule requiring cable systems to carry public TV stations, and one of the regional Bell operating companies in its attempt to secure licenses for an advanced paging system.

The media relations component of his incipient business is more than promotional fluff. A coalition of auto makers and buyers fighting legislation to increase miles-per-gallon ratings of automobiles and light trucks has hired Udwin to help it make its case in the press.

Udwin knows the news business, particularly the broadcast variety. His education and first two decades with Group W were in news.

After earning bachelor's and master's degrees in journalism at Northwestern, Udwin went to work in 1959 at the Associated Press in Chicago, where events left the bureau's neophyte with one of its plum assignments that year: coverage of the White Sox in the World Series.

He began his long tenure at Group W at WIND(AM) Chicago as a newscaster,

and moved to KDKA(AM) Pittsburgh for a year as news director before returning to Chicago to assume the same post at WIND.

He got the call to go to Washington in 1967 as national news editor and correspondent and eventually was named chief of Group W's Washington bureau. The jobs put him on the front line of Washington political reporting during the most tumultuous period in U.S. history since World War II.

They also left him with considerable insight into the political process.

Udwin says he made the leap from news to government affairs in 1982 when he was looking for new challenges and then-Group W Chairman Daniel Ritchie was looking for another person in Washington to help represent Group W's expanding media empire. Group W had just purchased Teleprompter to become the nation's largest cable operator, a title now held by TCI.

There is much to say for the security of a corporate family, but also for the challenge of representing a variety of clients. For one thing, it's more stimulating, Udwin says. "On any given day, I may be working for several clients and going from one issue totally unrelated to the next," he says. "You really have to shift gears mentally, remember enough about each client and issue to get yourself up to speed pretty fast. It's a really interesting, challenging, intellectual exercise."

Udwin finds a personal irony in his making a living at lobbying. Udwin says he disappointed his father by not joining him in his jewelry shop in his hometown of Bloomington, Ill. He had no interest in selling, he repeatedly told his father.

But that, in essence, is what he does today, he says. "Here I am selling ideas and issues and enjoying it."

Gerald Edward Udwin

President, The Udwin Group, Washington; b. June 14, 1936, Bloomington, Ill.; BS, Journalism, 1958 and MS, Journalism, 1959, Northwestern University, Chicago; reporter, Associated Press, Chicago, 1959; newscaster, WRRR(AM) Rockford, Ill.; assistant news director, WAAP(AM) Peoria, Ill., 1960-61; newscaster, WIND(AM) Chicago, 1961-63; news director, KDKA(AM) Pittsburgh, 1963; news director, WIND(AM) Chicago, 1964-67; national news editor-correspondent, Washington, Westinghouse Broadcasting (Group W), 1967-77; VP and chief, Washington News Bureau, 1977-82; VP, Washington, Group W, 1982-91, present position since April 1991; m. Rosalind Grenn, March 24, 1963; children—Michael, 27; Amy, 24; Nancy, 22.

IN BRIEF

Six stations of **TVX Broadcast Group** will now be known as **Paramount Stations Group**, it was announced by Steve Goldman, recently installed president of Paramount Domestic Television. Name change reflects overall consolidation of station group with parent company, which recently named Jim Boaz president of Paramount Stations Group, and transfer of headquarters from Virginia Beach, Va., to Paramount Pictures' Hollywood studio lot. Paramount Stations Group consists of WTXF-TV Philadelphia, KTXA-TV Dallas, WDCA-TV Washington, KTXH-TV Houston, WLFL-TV Raleigh-Durham, N.C., and KRRT-TV San Antonio. It was also announced that Ray Rajewski has been appointed senior VP, and William Ferrari has been named controller of group, both reporting to Boaz.

With the recent cancellation by ABC of its late fringe *Into the Night* talk strip, **Tribune Entertainment** has been pushing clearances for January 1992 late fringe launch of *The Dennis Miller Show*. Chicago-based syndicator says it has signed

five ABC affiliates, all of which will slot *Miller* immediately following *Nightline*. *Miller* will be seen on ABC affiliates WPLG-TV Miami, WRTV-TV Indianapolis, WTEN-TV Albany, N.Y., KVII-TV Amarillo, Tex., and WKOW-TV Madison, Wis.

As previously reported (BROADCASTING, Sept. 30), **Buena Vista Entertainment** confirmed it is going to produce *Cristina & Friends*, hour-long talk show strip for four-week test run (Oct. 28-Nov. 22) airing on Disney-owned independent KCAL-TV Los Angeles at 11 a.m. Show is hosted by Cristina Ferrare. While Buena Vista Television spokeswoman was unreachable for comment, it is assumed in Hollywood circles that syndication division will examine L.A. rating results and possibly bring show to this January's upcoming NATPE conference in New Orleans.

Multimedia's *Donahue* and *Sally Jesse Raphael* talk shows will switch stations in Washington starting fall 1992, leaving WUSA-TV (CBS) for WRC-TV (NBC).

PRESS TO POOL RESOURCES FOR NEXT WAR

Media coverage of the next American armed conflict will be much different from that of the Persian Gulf War because major broadcast and print media services will make the financial and technological commitments needed to unilaterally cover the conflict without the military's help. That is one consensus that emerged from a conference on press-military relations sponsored by the Radio-Television News Directors Association and the American Society of Newspaper Editors, held at the Freedom Forum in Arlington, Va., last Friday (Oct. 11).

"We're all here because of the Persian War [and] the beating we took," said Hodding Carter III of PBS's *Main Street*.

But most agreed that if the 10 principles insuring independent coverage of wars, developed by a group of media organizations last June, are to have any practical meaning, President Bush would have to endorse them.

The forum was a success, said RTNDA President David Bartlett, because broadcast and print media agreed to cooperate in standing up for the 10 principles of news coverage, the most important being that "independent reporting will be the principal means for coverage of U.S. military operations."

The conference went beyond that, though, as the group discussed ways to circumvent Pentagon restrictions, such as sharing technical equipment, transmission facilities and other field resources.

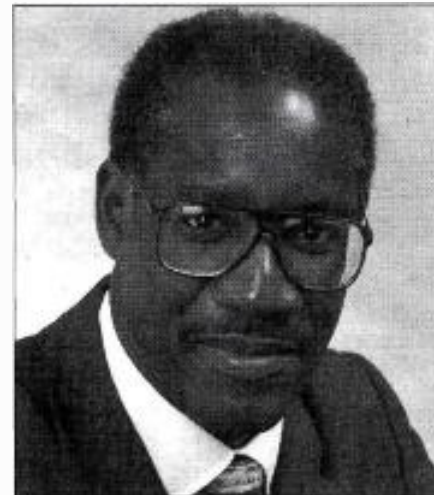
It was in many ways the lack of resources and equipment that forced many reporters to rely on the pools, Bartlett said. "Many had to, they just didn't have the equipment. But if the war dragged on much longer, you would have seen more—a lot more—attempts at unilateral coverage. Next time, if the Pentagon has a pool system, no one will sign up. We learned our lesson."

PAYING ITS WAY

NBC News, which came under fire earlier this month for accepting more than 30 free hotel rooms and plane tickets for *Today* staffers covering Disney World's 20th anniversary, has decided to reimburse the amusement park for expenses incurred in its coverage. Although *Today* disclosed through on-air credits that facilities and air fare were provided to NBC News, the network issued a statement that it would nevertheless reimburse the costs to "avoid even the appearance of conflict or compromise."

Multiyear deal also includes rights to *Jerry Springer* talk show, which Multimedia is testing in select markets (see "Top of the Week").

Thomas McKinney was elected president-CEO of Cabletelevision Advertising Bureau.



McKinney succeeds **Robert Alter**, who was elected vice chairman. McKinney was executive VP.

Orbis Communications has sold 67 movie titles, encompassing five Carolco Pictures movie packages, to Act III Station Group., first time it's sold all five theatrical packages to single station group. Highlight of deal is sale of *Carolco 4* package, which includes recent box office titles "Total Recall" and "The Doors." Also included in deal is *Car-*

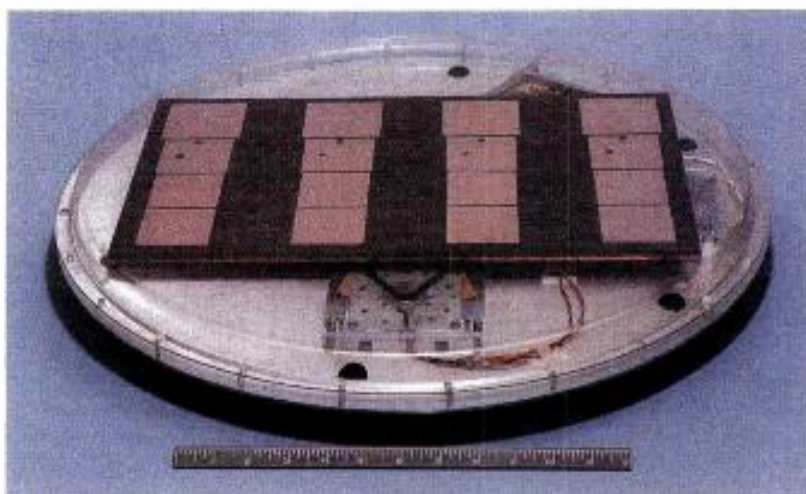
olco 3 package ("Red Heat," "Rambo II" and "III" and "Platoon"); *The Star Performers* package (HBO made-for-TV *The Josephine Baker Story* and *Without Warning: The James Brady Story*), and all-barter packages *Carolco Showcase Network I and II*. No word from Orbis officials on price Act III paid for first three cash packages. Act III stations involved in purchase are WZTV-TV Nashville, WUTV-TV Buffalo, N.Y., WUHF-TV Rochester, N.Y., WRGT-TV Dayton, WRLH-TV Richmond, WDKY-TV Lexington, Ky., WVAH-TV Charleston-Huntington, W. Va., and WTAT-TV Charleston, S.C.

Republic Pictures Domestic Television has begun licensing of its latest film package, *Color Movies IV*, colorized film packages culled from its extensive library. *Color Movies IV* features "Blood in the Sun," starring James Cagney and Sylvia Sydney; "The Lady Takes a Chance," starring John Wayne and Jean Arthur; "Penny Serenade," starring Cary Grant and Irene Dunne; "Scared to Death" and "Black Dragons," both starring Bela Lugosi; "Three Faces West" and "The Flying Tigers," both starring John Wayne. Each title is available for two broadcast runs in four-week windows. Republic retains 11½ minutes of national barter time; stations get 12½ minutes of local barter time to sell. AFT Technologies colorized package.

Cosmos TV successfully tested its wireless cable service in Moscow last week, said Robert Wussler, president of Comsat Video Enterprises, limited partner in International Telcell Group LP venture to deliver eight-channel service to 3.5 million households there. Other partners include Met Telcell (part-owned by John Kluge) and Wireless Cable Association President Robert Schmidt's Integrated Communications International.

Paul Sands, news director of KGTV-TV San Diego, has been elected chairman of ABC Affiliates News Director Advisory Board, replacing WTAE-TV Pittsburgh News Director Joe Rovitto. Other newly elected officers of the board include Vice Chairman Brian Bracco of KMBC-TV Kansas City and Secretary-Treasurer Bob Reichblum of WPLG-TV Miami.

Radiotelevisione Italiana (RAI) will use two Intelsat K transponders to create direct-to-home TV service in North and South America, and London-based BrightStar Communications will lease two 54 mhz transponders on same bird to be launched in February 1992. At MIP-



READY TO ROLL

NASA's Jet Propulsion Laboratory (JPL) in Pasadena, Calif., and the Voice of America pieced together elements of the former's mobile communications technology development to conduct a mobile test of satellite digital audio broadcast reception last month.

Between Sept. 6 and 20, NASA used the vehicle rooftop antenna pictured and 6-7 watts aboard an Inmarsat bird to deliver 3 khz of compressed audio (a 9.2 kilobit data stream—significantly short of the 20 khz, 200 kilobit stream needed to deliver digital CD stereo audio) at the 1542 mhz (L band) frequency to the vehicle as it was driven from the West to East Coast. San Diego-based Pacific Communications Sciences provided the uplink and downlink compression coder-decoders.

Reception results were "fairly much as expected, with large obstacles, such as bridges and buildings, cutting the signal," said Arv Vaisnys, group supervisor for JPL, adding that he hopes a repeat mobile demonstration will take place in Washington before December.

COM show in Cannes last week, RAI said co-venture with KayFourCast S.A. of Geneva will target 20 million homes in Americas with 16 hours of TV and 24 hours of radio per day, beginning Sept. 1, 1992. BrightStar will migrate CNBC, Visnews and other news and sports programming to K bird, which it said carries sufficient power for increased rooftop reception in Europe and U.S.

International Council, organization that puts on **International Emmy Awards** each year, will salute Spain's public network, **RTVE**, in gala at New York's Lincoln Center Oct. 21. In other news, council said International Emmy's will have first non-American host this year—Italy's RAI network. Nineteenth annual awards ceremony is set for New York, Nov. 25.

MGM Domestic Television Distribution, recently restructured syndication wing of **MGM/Pathé Communications**, has named **Steve Bradbury, VP, advertising and promotion**, it was announced by Sid Cohen, who was hired last month as president of MGM Domestic TV Distribution.

All American Television and WWOR-TV New York jointly announced that **John Lollo has been named executive producer of hour-long syndicated comedy-shock weekly, *The Howard Stern Show*.** Lollo, 25-year veteran producer, has worked on *The Dr. Ruth Show*, *Ernie Kovacs Revisited* (for PBS) and USA Network's *Robert Klein Time* and *USA Up All Night*. Stern, irreverent host of New York radio show, has originated weekly TV program from Pinelands-owned WWOR-TV New York since last season and is currently being syndicated by All American Television, which has program cleared in approximately 50 markets representing over 60% U.S. coverage.

MCA TV named Ron Ziskin as executive producer of *The Kitty Kelley Show*, hour-long talk show strip, which MCA TV has in development for future syndication entry either in 1991-92 or 1992-93. Ziskin, who is also president of Four Point Entertainment, production company slated to produce talk show, has created or executive produced *The Mary Hart Specials*, *AM Los Angeles* and *Hour Magazine*.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

IT AIN'T BROKE

The U.S. Copyright Office has recommended the creation of a royalty to be charged radio broadcasters on top of the ASCAP and BMI fees already levied against them. We have trouble with the proposal from several angles. One is that the recommendation is based on an inquiry into the impact of DAB on the marketplace (see story, page 50). That question cannot have been answered with anything but speculation, since digital audio radio broadcasting has yet to enter the marketplace. The office itself said that "accurate predictions concerning increased home taping activities and subsequent harm are impossible to make." The Copyright Office is not only putting the cart before the horse, but it hopes to fill it with broadcasters' money. Second, the office suggests that "authors and copyright owners...are unfairly deprived by existing law of their fair share of the market for performance of their works." Beyond the healthy fees radio broadcasters already pay for the right to play songs, the quid pro quo has always been that the recording industry—authors, copyright holders and performers—gets huge promotional benefit from airplay. It is a symbiosis that needs no governmental tampering.

VOTE NO

Unfortunately, Oregon Secretary of State Phil Keisling has certified a proposed ballot initiative banning tobacco and alcohol advertising in the state (except, not surprisingly, Oregon Liquor Control Commission promotional displays). If the proposal's backers can get the requisite number of signatures, the issue will be placed on the 1992 ballot. The Association of National Advertisers suggests the ballot question is broad enough to include certain over-the-counter drugs, foods containing alcohol and other products. Even if it weren't, however, what it explicitly covers is of broad enough bore to shoot down a major advertising segment: all tobacco and alcohol broadcast and print advertising originating both within and outside the state.

Broadcasters have no control over the advertising hit delivered by a slow nationwide economy, but they can and should make their voices heard loud and clear on this potential threat to commercial speech. It is a threat not just in Oregon, but wherever there are politicians eager to shift the responsibility for social problems to a handy target.

THE DUGGAN PLAN

FCC Commissioner Ervin Duggan believes that the "rubble of failed tyrannies" in Eastern Europe can provide fertile ground for the flourishing of First Amendment-like freedoms. The idea is not his province alone, but the unique eloquence and needed urgency brought to the issue by Commissioner Duggan may help advance the cause. Duggan

frames the opportunity in terms of a "media Marshall plan," a combination of money, means, diplomacy and dialogue funded primarily by private enterprise; led, he suggests, by people like Dan Burke, John Malone and Donald Graham, and whose goal is to "extend liberty by spreading the technologies of freedom." Although Duggan's proposal, delivered in a speech at the annual Ethics in Communication lecture at the United Church of Christ, was filled with phrases that fairly soared on rhetorical wings, he insists that rather than representing an exercise in Utopianism or, even worse, cultural imperialism, the plan would instead provide water to the "thirsty traveler at the desert's end."

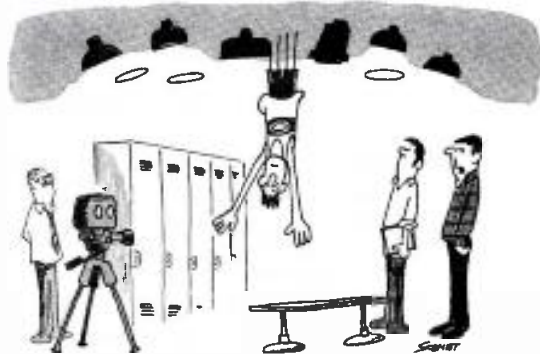
We happen to agree that our brand of freedom is worth marketing abroad, and we applaud Commissioner Duggan's call to action, but we cannot let the moment pass without adding that broadcasters here at home are still thirsting for a full measure of that freedom.

WARM RECEPTION

Amid the major industry issues of the day, a local drive to collect sweaters doesn't loom very large, unless of course you're cold and poor and need some help keeping warm. In Richmond, Va., two weekends ago, WWBT-TV, in association with Virginia Power and the United Way, and with the help of numerous local businesses, churches and schools, co-sponsored a drive to encourage viewers to donate sweaters to be redistributed to the needy this winter. The result was vintage Frank Capra.

Collection boxes were set up at 22 area supermarkets in the expectation that about 25,000 sweaters would be collected. An hour into the day-long drive the boxes had been filled, as well as hundreds of additional boxes and some 2,500 bags. By the time the last truck was unloaded, an estimated 250,000 sweaters had been donated, as well as hats, coats, gloves and other cold-weather gear.

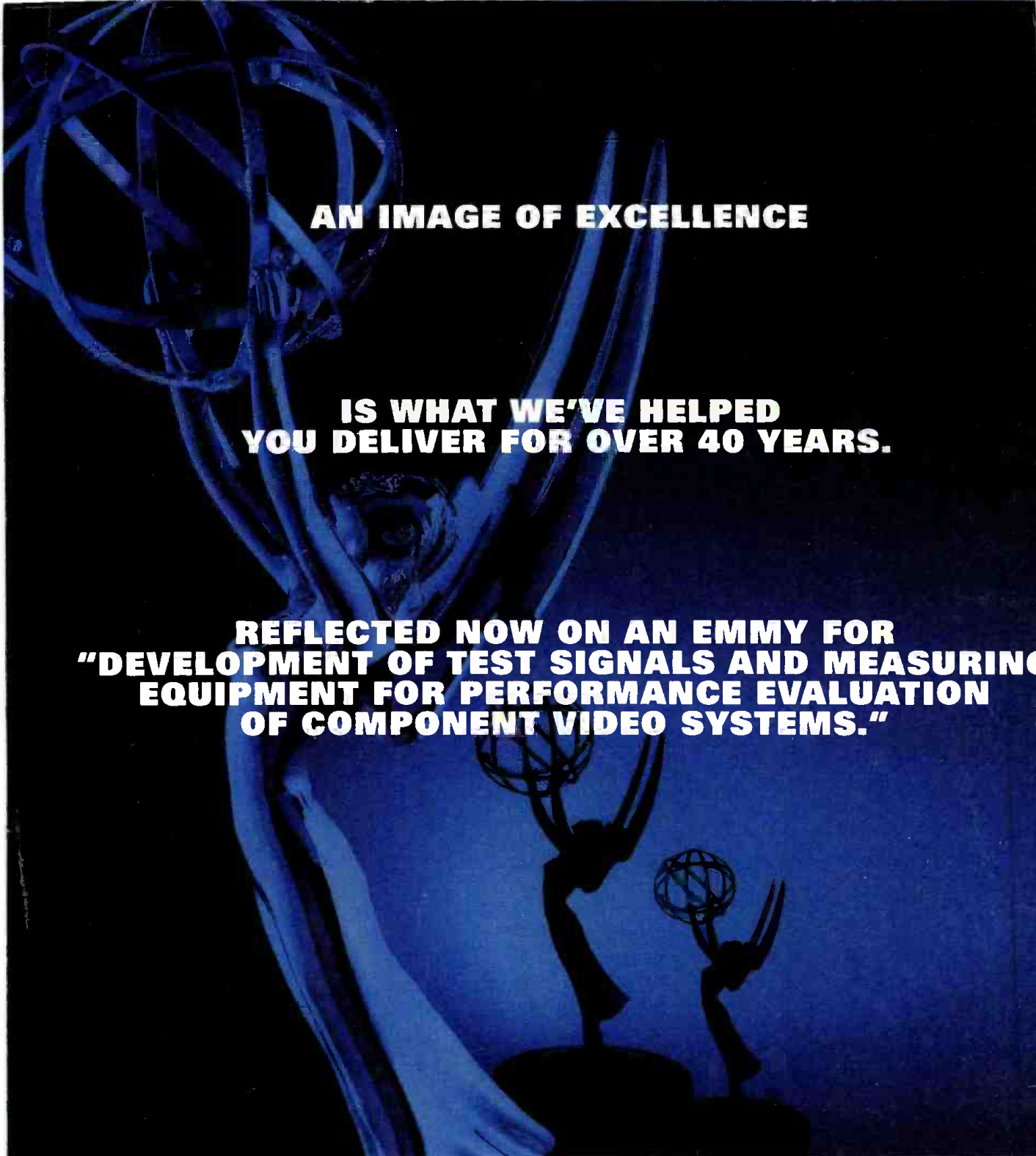
The power of the media, and people's capacity for generosity, is never more evident than in their collaboration for public service.



Drawn for BROADCASTING by Jack Schmidt

"He gave his shoes one pump too many."

Who
has double
the TVQ score
of Carson
and beats
every other
talk show host
day or night?



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**REFLECTED NOW ON AN EMMY FOR
"DEVELOPMENT OF TEST SIGNALS AND MEASURING
EQUIPMENT FOR PERFORMANCE EVALUATION
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