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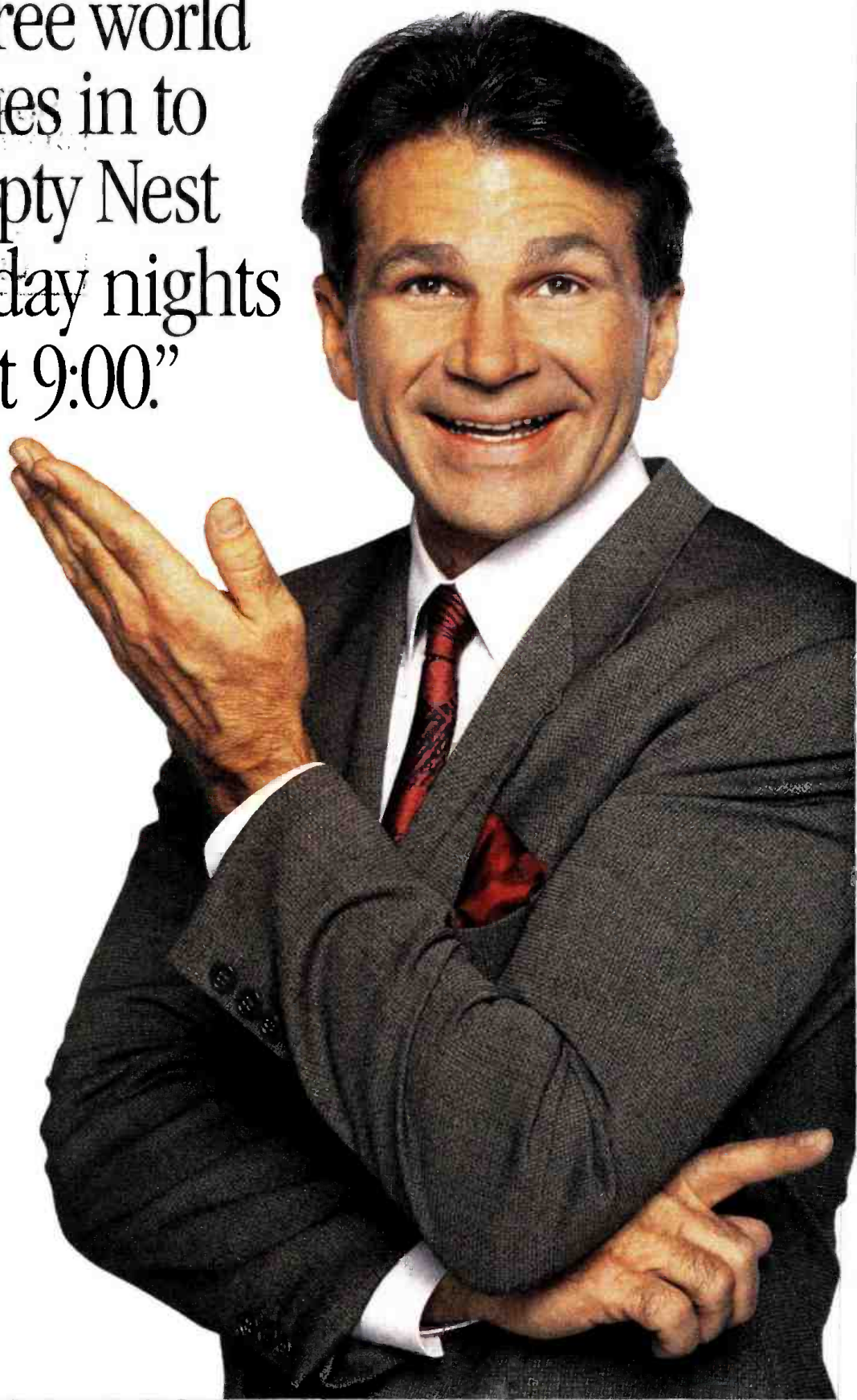




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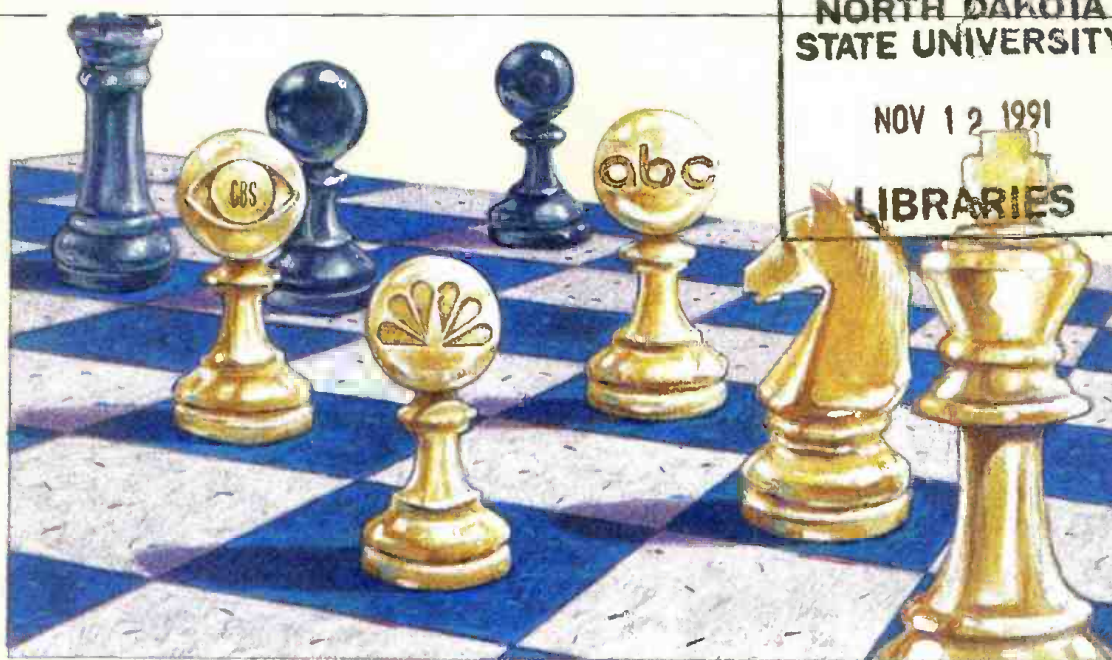
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Broadcasting

Top of the Week



THE TV NETWORKS IN PLAY

The Big Three search for survival in wake of shrinking ad universe; Wall Street analysts say CBS and NBC are 'on the block,' but nobody's buying

By Steve McClellan

The recession continues unabated, suppressing advertising revenue. Entertainment program costs, most agree, are out of control. Professional sports rights will this year singlehandedly drive the three-network earnings figure into the loss column for the first time ever. Unless you're Jeff Sagansky or Barry Diller, working for a network means wondering whether a pink slip with your name on it is on the way. And it seems clear the downsizing (or bloodletting, depending on your point of view) will continue.

Welcome to the new reality of network television—a business that has never been more problematic. According to some Wall Street analysts, both the CBS and NBC networks

have been put on the block. But with business being so bad, nobody wants to buy. The most logical candidates, Hollywood studios, would have to di-

S.12 UP TO BAT IN THE SENATE

The full Senate will likely begin debate on the Cable Television Consumer Protection Act (S. 12) by this week, said Senate Communications Subcommittee Daniel Inouye (D-Hawaii), who joined with fellow S. 12 supporters in predicting victory. But the White House was urging senators to back a substitute bill expected to be unveiled during the debate. **See story, page 7.**

vest current businesses such as syndication and cable that are much more profitable than the network business.

And then there is Fox, the non-network network, which is humming along nicely with plans to expand, in both prime time and other dayparts, according to Barry Diller, chief executive officer of Fox Inc.

"Obviously the networks are struggling," Diller told BROADCASTING last week. "To some degree they are an endangered species. Their structure is too high for the market." While the big three will post losses (CBS and NBC) or earnings declines (ABC), Diller said Fox posted a profit in its first fiscal quarter (ended Sept. 30) and expects to exceed profit projections by "several million dollars" for the current quarter.

In the next year, said Diller, Fox

At Deadline

NBC IN FRONT IN SWEEPS

'The Gambler' helps the network to an early lead in the November ratings race. CBS is in second. See page 10.

LICENSES CHALLENGED IN CAROLINAS

NAACP is challenging TV license renewals for three North Carolina and one South Carolina station. In its petition to deny, NAACP said WFCT-TV Fayetteville, WGGT-TV Greensboro, WNRW-TV Winston-Salem, all North Carolina, and WTGS-TV Ridgeland, S.C., had "no more than token employment of blacks and other minorities [and] do not appear to be operating under meaningful EEO programs."

BUENA VISTA, TBS TALKING 'EMPTY NEST'

Buena Vista Television signed its first *Empty Nest* off-network deals last week, which leaves open the door for a possible deal with superstation WTBS(TV) Atlanta.

NEWS DEPARTMENTS

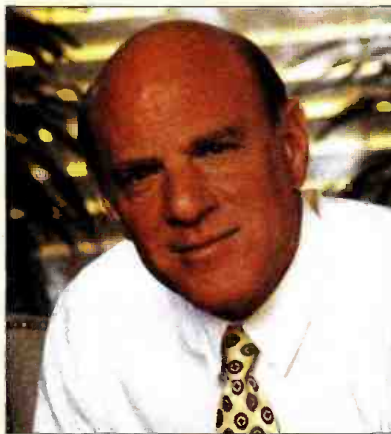
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plans to expand to seven nights in prime time, and has plans to branch out to other dayparts as well. "We're correctly structured and positioned to grow and diversify," he said.

But cutting costs will get the networks only so far. Depending on whom you talk to, 70% to 80% of a



Fox's Diller: "To some degree, [the networks] are an endangered species."

network's costs are tagged to program development. That means networks have to figure out ways to boost revenue, which is why they have lobbied hard (with only limited success) to abolish the financial-interest and syndication and cable cross-ownership rules.

"The playing field isn't remotely level," said Howard Stringer, president, CBS/Broadcast Group. "On the one hand we've been written off so many times, and on the other, we're perceived as these all-powerful entities. They can't have it both ways," said Stringer.

It's no wonder the networks hope to tap more lucrative businesses in the future, because just about everybody agrees that the high-margin, double-digit-growth days of the core business, advertising sales, are long gone.

County NatWest network analyst John Tinker said a key question the networks will grapple with in the next six to nine months is whether advertising lost to direct marketing and promotion strategies is a temporary blip or a permanent loss. "Advertising revenues aren't growing anymore. What we don't know is: will people be advertising less on the network if the economy does come back?"

"I've heard that question raised be-

fore," said Jerome Dominus, senior vice president and director of network negotiations at J. Walter Thompson. "My sense is it's temporary. I think the swing to promotion has gotten so deep that people are re-evaluating that out of a realization that they're buying the business and not building the brand."

Added Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather: "I can't say I see any evidence of cutting back," on a per-brand basis. [Clients] have a certain reach objective. Are they advertising as many brands? No."

Pier Mapes, president of NBC Television Network, said last week he has seen some encouraging signs in the sales picture, including fourth-quarter pricing that is at the upfront level, as well as a rebounding to "normal" levels (1989-90) of the number of advertisers exercising their first-quarter options. "I haven't been this encouraged in five quarters," said Mapes.

Mapes also said it was premature to say the worst was behind the networks. "But there are some bellwether indications of a new base building." Like CBS's Stringer, Mapes said it



CBS's Stringer: "The [TV network] playing field isn't remotely level."

was critical to the networks' future health to build additional revenue streams. "The cost of our product can't be covered by advertising alone," he said. "The courts have to look at fin-syn. We need more relief. It's a question of survival."

And while the networks have an eye on other businesses, others have an eye on scooping up vulnerable network dayparts, such as daytime and

late night. "We clearly benefited from NBC's returning an hour of daytime to the affiliates," said Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, which launched the *Jenny Jones* daytime talk show this season.

Close to 50% of the stations that picked up that show are NBC affiliates, said Carlin. "We are looking for opportunities to further precipitate that [network] retrenchment."

"A lot of people have a vested interest in our survival," said CBS's Stringer. "Including the studios, advertisers and affiliates. Television would be a poorer place without us." ■

TELEVISED TALE OF WOE FAILS TO MOVE ABC AFFILIATES

By Geoffrey Foisie

By more than 3-1 the ABC TV network affiliates last week opposed that network's push to own cable systems. The opposition was reiterated despite a personal televised appeal by Capital Cities Chairman Tom Murphy and Chief Executive Officer Dan Burke, asking affiliates to "at least be neutral" on the controversy. Included in the closed circuit presentation was a rare official detailing of costs and profits at the ABC television network.

Murphy emphasized his dismay at affiliate opposition and added he was "really upset" that the affiliate board had encouraged the NAB to take a stand on the issue (the NAB board voted to oppose any change in the rule). Some ABC executives did not object to the impression that it internally debated quitting the NAB. A Capital Cities/ABC spokesperson said: "We are always looking at our membership in various

BAD SIGNALS / 3

Called by some "an endangered species," network television has never been more troubled. The three-network earnings figure is in the loss column for the first time ever, and financial experts say new revenue sources, not cost cuts, are key.

CABLE 'TROIJAN HORSE' / 7

On the eve of debate on the S.12 cable reregulation bill, Senate Republicans, with administration backing, plan to introduce a substitute that waters down the rate restrictions but keeps retransmission consent intact. The goal, S.12 backers say, is to deflect enough support from S.12 to make it vulnerable to a veto.

MCCLUGGAGE: PACKING VALUE / 20

In his role as Paramount's new TV production head, Kerry McCluggage is charting a "more is better" approach. The answer to TV's financial woes, he says, is not making shows for less money; rather, it's hewing to high production values "that make shows valuable in all markets of the world."

RADIO '92 / 39

In a BROADCASTING special report, operators, station



NEW FACE OF STATION REVENUES / 70

Beginning a new series on how local TV stations are boosting hometown sales.

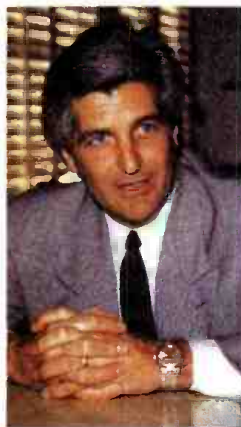
managers and rep firms look at radio's 1992 prospects. Their conclusions: the Olympics and election-year buys won't produce many bottom-line ripples, but in these tough times flat will do nicely.

HILL TAKES UP LICENSE / 56

Congressional review of compulsory license is underway, but the drive for repeal, which picked up steam last month with big broadcaster and cable endorsements, may stall for a while if Congress throws the issue back to the competing parties.

AFFILIATE OWNERSHIP / 66

The prospect of affiliate ownership of the networks, raised most recently when CBS encouraged a top-to-bottom review of the network-affiliate relationship, may arise when group owners and CBS executives meet Wednesday.



McCluggage at Paramount (p.20)

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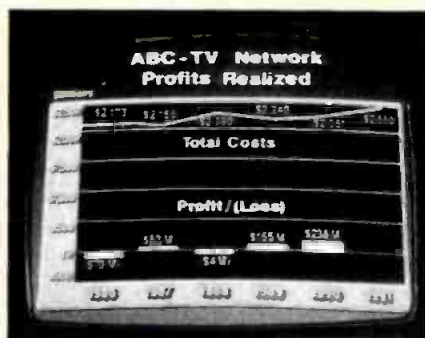
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ABC's Daniel Burke and Tom Murphy lay bare the bottom line to affiliates.



organizations especially in times of economic stress, but we have no plans regarding the NAB."

That there was some wavering in the affiliate ranks may have been due to last week's closed-circuit appeal. In it, Burke, analyzing the network apart from the owned stations, painted a picture of a barely profitable institution. Through the end of this year, he said, the television network has taken in \$450 million in profit since its purchase by Capital Cities in 1985. He noted that cumulative total was less than the \$577 million that could have been earned in a money market fund, assuming the network's allocated purchase price was \$1 billion. In fact, he said, because that \$1 billion, if spent elsewhere, would have earned a higher rate of interest, the acquisition of the ABC network actually cost Capital Cities \$310 million in lost income.

Such poor returns and the volatility of the advertising market, Murphy said, have led it to seek other investment opportunities "so we can have a solid base of cash flow for other operations." Cable, he added, was one such possible opportunity.

Burke said concerns that ABC would use cable system ownership as a lever against affiliates were at least exaggerated, if not misconceived. He presented a slide showing that while cable industry coverage of TV households may be substantial in some markets, coverage of systems owned by a single company does not exceed 60% in any of the top-100 markets and 40% in any of the top-50 markets.

Assuming Capital Cities/ABC conformed to that pattern, Burke said it would never amass enough subscribers in any one market to make it feasible for it to drop an affiliate without losing a substantial amount of advertising revenue: "our ultimate salvation is coverage, coverage, coverage."

Burke added the company is willing to formalize "safeguards" to prevent it from abusing its opportunity. A "non-bypass" safeguard would prohibit the network from dropping an affiliate in any market where it owned a cable

system. A "must-carry channel provision" would require a network-owned cable system to preserve the existing channel position of any station "significantly viewed" in that market. Finally, a "10% cap" would, Burke said, "eliminate the serious problem people talk about" of TCI or Time Warner buying the network (both already own more than 10% of cable systems).

But the ABC affiliate board in a reply letter sent to affiliates argued that any of those safeguards could be struck down by the FCC or the courts after the affiliates allowed the network ownership door to be opened: "It would be tempting by some in the future to amend the safeguards or eliminate them."

ABC backs off PPV plan

Network scraps idea of offering Penn St.-Notre Dame game to cable viewers in about half of U.S. after affiliates protest

By Rich Brown

ABC's botched effort to enter the pay-per-view arena last week was a classic case of bad timing, at least as far as some affiliates were concerned. Already steaming over the network's interest in buying into cable TV systems, ABC affiliates weren't prepared for news that the network would be offering an experimental PPV telecast later this month.

ABC had come up with the rushed PPV plan as a way to accommodate viewers who, for geographical reasons, would not be able to view the Nov. 16 football game between Penn State and Notre Dame. ABC would still provide regional broadcasts of the game to half the country, with the rest of the network's stations carrying regional broadcasts of two other College Football Association games. Under the PPV plan, the game would also have been available at \$9.95 on cable systems in the 29 states where it is not being broadcast regionally.

A source close to the deal said an agreement in principle had been reached with Showtime Entertainment Television and the CFA at about 7 p.m. last Wednesday. But the agreement fell through an hour later. The

failure of the deal was primarily tied to affiliate concerns over the plan, according to ABC's George Newi, executive vice president, affiliate relations.

As many as 30 affiliates last week raised concerns over the plan, he said, including several key members of the ABC affiliate board. Newi said the network might try a PPV telecast in the future, although none would occur during the current football season.

"I recognize the business is changing and we're all going to have to find ways to change with it," said Peter Desnoes of Burnham Broadcasting Co., chairman of ABC TV Affiliates Association's board of governors. "But it seems that this is a complication that has to be thought out more."

Desnoes said what concerned a number of ABC stations was the fact that the PPV telecast would be up against their regional broadcasts of either the Michigan vs. Illinois or Oregon vs. UCLA games.

"I'm pleased they rethought it, and I hope it's something that's not revisited any time soon," said George Couture, vice president and general manager of WPIO-TV Duluth, Minn., and chairman of the affiliate association's sports committee. "The long-range potential of this kind of thing could be a disaster. I'm glad it's gone."

SHADOW CABLE BILL HAUNTS S.12

Administration-backed substitute would dilute rate rules, keep retransmission consent; broadcasters call it 'Trojan horse'; debate could begin on S. 12 this week

By Randy Sukow
and Harry A. Jessell

Senate Republicans opposed to legislation reregulating cable (S. 12) plan to unveil this week a substitute measure with tacit White House support that could dash hopes for quick passage of S. 12, according to Capitol Hill and industry sources.

The substitute dilutes the cable rate-reregulation provisions of S. 12, but keeps intact broadcaster-backed retransmission consent provision, the sources said. In addition, it would repeal the FCC's national and local broadcast ownership limits, they said.

Pro-S. 12 broadcasters promptly condemned the substitute as a "Trojan horse," designed to erode what is believed to be veto-proof support for S. 12. The National Association of Broadcasters "has no intention of deserting" the Senate sponsors of S. 12, said James C. May, NAB executive vice president, government relations.

National Cable Television Association President James Mooney said he would have no comment until he had a chance to study the measure. But sources said some cable operators may be willing to back the substitute as a less onerous alternative to S. 12.

Despite the substitute effort, Senate sponsors of S. 12, including Commerce Committee Chairman Ernest Hollings (D-S.C.) and the bill's main authors, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.), ranking minority subcommittee member, were predicting quick action on the bill, possibly as early as this week, depending on Senate progress on a pending banking bill.

If the substitute fails to pre-empt S. 12, it may still attract enough votes to demonstrate ample support within the Senate to sustain a presidential veto. The Bush administration has repeatedly indicated its intention to veto any bill as regulatory as S. 12.

All cable hopes for derailing S. 12 do not ride on the substitute. Should the bill's sponsors get S. 12 to the floor this week, cable industry sup-



John Danforth (l) and Al Gore were among those senators presenting a bipartisan show of support for cable bill S. 12 during a Capitol Hill press conference last week.

porters in the Senate are reportedly prepared to slow its progress with a plethora of amendments.

The Senate hopes to recess for the year on Nov. 27—the day before Thanksgiving. The combination of the substitute and the threatened cable amendments could generate so much uncertainty and controversy that the Senate leadership may decide to put off any action on cable until next year.

S. 12's key provisions would give broadcasters the choice of requiring must-carry positions on local cable systems or retransmission consent, the right to negotiate fees for cable carriage. It also sets a tough "effective competition" standard for cable operators that would return rate-regulation rights to many local governments. The Commerce Committee reported out the bill last spring with a decisive 16-3 vote (BROADCASTING, May 20).

Details of the substitute bill, developed by three Communications Subcommittee Republicans—Bob Packwood (Ore.), Ted Stevens (Alaska) and Conrad Burns (Mont.)—in cooperation with Minority Leader Robert Dole (R-Kan.), were discussed with administration officials during a meeting last Thursday (Nov. 7) at the White House.

The administration lent its support, sources said, even though it believes the substitute is still too regulatory and even though it lacks a provision permitting telephone companies to compete with cable. The White House would prefer not to veto S. 12, which its proponents are touting as pro-consumer.

Danforth and Inouye, with Senators Slade Gorton (R-Wash.) and Albert Gore (D-Tenn.), put on a bipartisan show of force last Thursday during a press conference called to announce the impending debate on the bill. "This has been called the most important consumer legislation of the year," Danforth said. "Lacking effective competition, cable is left to do anything it wants."

The four senators exhibited little concern over alternative proposals and predicted passage of the bill without substantial amendment. "It is the opposition of the president to this pro-consumer legislation which has been the principal obstacle to moving along rapidly," Gore said.

The NCTA postponed its scheduled board meeting in La Quinta, Calif., this week so that Mooney and other NCTA staffers could be in Washington to concentrate on Senate floor activity. ■

**THE OCTOBER BOOK IS IN.
SO, WHAT'S UP WITH
JENNY JONES?**





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Up In Boston +8%
Up In Washington +14%
Up In Dallas +40%
Up In Houston +43%
Up In Tampa +10%

HH Share
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vs. Debut Week

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HILL TELLS FCC TO REGULATE LMA'S

H.R. 3715 would impose 25% limit on amount of time sold; Sikes says commission is considering some restrictions, but argues that arrangements 'can be condoned'

By Randy Sukow

Congress sent a strong bipartisan message to the FCC last week that it wants tough limits on broadcast time-brokerage deals, commonly referred to as local marketing agreements (LMA's).

House Energy and Commerce Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) introduced the Television and Radio Broadcast Bulk Time Sale Act (H.R. 3715) Wednesday (Nov. 6), directing the commission to set several strict time-brokerage regulations. Norman Lent (R-N.Y.), ranking member of the full committee, and Matthew Rinaldo (R-N.J.), ranking subcommittee member, immediately signed on as co-sponsors.

The bill was being widely interpreted by Capitol Hill sources as a warning to the FCC to adopt some restrictions on time-brokerage arrangements. Proponents of the measure, it is believed, would be appeased if at least some of the many regulations proposed in H.R. 3715 were incorporated into FCC rules.

In response to concerns raised earlier by Dingell, the FCC, in its "attic-to-basement" re-evaluation of current

radio regulations, is already considering placing some restrictions on time-brokerage deals.

"We've got to keep up to date in the time-brokerage area and make sure licensees involved in them are not abandoning their license obligations," FCC Chairman Alfred Sikes said, following introduction of the bill. "We are examining [time brokerage] with those principles in mind."

Although the bill would restrict time-brokerage agreements, said Sikes, the measure is also an acknowledgment that they exist and "can be condoned in some respects."

FCC Commissioner Ervin Duggan agrees with the need for restrictions. "I have been increasingly worried since the FCC has been too permissive in allowing time brokerage, since these make mincemeat of our ownership rules and threaten the important public interest goal of localism."

The FCC launched its time-brokerage proceeding in May and accepted the last round of comments in September. Sikes would not say when the FCC expects to bring the matter to a vote.

The National Association of Broadcasters agreed that clarification of the time-brokerage rules is necessary,

but worried that the details of the Dingell-Markey bill could "kill" broadcasters' ability to enter agreements. "We hope that its sponsors will recognize the value of such agreements in helping many stations stay competitive and preserve local service to their communities," an NAB spokesman said.

Local Marketing Agreements have become an increasingly popular method for owners of stations facing possible bankruptcy to boost revenues. Most recently WUHQ-TV Battle Creek, Mich., avoided going off the air by signing an 11-year agreement (scheduled to take effect today, Nov. 11) with Lin Broadcasting's WOTV(TV), Grand Rapids, Mich. (BROADCASTING, Nov. 4).

Duggan and Capitol Hill critics complained last week that the FCC's Mass Media Bureau has routinely approved LMA deals with little review.

"Historically, time brokerage has been a positive force in the media marketplace," Dingell said in his statement on the House floor. "Traditional time-brokerage agreements provided an opportunity for niche programming to be made available, and permitted ethnic groups to share their cultural heritage with the rest of our society."

But Dingell and others say recent trends in time brokerage lead instead to decreasing program diversity and competition. In cases where contracts are for 100% of a small-market licensee's time spanning several years, Congress worries that large companies from outside markets fill the time with nationally syndicated programming, reducing localism.

Congress also worries about station owners buying time from licensees in the same market, using brokerage agreements to get around FCC duopoly rules. In large markets, one operator could control the programming on reversal stations by entering multiple LMA agreements. In small markets with only a few radio voices, one station owner could dominate the airwaves by buying the time of a few rivals.

NBC TAKES LEAD IN NOVEMBER SWEEPS

With nine days played out in the November sweeps, according to Arbitron's measurement, NBC leads second-place CBS with a 13.4 rating/22 share average. CBS has averaged a 12.3/20, ABC is third with a 12.1/20 and Fox is fourth with an 8.4/13. In the Nielsen-measured sweeps (for eight days) NBC is first with a 13.4/22, CBS follows with 12.5/20, ABC is third (12.2/20) and Fox is fourth with another 8.4/13.

Both NBC and ABC have aired four-hour, two-part mini-series, with NBC's *The Gambler Returns* winning the battle of the two. The two-parter starring Kenny Rogers reprising his role averaged a 17.3/27 with part one ranking sixth for the week of Oct. 28-Nov. 3. ABC's multi-parter, *False Arrest*, started slowly with part one scoring an 11.5/18 on Sunday, Nov. 3. However, part two rebounded with a 16.6/27 last Wednesday. ABC got disappointing numbers for its Barbara Walters special, a sweeps staple, with the special totaling a 15.5/25 last Tuesday at 10-11. The program was the lowest-rated Walters special since 1977. Arbitron's sweeps period ends on Nov. 26, with Nielsen's ending on Nov. 27. Season-to-date ratings show CBS still in first with a 14.3/24, followed by NBC with a 12.7/21 and ABC in third with a 12.1/20, through last Thursday, Nov. 7. —sc

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TWENTIETH
TELEVISION

HDTV SPECTRUM: 'USE IT OR LOSE IT'

That's the warning to broadcasters from FCC's Sikes and House Telcomsubcom

By Peter Lambert

The House Telecommunications Subcommittee and FCC Chairman Alfred Sikes last week teamed up to give broadcasters a double-barreled warning: Plan to invest in an expedient transition to full high-definition television or risk losing proposed additional spectrum.

"You'd better use it before you lose it," said Larry Irving, the subcommittee's senior counsel, at an HDTV seminar sponsored by the Association for Maximum Service Television.

Like Sikes, Irving said, Subcommittee Chairman Edward Markey (D-Mass.) is concerned about an apparent "reluctance to embrace the new technology" among broadcasters.

Irving acknowledged HDTV will cost a lot to implement and may only help broadcasters keep "the audience you already have." But, he said, "digital video will exist, whether or not broadcasters transmit it," and failure to invest in it may result in "broadcast television becoming the video equivalent of AM radio today."

Addressing the same gathering, Sikes accused FCC critics of "using recession economics [to] raise the same old fears of extravagant HDTV station costs. I don't hear the same words of caution and pessimism from the other media," he said.

Calling enhanced-definition television (EDTV) "a technological mouse," Sikes said "the bright promise" of HDTV has so far allowed the FCC to defer reallocating broadcast spectrum to mobile communications. "I think there will be build-out requirements and time limits to prevent warehousing" of HDTV simulcast frequencies. "Opt for gradualism," he warned, "and the premise disappears."

EDTV systems, such as the Advanced Television Research Consortium's ACTV, provide some of the improvements of HDTV (wide screen, improved sound), but at approximately the same resolution as NTSC.

The seminar also provided early returns on the FCC's proposed HDTV simulcast rules. Under the FCC plan,



FCC Chairman Al Sikes and House Telecommunications Subcommittee senior counsel Larry Irving see the ascension of digital TV, with or without broadcasters.



"Cost is going to be the liars' forum," said American TV Alliance's Robert Rast (far left), "and I'd like to be first to say our system will be the cheapest." MSTV's HDTV Update provided a forum for pitches and projections from Rast and three other proponents, (l-r) Zenith's Wayne Luplow, Sarnoff's James Carnes and NHK's Keiichi Kubota. Agreeing that testing can be finished by mid-1992; NTSC will survive another 15-20 years, and HD sets could hit \$2,000 and 10% penetration by 2000, they said that, given possible neck-and-neck picture and sound results, coverage, cost and/or extensibility will determine a "clear winner."

stations could continue broadcasting conventional NTSC signals on their current channels, while beginning to broadcast HDTV on the simulcast channels. Once the FCC makes simulcast channels available—expected in mid-1993—stations would have five years to apply and begin constructing transmission facilities.

Several broadcasters called for allowances to deliver distinct programming on second channels, a position Sikes said he supports in early implementation. Others said implementation rules should be based on market penetration of HD receivers, rather than the preset time limits proposed.

Said consultant Larry Darby, "It's critical that broadcasters be allowed to use whatever programming will develop revenue."

Hubbard Broadcasting Chairman Stanley S. Hubbard said a five-year implementation schedule "puts us in a very untenable position. If we have to get in at the beginning" along with cable, DBS and other drivers of HDTV set sales, he said, "it's a trap."

Concluded ATTC Chairman Joel Chaseman: "Part of what I'm hearing today is that there is a gun-shy generation of broadcasters so up to its earlobes in alligators that it can't see an opportunity that is chancy." ■

TAFT UNWINDS DEBT; TRIBUNE, GREAT AMERICAN TAKE CONTROL

Another leveraged acquisition from the 1980's has come undone in the 1990's. Taft Broadcasting Partners last week struck a complex deal to unburden itself from more than \$100 million in debt. The price for it is that Taft will give up ownership of WGHP-TV High Point to Great American Communications and also give up majority control of WPHL-TV Philadelphia to Tribune Broadcasting. Dudley Taft, general partner, termed the transactions "a response to current conditions that anyone who started business in the late 1980's has had to make."

Great American will pay roughly \$27 million for WGHP-TV—the station was bought in 1987 for \$45 million—which it will use to pay down bank debt. Meanwhile a Great American affiliate will likely take a write-down of a loan made to Taft.

For its \$19 million investment Tribune is to receive a pay-in-kind preferred stock and warrants to buy a majority of WPHL-TV's equity. The warrants are expected to be exercised as soon as Tribune applies for and receives a signal-overlap waiver from the FCC—Tribune already owns WPIX-TV New York. Gerald Agema, Tribune Broadcasting vice president of operations and chief financial officer, noted that the commission has already granted several such waivers.

Once the deal—currently a letter of intent that was arranged by First Boston Corp.—is completed, WPHL-TV should have only a small amount of debt, Taft said. Taft signed a three-year management contract with the station and will retain some equity. It was bought in 1987 for \$72 million.

-GF

POLITICAL BONANZA IN PENNSYLVANIA

Tight race for senator pumped ad dollars to TV, radio; gubernatorial candidates in Louisiana are holding back until last minute

By Joe Flint

Pennsylvania broadcasters were the benefactors of an advertising windfall that resulted from the hotly contested Senate race between Democrat victor Harris Wofford and Republican Dick Thornburgh. The race, which weeks ago had former U.S. Attorney General Thornburgh well ahead in the polls, received national attention as the gap closed as election day approached. Other races providing fourth-quarter revenue boosts to broadcasters were the Kentucky governor's race and the mayoral race in Houston.

According to Neil Oxman, president of a Philadelphia-based political ad agency, The Campaign Group, the two Pennsylvania candidates each spent between \$3 million and \$3.5 million on the media—95% on television; the remainder on radio. Rick Henry, general sales manager, WTAE-TV Pittsburgh, said more than expected was spent by the candidates and that spending was near the level of the 1988 elections.

Philadelphia broadcasters also benefitted from the race for mayor, with media buyers and station executives estimating \$3 million was spent on the campaigns. And that figure

probably would have been higher had it not been for the unexpected death of Republican candidate Frank Rizzo a few months before the election.

Ironically, the most-watched race in the country is not generating very much advertising revenue. A survey of stations in Louisiana shows that spending for the Nov. 16 gubernatorial election is not up to station expectations.

Allen McCarty, sales manager, WVLA-TV Baton Rouge, said Republican gubernatorial candidate David Duke and Democrat Edwin Edwards are postponing spending until the last minute. Some estimates have both candidates spending a total of \$3 million in the race, with the majority coming from Edwards.

Also, the national publicity on the election has probably reduced the need for heavy advertising. A media buyer for Select Media, which is handling Duke's spending, said, "There is so much coverage on national and local news that in some ways the media campaign is superfluous."

Looking ahead to 1992, political consultant David Garth told BROADCASTING that he doubted the \$230 million spent on political advertising in 1988 could be matched. He cited the lack of a Republican primary and the possibility the Federal Election Commission will have fewer dollars to match spending by candidates as reasons. "The media will be lucky if they can match the 1988 figure," Garth said.



ABC News correspondent Sam Donaldson will be master of ceremonies at BROADCASTING's 60th anniversary dinner at Washington's Mayflower Hotel on Dec. 10. The event will feature induction of honorees into BROADCASTING's newly created Hall of Fame, recognizing 60 individuals who have made conspicuous contributions to the radio, television and cable media during the years BROADCASTING has chronicled the Fifth Estate.

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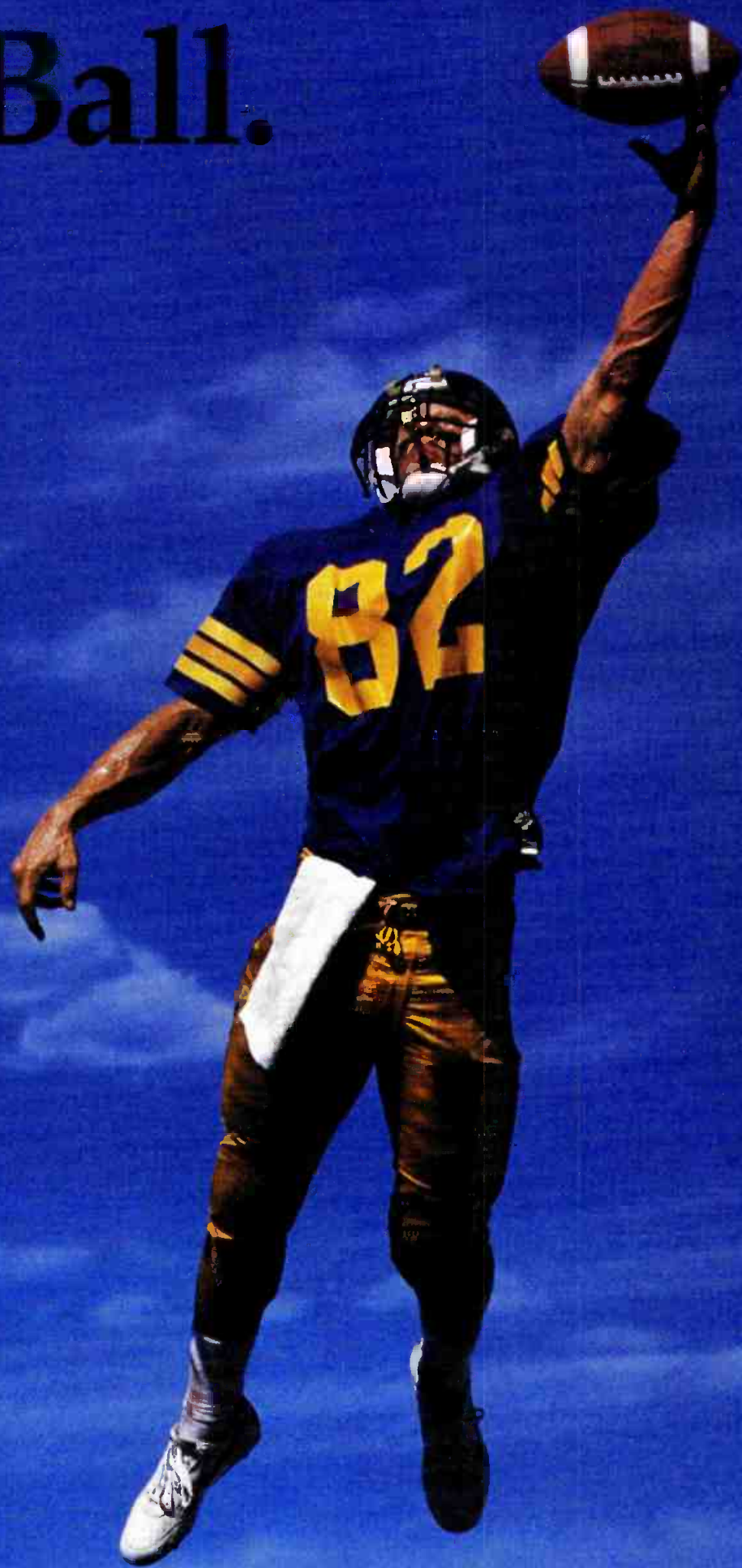
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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Letter campaign

Senator Mitch McConnell (R-Ky.), one of the politicians after broadcasters for alleged lowest-unit-overcharges, is looking for the signatures of other senators on a letter admonishing the FCC not to retreat from its current tough interpretation of the law requiring stations to sell time to candidates at their most favored rates. The letter is reportedly mute on the more immediate and urgent question of whether and to what extent the FCC should pre-empt state and federal courts for enforcing the law. Latest word is FCC will vote for total pre-emption, possibly unanimously.

Jeffersonian TV

Acclaimed documentary filmmaker Ken Burns (*The Civil War*) is planning a TV project on Thomas Jefferson following the 1994 debut of *Baseball*, a nine-part PBS series. Burns calls Jefferson one of his heroes, alongside Abraham Lincoln and baseball great Honus Wagner. The busy documentarian is also continuing to map out plans for a series on the Old West in collaboration with Time-Life.

LOS ANGELES

Romancing the viewer

Warner Bros. Domestic Television Distribution is rumored to be considering a counter-attack on Twentieth Television's successful strip, *Studs*, pairing the newly developed *Kiss & Tell* with its established *Love Connection* strip in a "Love Hour." Kushner-Locke Productions, according to a Hollywood agency source, will be beginning pilot production on the relationship show in the next week or two.

Price corrections

According to sources, initial prices reported for some of the station sales

for Carsey-Werner's "You Bet Your Life," were "optimistic." In Washington on WRC-TV, for example, the station was initially said to have paid \$20,000 per week. "They got around \$10,000," is the word from one who's seen the contract. On KPRC-TV Houston, one source said the station paid in the low teens, not the \$20,000 initially reported.



Tom Goodgame was honored by Westinghouse Broadcasting Co. at a retirement luncheon last Wednesday (Nov. 6). About 100 friends, relatives and associates gathered at the St. Regis Hotel in New York to hear tributes to the former president of Group W Television. Group W President Burt Staniar praised Goodgame's wit, goodwill and passion for broadcasting. Among those on hand for the festivities were (l-r) Tom Cookerly, president of Cookerly Communications; Goodgame, and Barry Thurston, president of syndication for Columbia Pictures Television.

Unearthly neighbors

Chris Thompson, creator of *Bosom Buddies*, whose most recent project, *Big Deals*, was not picked up by ABC, turned in a script to Fox last week for a comedy titled *Hell's Next Door*, about two families, one nice, the other described as Beverly Hills superficial and mean, who are killed and go to heaven and hell, respectively. Hell has become so full it now backs up against heaven, so

the two are next-door neighbors. One family has a teenage son, the other a teenage daughter, creating a "Romeo and Juliet in heaven and hell." No pilot and no casting yet, but one actor suggested for role of the "good father" is Fred Willard.

NEW YORK

It's HBO's show

Comedian Garry Shandling, who got his start in series television doing *It's Garry Shandling's Show* on Showtime (and then Fox), is moving to Home Box Office. Starting in May 1992 and running at least through August, Shandling will do a series for the pay cable network in which he will play a TV talk show host.

BOSTON

Fire sale

Ackerley Communications (two AM's, four FM's, five TV's) is said to be close to announcing the sale of WBOS(FM) Boston to Granum Communications for \$9 million. (It bought the station in 1989 for \$19 million.) Granum is headed by Herb McCord, who managed 14 stations as head of Greater Media's radio division before starting his own company last May.

RIO

Bright spot

The network news divisions have cause to rejoice on at least one front: international satellite costs. One network executive who attended the International Satellite Operators Group meeting in Rio de Janeiro last week said Spanish officials cut their proposed per-uplink charge from \$100,000 to \$5,000. Most nations are adopting a 20% cut in occasional access rates, and they're showing a willingness to price proposed compressed digital services (see page 63) on bandwidth and power, rather than on a per-signal, basis.

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designed for an ever-new television / radio / cable / satellite universe—the Fifth Estate, as BROADCASTING editors first named the electronic nation more than 60 years ago.

It begins with the cover, featuring a larger logo, a restyled date and bolder headlines, and moves on to an interior that differs in important respects from that published a week ago. It is front-loaded, as news goes; **Top of the Week**, the best and brightest of our news coverage, has been moved from mid-magazine to the front of the book. On top of that, those pages have been given a golden tint to make them easier for fast-moving readers to find. There and everywhere in the magazine, we've enlarged the type sizes and/or changed the typefaces to make stories and listings easier to read.

Then follows **Closed Circuit**—with its weekly ration of news beats from across the BROADCASTING landscape—followed in turn by six superdepartments into which we've organized the week's principal media reporting: **Television, Cable, Radio, Washington, Business and Technology**. All contributing to a faster read, but a no less comprehensive one.

(Readers will note a number of innovations along the way, including **Bi-Coastal**, a new column keeping up with the TV set from New York to California [page 26], and **Advertising & Marketing**, a subdepartment of **Business** that will treat with greater depth and frequency a market segment that has long been growing in our editorial sights. Additionally, the already graphic ratings chart [page 34] has been made even more visual, as is the new **By the Numbers** [page 84], which provides a fast statistical scan on the broadcasting/cable universe.)

The issue's third section is home to familiar faces, all in streamlined dress: **Datebook, Open Mike, Classifieds, For the Record, Fifth Estate, Fates & Fortunes, Monday Memo, In Brief and Editorials**.

New also this week is the use of bylines to lessen the monolithic character of the magazine and apportion credit where it's due among a talented and expert staff.

What's the best approach to the new BROADCASTING? Many will still read it from the back, a time-honored technique that has the virtue of early exposure to the editorials and to the breaking news of **In Brief** (also color coded in gold) en route to the classifieds. The more conventional will turn quickly to **Top of the Week**, touch base with **Closed Circuit** and take the departments in their order of choice.

From whichever direction, the new BROADCASTING is designed to keep pace with the media it covers. They, of course, travel at the speed of light.

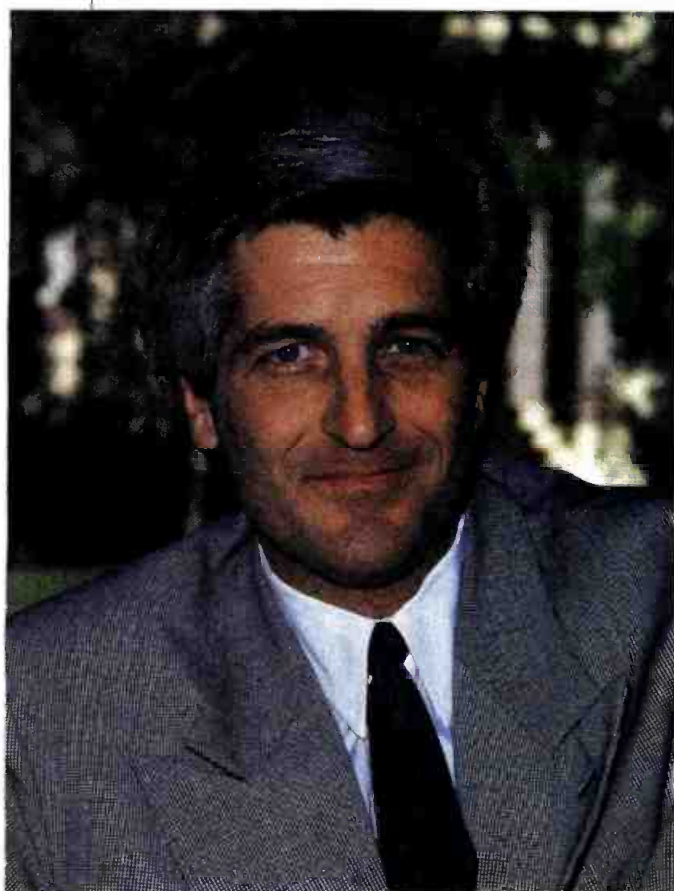
Im West

EDITOR

Television

McCLUGGAGE: QUALITY IS PARAMOUNT

In an exclusive interview with BROADCASTING, Paramount's new head of TV production talks about the challenge of producing more with less



Kerry McCluggage outside his Hollywood office

By Steve Coe

Preparing at least two new series to take to NATPE, overseeing the network TV division's development slate, increasing the roster of writer-producers and beefing up international co-production. Those are just some of the projects on Kerry McCluggage's plate.

Another of the immediate concerns of the newly named president of Para-

mount Television Group is finding new ways to produce programming with million-dollar production values but without million-dollar deficits. Cutting quality as an answer to runaway costs, he says, "will lead us down what I think is a self-fulfilling prophecy for the networks of all reality and cheap game shows that will only hasten the decline of the three- or four-network share."

In the five weeks since he was named to the post, McCluggage has been getting to know his people and getting a feel for the territory he controls, which includes Paramount's network TV production division, its first-run activities, the Paramount Station Group and its international interests.

Often, as the saying goes, a new broom sweeps clean, but McCluggage says he is happy with the current crop of executives, including Steve Goldman, president, domestic TV, and Jim Boaz,

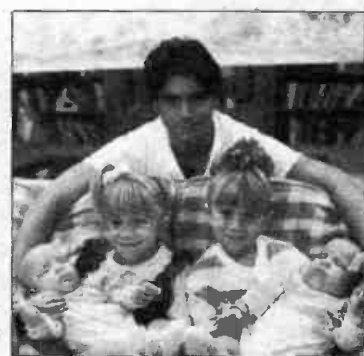
president, station group, who were both named to their posts not long before McCluggage's arrival. In addition, according to speculation, the studio is working on a contract extension for John Pike, president, Paramount Network Television. "It's been a pleasant surprise for me that most of the pieces are in place. It's not a question of major surgery but of enhancing what we're doing," he said.

For Paramount Domestic Television, which distributes two of the

more successful properties in the industry in *The Arsenio Hall Show* and *Entertainment Tonight*, the focus this year appears two-fold: launching a companion piece to *Arsenio* (after last year's ill-fated *Party Machine with Nia Peeples*) and producing "another *Star Trek*-like show, meaning an hour drama produced for first-run." McCluggage called weekend access and fringe "opportunities."

He said no decisions have been finalized. "I wouldn't be surprised if we had one or two major announcements at NATPE. Much more beyond that would probably be more than we'd undertake."

Also a priority, he said, are *Hard Copy* and *The Maury Povich Show*. "We're big believers in *Povich*, which has found a niche in the market-



Warner Bros. Domestic Television Distribution's *'Full House'* completed production on its 100th episode last week, magic number for striping in syndication. Produced by Jeff Franklin Productions and Miller/Boyett for ABC's 8-8:30 p.m. Tuesday lineup, the sitcom was launched in syndication by WBDTD at the beginning of the season. As of the most recent October minisweeps, *'Full House'* was averaging a 6 rating/12 share (NSI).

Blood, Sweat and Years.

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place and we feel is growing. We're committed to making the shows we have work...we want to concentrate on building the assets we already have," he said.

Paramount Domestic Television will get some help from the Paramount Station Group. Like Fox, which has used its station group as a testing ground for new projects, McCluggage has similar plans for the Paramount group. "We haven't [used the stations to test or launch new shows] to date, although we feel it will become a very important laboratory. We're currently working on a show that will probably begin with a limited rollout on the station group and maybe a few other stations. We hope that not only will we be able to use the station group as a lab for ideas, but we hope they will bring ideas to us too. It's been a pretty effective two-way street for Fox."

McCluggage's highest priority may be finding new methods of production financing for both international and domestic markets. Internationally, he said, Paramount is near completion on co-production deals with overseas companies. On the domestic side, he said, Paramount will look to the development process for ways to limit costs. In either arena, McCluggage advocates a "more is better" approach. "I don't believe the answer to the economic woes is just to produce shows for less. The challenge is to find ways to deliver production values that make shows valuable in all markets of the world. To do otherwise will result in creating programming that is more disposable. And I'm more interested in finding ways to create programming that is not disposable."

McCluggage cited Paramount's *The Young Indiana Jones* (on backup at ABC and which may be retitled *The Indiana Jones Chronicles*) as an example of an hour series with lush production values that has drawn interest from the foreign market. He also believes the overseas interest indicates that market is still open to hours. "I think you've seen a trend among dramatic shows to reduce action, to not put as much on the screen in terms of production values, and that probably hurts the foreign appeal of shows."

McCluggage is optimistic about the future of network television, but says all parties need to learn to adjust to the new realities of the marketplace. "The

networks need to address their internal cost structure, which they're in the process of doing. And on a creative level they need to find alternatives that will hold viewers, ideally bring viewers back. The potential to do that is there, but the answer is to find ways to do more, not less. And that will involve creative dealmaking and a different development approach."

As for the often costly development process, McCluggage says there are "all kinds of variations that can not only reduce costs but increase the chances for success on a creative level. We'll continue to try to innovate on that level. Sometimes that means developing something in-house and presenting it to the networks at a later stage. Sometimes that means concentrating on multiple script orders against a series commitment as opposed to putting all your eggs in a pilot basket, which can be a distorting process."

Another area of concern to McCluggage is beefing up Paramount Television's talent roster: "Our cupboard is pretty full with A-level writer-producers [Glen and Les Charles, Gary David Goldberg, Peter Casey, David Angell and David Lee, among others]. We will be looking for additions to the roster on the dramatic side."

One way, he says, will be to improve the atmosphere for writers and producers. "There's a real good environment here, but I would be less than honest if I said there weren't things that we could do to make it an even better place to work." He doesn't plan any organizational changes, but a change in attitudes. "If you do a good job of creating an environment where writer-producers are happy and feel supported and are given an opportunity to do their best work, that's probably your most effective selling tool. That goes a lot further than an extra \$100,000," he said. ■

MGM pitches off-net hours

For rollout of 'thirtysomething' and 'Heat,' distributor offers shows on 'low-risk' one-year, barter basis



MGM hopes stations take its 'low-risk' deal on 'thirtysomething' and 'Heat.'

By Mike Freeman

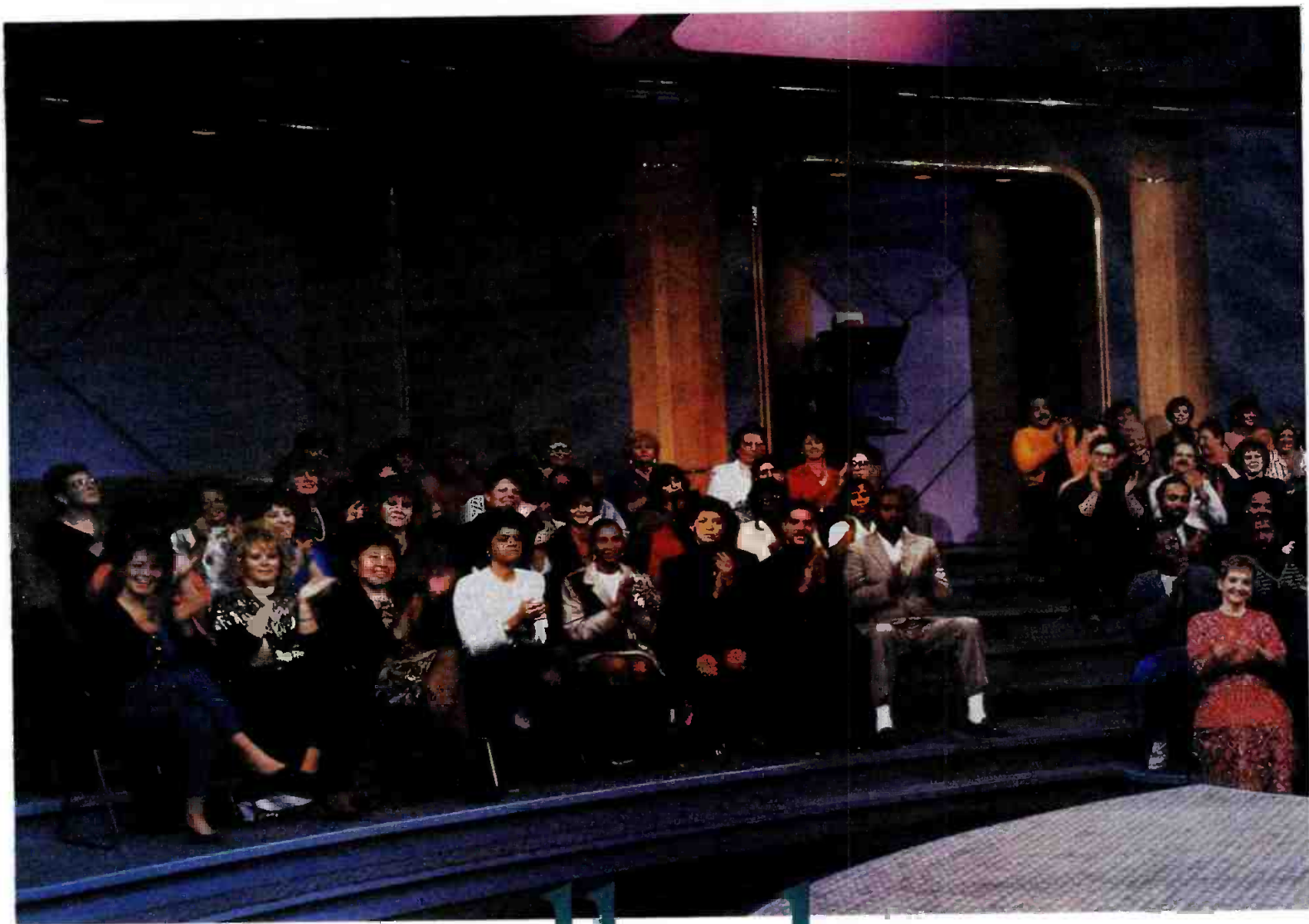
Sales pitches are set to begin next week for the fall 1992 off-network launch of MGM Domestic Television Distribution's two highest profile dramas, *thirtysomething* and *In the Heat of the Night*. The distributor is hedging its bet that stations will return to the hour-drama fold with terms that leave "little or no risk to stations," according to MGM Domestic Television Distribution President Sid Cohen.

The show is being offered in single-

year, straight barter deals (seven-minute local/six-minute national splits), in recognition of stations' desire for "maximum flexibility and minimum liability," said Cohen.

Over the last half-dozen years, such critically acclaimed dramas as *L.A. Law*, *China Beach* and *The Days and Nights of Molly Dodd*, among others, bypassed the broadcast market for one-stop cable network deals. In the last two years, however, off-network dramas *Highway to Heaven*, *Hunter*, *21 Jump Street* and *Matlock* have found some success going the broadcast syndication route.

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FINDIN' WHOOP!

After bowing out of CBS's *Bagdad Cafe* last year, Whoopi Goldberg's new talk show from Genesis is perceived as one of the hottest prospects for 1992-93. But Goldberg won't be on hand at NATPE in New Orleans due to a movie commitment, and she may also be otherwise occupied for parts of next season, which is why Genesis will stockpile episodes in August 1992, when she becomes available to do the show. "She'll be doing two or three shows a day in August," said a company spokesman.

FAMOUS TED'S Z's

The World Series has faded into the record books, but questions remain. Namely, why was CBS Sports intent on catching Ted Turner catching Z's in the bleachers while his Atlanta Braves were catching flies on the field? And why did Turner turn down an interview with CBS sportscaster Pat O'Brien but agree to go on camera with Tommy Lasorda? Could there still be hard feelings over Turner's attempt



Burnett's back

to take over CBS in 1985? Well, there has been some talk in the Turner camp that CBS intentionally zeroed in on the sleeping cable giant during its coverage of the exciting series. A CBS Sports spokeswoman called speculation "preposterous."

COSTLY CROONING

Queen of hour comedy-variety, Carol Burnett, was in New York recently to talk up her new *Carol Burnett Show*, which debuted last Friday (Nov. 1). Burnett hopes her show can help turn around CBS's weak Friday night. A big concern, however, she says, is the high cost of producing the show (roughly \$1 million an episode), which has

forced some changes in content. To her dismay, the new show will not feature show tunes and medleys, a popular component of her earlier CBS show, because "the rights to clear musical numbers are about \$4,000 per song for any song over five seconds," she said. As a result, in one skit, Burnett and a guest will do a 50-song medley in under five minutes, with no song longer than five seconds.

DON'T BET ON IT

TV Syndication watchers were amused recently by Carsey-Werner President Bob Jacobs's prediction in the *New York Times* that *You Bet Your Life* may average a 20 national rating. (*Wheel*, the leading show in syndication, averages around a 13). "Bob's a consummate salesman, and guys like that tend to be overly optimistic," said a station manager interested in the show. "A 7 or 8 rating would be a huge hit."

COMINGS AND GOINGS

Victoria Quoss, VP, eastern sales manager, Tribune Entertainment, joins Twentieth TV Syndication as director, northeastern division. Quoss replaces Joseph Mirabella. □ Look for Herb Weiss, former VP, eastern region, Columbia Pictures Television, to resurface in similar capacity at Multimedia.



Wake me out at the ball game

Cohen said he has devised a "sure-fire" marketing plan for *thirtysomething* that targets the younger, female and male demographics originally attracted to the show in its 85-episode run on ABC. Specifically, MGM will make strong pitches to affiliates and independents for 9 a.m.-4 p.m. daytime clearances. Secondary targets are prime time slots on independents and late fringe vacancies on affiliates. With NBC giving up an hour of daytime to affiliates, and CBS and ABC under some pressure from affiliates to do the same, Cohen believes "quality hours" are just what the doctor ordered. "*Thirtysomething* is about real life...problems that transcend more than just the baby boom generation," said Cohen. "This is truly an advertiser-friendly series, and it will translate into strong national spot sales."

Although most broadcasters agree that *thirtysomething*, which Ed Zwick and Marshall Herskovitz created and produced for ABC (1987-91), was one of the best-scripted and -acted social dramas of the 1980's, several station programmers wondered whether the yuppie-based series will find its niche in syndication. "Basically, I feel [*thirtysomething*] is questionable for syndication because of its lack of repeatability, lack of male appeal and too many working women and single mothers who are not going to be home to watch the show in daytime," said one L.A. independent station source.

The source and a New York-based station rep both felt *In the Heat of the Night* will be more readily welcomed by stations, with both suggesting *thirtysomething* should follow the example of *L.A. Law* and *China Beach* by doing a licensing deal with Lifetime or another cable network.

The primary sales target for *Heat of the Night* is 4-8 p.m. time slots on independents, which traditionally program early fringe and prime access time periods with action-adventures or sitcoms. Cohen's sales force will also be pitching *Heat of the Night*, which is in its fourth season on NBC, for late night clearances on affiliates.

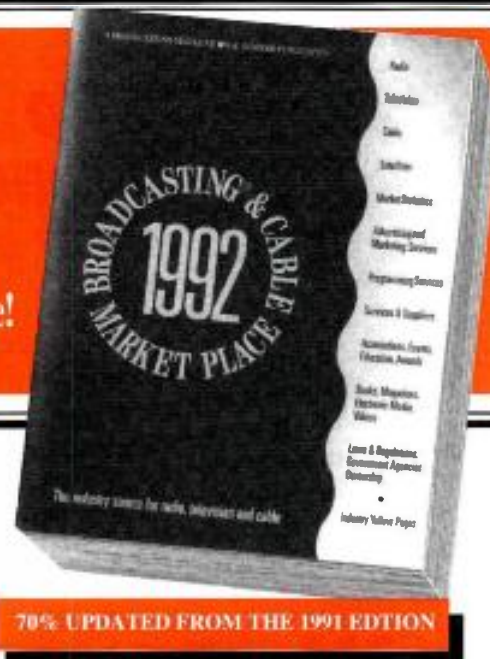
"We're marketing both shows as if they're first-run [syndication] series with single-year barter deals," Cohen said. "The burden of proof is on us. If both work as well as we expect them to, we'll go for single-year renewals, which would be a high-class problem to look forward to later." ■

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CBS HOPES TO NET SOMETHING ON NCAA

Having taken football and baseball rights hits, network looks to rebound with NCAA basketball package

By Rich Brown

While CBS has been hit hard with its costly baseball and football packages, the network is optimistic that NCAA basketball sales will be strong when that package hits the streets this week.

Several ad agency executives said that CBS should have no problem moving inventory on the high-profile NCAA Tournament, although price increases would likely be minimal.

At a time when sports franchises are feeling the economic pinch, even minimal price increases would likely be welcome at the network. CBS earlier this month announced losses totaling \$604 million on its TV sports contracts with Major League Baseball and the National Football League, which are each in the second year of four-year, \$1.06-billion deals with the network. And pricing is said to be flat at \$800,000 per spot for the upcoming Super Bowl game on CBS (BROADCASTING, Oct. 28).

"The NCAA, for the most part, is a sought-after package," said McCann Erickson Vice President Bill Sherman. "CBS may labor with a unit here or there, but I don't think they'll have any problem lining up advertisers."

Sherman and other agency executives said NCAA Tournament spots will likely see only single-digit percentage increases on its pricing over last year, when a typical 30-second spot was said to have sold in the \$80,000-\$100,000 range.

CBS is currently entering the second of its seven-year, \$1-billion deal for exclusive rights to the NCAA Tournament. Although the network is spending considerably less on rights



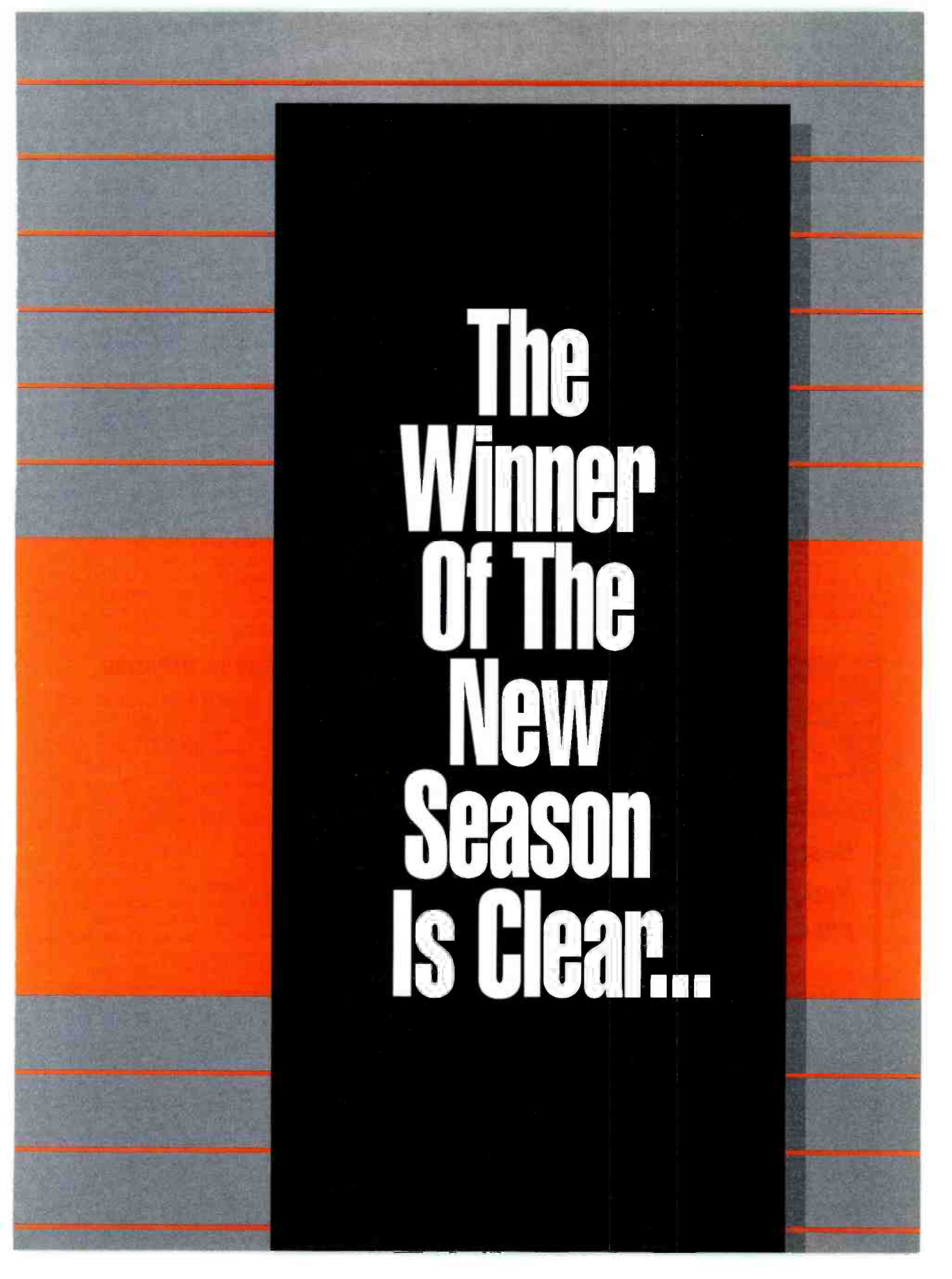
FRANKLY, CBS AND RHI GIVE A DAMN

With the announcement last week that RHI Entertainment's nearly \$8 million had won the bidding war for the rights to "Scarlett," the sequel to "Gone with the Wind," the players involved began immediately to plan the financing and marketing of the eight-hour mini-series. The series is set to air in 1993 on CBS, which last week snagged the license fee for approximately \$15 million for eight hours, according to Robert Halmi, president, RHI Entertainment. Halmi said some \$30 million may be spent on production of the project. He said the mini-series will premiere in international television markets and on CBS on the same day and date, with worldwide advertisers sold for the project.

Silvio Berlusconi and Germany's Kirch Group pitched in to help Halmi cover the winning bid in exchange for overseas distribution rights of the mini-series, which, like the book, will cover venues from Atlanta to Ireland, adding to the overall production costs. Halmi said that the approximately two-thirds of production costs not covered by the CBS fee will be made up by foreign broadcasters, as the book and movie boast a huge following overseas.

Halmi, who will serve as executive producer and producer on the production, said the international financing element is just the beginning of the emergence of the European market in television production and distribution. "The European marketplace in 1992 will be bigger than the United States for movies of the week. I can envision a time when we'll be making movies for the European market and selling the back-end rights to the United States."

Halmi told BROADCASTING that there will be a worldwide search for the actress to play Scarlett that will be even more extensive than that conducted for the original Scarlett more than 50 years ago. He also said the actress who plays the role won't be a recognizable face. "The big names or famous...would take away from the character," he said. **-SC**



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fees to the games than it does on professional sports, the franchise is among the more profitable. CBS Sports President Neal Pilson last year said the network made some money on the first year of the NCAA deal, a marked contrast to the losses that have been chalked up on the pro sports side in recent months.

"The reason the NCAA Tournament remains one of the growth sports is that it is held exclusively by one network, soup to nuts," said Len DeLuca, vice president of programming for CBS Sports.

CBS has been able to insulate itself somewhat through a number of pre-sold spots on the NCAA Tournament, including those that have come through a \$400-million, seven-year deal with General Motors. "You're either going to be in this hot event or not," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson. "There's no sports equivalent."

But Lintas: New York Senior Vice President Gary Carr said NCAA Tournament pricing could depend on how

NO HAPPY ENDING FOR 'LOVE STORIES'

Warner Bros. Domestic Television Distribution's rookie romance strip, *Love Stories*, will discontinue production and distribution at the end of its initial 26-week license period (March 15), announced WBTD's senior vice president of sales, Scott Carlin. The series had recently been beset with station downgrades, most notably CBS O&O's time-period demotions at WCBS-TV New York and WBBM-TV Chicago. *Love Stories* failed to achieve higher than a 1.1 debut rating nationally and fell 18% to a 93rd-ranked 0.9 rating (NSS, week ending Oct. 20). Its departure marks the second cancellation of studio-produced syndicated programming, following Twentieth Television's axing of former sophomore strip *Entertainment Daily Journal* (known formally as *EDJ*).

In contrast, WBTD has committed to a full 52 weeks of first-run production on *Jenny Jones*, basing renewal on slow but steady 33% growth for the show since its Sept. 16 debut. The week ending Oct. 21, *Jenny* tallied a 2.0 gross aggregate average nationally (NSS), while its debut rating was a 1.5 national rating.

much advertisers spend on the 1992 Olympic winter games, which CBS will broadcast from Albertville, France, Feb. 8-23 (just three weeks prior to the NCAA's "March Madness"). With three months to go, agency sources last week said CBS had sold about three-quarters of its Olympic inventory.

CBS Sports executives said they will be counting on the winter Olympic coverage to further boost NCAA Tournament ratings, which have traditionally been stable. Although average tournament and championship game ratings dropped from a 9.5 in 1990 to an 8.3 last year, Bozell's research vice president, Steve Sternberg, attributed the decline to increased telecasts. ■

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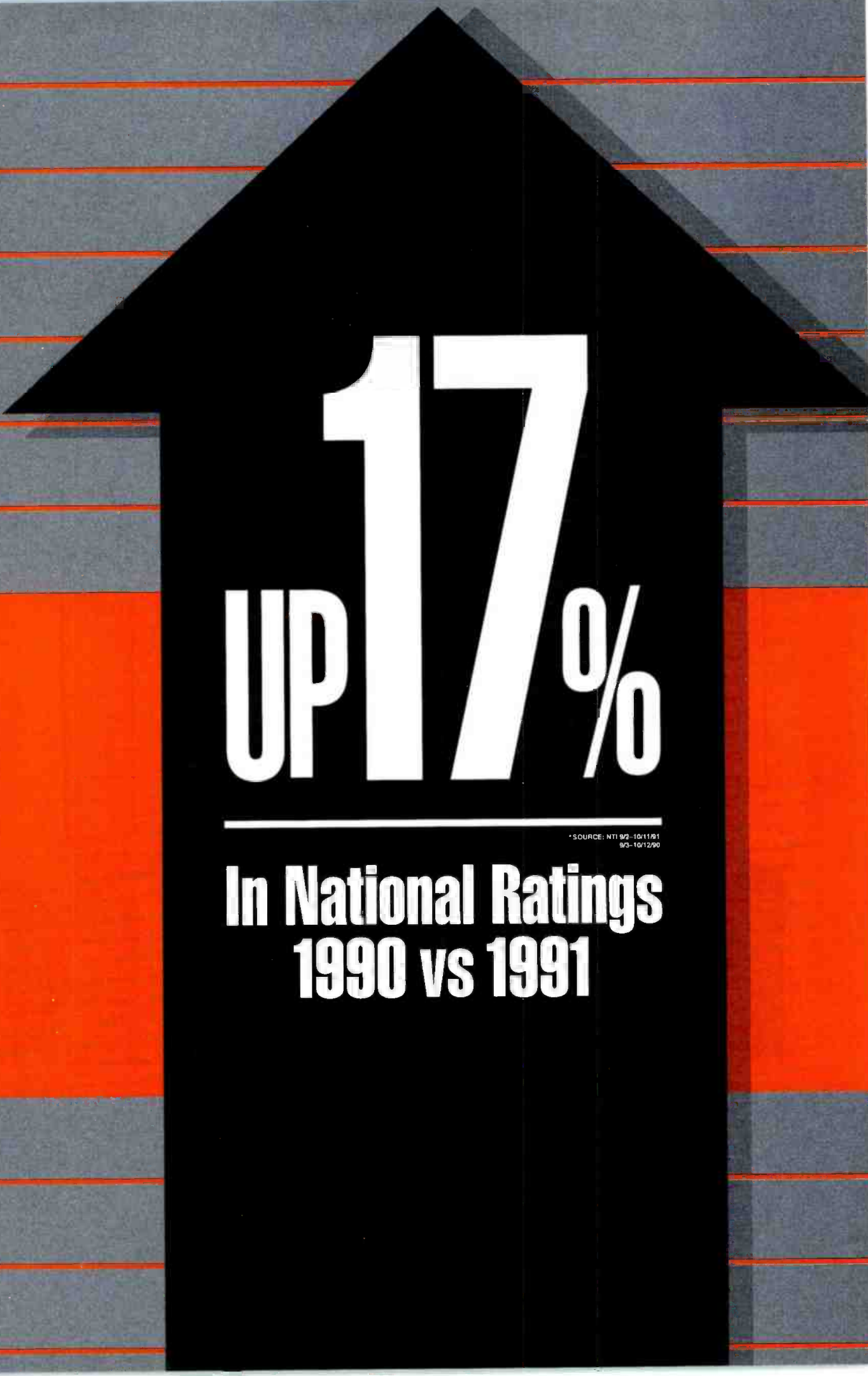
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RUSH TO TELEVISION

Rush Limbaugh, who currently hosts the highest-rated daily radio talk show, is taking his act to television. Multimedia Entertainment is developing a third new talk show for the 1992-93 season, with Limbaugh as host. One station has already picked up the show—WBTB(TV) Charlotte, N.C.—but Multimedia won't be knocking on station doors for about a month.

Earlier this year, Limbaugh signed a deal with fellow conservative Roger Ailes to develop a television talk show. Ailes took the project to Multimedia, which is positioning the show as a late-night half-hour barter strip (three minutes national, three-and-a-half minutes local). "There may be more opportunities in late night," said Multimedia Entertainment President Bob Turner. ABC recently abandoned the post-*Nightline* daypart, while CBS's late-night schedule remains vulnerable to delay broadcasts and pre-emptions.



UP 17%

* SOURCE: NTI 9/2-10/11/91
9/3-10/12/90

**In National Ratings
1990 vs 1991**

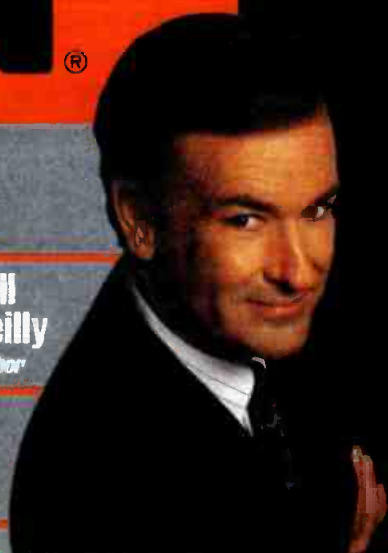
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	ABC	CBS	NBC	FOX
MONDAY	14.6/22	15.6/24	14.5/22	6.1/9
8:00	67. MacGyver 9.1/14	11. Major Dad 16.3/24	29. Saturday Night Live	88. Fox Night at the Movies—Frankenstein: The College Years 6.1/9
8:30		28. Last Halloween 13.6/20	Halloween Special 13.7/21	
9:00	12. NFL Monday Night	8. Murphy Brown 17.8/26	16. NBC Monday Night Movies—She Says She's Innocent 15.0/23	
9:30	Football—L.A. Raiders vs. Kansas City Chiefs	12. Designing Wmn 16.2/24		
10:00	16.2/28	18. Northern Exposure 14.9/25		
10:30				
TUESDAY	16.7/27	12.4/20	12.9/21	NO PROGRAMING
8:00	9. Full House 17.7/28	36. Rescue: 911 12.5/20	49. I'll Fly Away 11.4/18	
8:30	7. Home Improvemt 17.9/28		27. In the Heat of the Night 13.9/21	
9:00	2. Roseanne 23.1/35	37. CBS Tuesday Night Movie—Locked Up: A Mother's Rage 12.4/20	29. Law and Order 13.5/24	
9:30	3. Coach 19.8/30			
10:00	54. Homefront 10.7/19			
10:30				
WEDNESDAY	11.1/18	11.3/18	14.0/23	NO PROGRAMING
8:00	38. Dinosaurs 12.3/20	57. Royal Family 10.2/16	5. Unsolved Mysteries 18.2/29	
8:30	31. Wonder Years 13.4/21	62. Gr Pumpkin, Ch Br 9.8/15	33. Night Court 12.9/20	
9:00	22. Doogie Howser 14.5/22	42. Jake and the Fatman 12.0/19	42. Seinfeld 12.0/19	
9:30	57. Sibs 10.2/16	44. 48 Hours 11.8/21	50. Quantum Leap 11.2/20	
10:00	66. Anything But Love 9.2/16			
10:30	83. Good & Evil 7.0/13			
THURSDAY	8.9/15	10.3/17	15.5/26	10.7/17
8:00	71. Pros and Cons 8.6/14	60. Top Cops 10.1/17	19. Cosby 14.8/25	39. Simpsons 12.1/20
8:30			24. A Diffnt. World 14.3/23	68. Drexell's Class 9.0/15
9:00	76. FBI: Untold Stories 8.1/13	69. Trials of Rosie O'Neill 8.9/14	4. Cheers 19.3/30	53. Beverly Hills 90210 10.9/17
9:30	65. American Detect. 9.3/15	44. Knots Landing 11.8/21	15. Wings 15.1/24	
10:00	64. Primetime Live 9.5/17		21. L.A. Law 14.7/26	
10:30				
FRIDAY	12.9/23	8.1/15	8.5/15	5.0/9
8:00	24. Family Matters 14.3/25	80. Rescue: 911 7.7/14	63. Matlock 9.7/17	87. America's Most Wanted 6.2/11
8:30	35. Step By Step 12.6/22	52. Carol Burnett Show* 11.0/19	74. Flesh 'n' Blood 8.3/14	95. Ultimate Challenge 3.8/7
9:00	55. Perfect Stmgrs 10.6/18	90. Palace Guard 5.7/11	76. Real Life/J. Pauley 8.1/14	
9:30	56. Baby Talk 10.3/18		80. Reasonable Doubts 7.7/15	
10:00	19. 20/20 14.8/28			
10:30				
SATURDAY	7.9/14	10.9/19	11.9/21	5.9/10
8:00	82. Who's the Boss? 7.6/13	39. CBS Saturday Movie—Crocodile Dundee II 12.1/21	34. Golden Girls 12.7/22	84. Cops 6.9/12
8:30	74. Growing Pains 8.3/14		60. The Torkelsons 10.1/18	79. Cops 2 7.8/14
9:00			16. Empty Nest 15.0/26	93. Totally Hidden Video 4.9/8
9:30	78. The Commish 7.9/14		32. Nurses 13.1/23	94. Best of the Worst 4.0/7
10:00		73. P.S. I Luv U 8.4/16	57. Sisters 10.2/19	
10:30				
SUNDAY	12.4/19	17.2/27	13.2/20	8.1/12
7:00	44. Life Goes On 11.8/18	1. 60 Minutes 23.3/36	92. Adv Mark & Brian 5.3/8	86. True Colors 6.4/10
7:30			89. Eerie, Indiana 5.8/9	85. Parker Lewis 6.5/10
8:00	14. Am Fun Home Vid 15.7/23	10. Murder, She Wrote 16.7/24	51. Unsolved Mysteries 11.1/16	39. In Living Color 12.1/18
8:30	26. Am Fun People 14.0/20		6. NBC Sunday Night Movie—The Gambler Returns: Luck of the Draw Pt. 1 18.0/28	72. Roc 8.5/12
9:00	48. ABC Sunday Night Movie—False Arrest, Pt. 1 11.5/18	23. CBS Sunday Movie—The Rape of Dr. Willis 14.4/23		44. Married w/Childn 11.8/17
9:30				70. Herman's Head 8.8/13
10:00				91. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	12.1/20	12.5/20	12.9/21	7.3/12
SSN. TO DATE	12.0/20	14.4/24	12.6/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

CABLE, BROADCASTERS GET TOGETHER

Although cable and broadcast networks have done productions together, now cable and TV station groups are forming alliances to produce original movies and series

By Sharon D. Moshavi

Agreements among cable and broadcast networks to share original programming have been all the rage over the past few months. But there may be a new twist to the growing closeness between cable and broadcasters. Broadcast station groups are talking to both basic and pay cable networks about co-producing original movies and series.

Proudly pointing to arrangements such as that between ABC and Nickelodeon to co-air the series *Hi Honey*,

I'm Home (see box), basic cable networks say they are wading further into broadcast waters and are talking to station groups as well as networks about forming original programming alliances.

But some broadcast executives say that although these talks may come to fruition at some point, they are not ebullient about these arrangements, which for them are based on purely economic need. They are concerned about competitiveness and exclusivity. The cable networks seem pleased not only by the potential financial savings, but also by the potential promotional

value of the programming.

A broadcast station/cable alliance could be forthcoming in the next month, according to Greg Moyer, Discovery Channel senior vice president, programming group, who said Discovery has had "fruitful conversations with several broadcast groups" about creating original programming that may air both on local TV stations and on Discovery. He is "optimistic" that in the next several weeks, Discovery will announce original production deals with broadcast stations, but he would not elaborate. Discovery has already worked with TV stations, and last year

'STALKING' SUCCESS WITH SHARED SHOWS

Broadcast and cable networks so far have a few shared programming experiences under their belts, and while no runaway successes have been noted to date, that is not stopping new relationships from blooming.

USA Network and CBS began airing the Stephen J. Cannell-produced *Silk Stalkings* last week. CBS is airing the program at 11:30 p.m. Thursdays, part of its *Crime Time after Prime Time* checkerboard schedule. USA repeats the same episode Sundays at 9 p.m. "I anticipate the show will be reasonably successful," said Dave Kenin, executive vice president, programming, USA Network. Kenin, who said he did not know what to expect in working with CBS on the project, says CBS has been "considerate and collegial." USA's co-production of *Silk Stalkings* has led to talks about other possible programming projects with CBS, as well as the other broadcast networks, he said.

Lifetime Television continues to talk about programming ventures with ABC, which aired the cable network's original movie *Stop at Nothing* in September, six months

after it had premiered on Lifetime. The movie came in in third place in its time period (63rd for the week) and earned a 9.5 rating/16 share. Despite the showing, ABC

paid only 10% to 15% of what it would pay to produce one of its own original movies, according to a source. ABC is now talking with Turner Network Television about airing one of that cable network's movies. "We have had some discussions with ABC about certain projects in our development slate that might work for both of us," said Dennis Miller, TNT president. In addition to its conversations about shared programming with ABC, Lifetime is also talking to CBS, said Pat Fili, senior vice president, programming and production at Lifetime.

The fate of Nick at Nite's *Hi Honey*, *I'm Home* on ABC remains to be

seen. ABC, which aired six episodes of the Nick-produced sitcom over the summer on Fridays (Nick followed with an instant rerun on Sundays), was to decide by Nov. 1 if it wanted additional episodes. At press time, Nick at Nite had still not received an answer.

-SDM



The cast of 'Silk Stalkings,' a program shared by CBS and USA Network

picked up the health series *Pulse* from the CBS affiliate in Sacramento.

Lifetime Television, which has had conversations with several station groups, has not found a project it wants to pursue, but it is looking primarily for series, according to Pat Fili, senior vice president, programing and production. "We're fairly protective of our franchise of original movies. We'd put more value on forming an allegiance with a station group to get a volume of product we couldn't afford otherwise," she said.

USA Network has also "looked at projects of interest to a variety of station groups, but we haven't found anything yet we want to go forward with," according to Dave Kenin, executive vice president, programing. Like Lifetime, USA is primarily interested in series and specials, rather than

movies.

Such unions might help USA and Lifetime in their quest for original series. USA is already trying to cut costs and add promotional value to its series by co-producing *Silk Stalkings* with CBS. If Lifetime had found a national or local broadcast partner, it might have been able to afford to produce additional episodes of (and get better ratings for) the acclaimed, now-canceled *Molly Dodd*, which Lifetime picked up after NBC axed it and went on to produce additional episodes. The cable network might also have had more success with its Tuesday night original program lineup, which launched in July, if it had been able to afford more expensive productions and the shows had sampled in another venue. Two of three shows have been canceled.

Lifetime is already working with station groups, including Chris-Craft Industries, to acquire Warner Bros.' "Warner 30" movie package (BROADCASTING, Oct. 21). That's a deal Michael Finkelstein, president and CEO, Renaissance Communications, says he does not like because he feels cable is getting a "free ride... It's like asking me to subsidize the cable network." But he does not object to co-producing and sharing original programing with a cable network. "If the alliance with cable can create programing, then you've created value. You've got something that couldn't exist otherwise, whereas the same is not true with an acquisition," said Finkelstein, who prefers the idea of sharing an original movie rather than a series with cable.

The ad-hoc consortium of Renaissance and six other station groups (roughly 30 stations) to produce one night of original programing (BROADCASTING, July 15) could conceivably be a forum for a broadcast station/cable alliance. "If it costs us \$1.25 million to do an hour, and stations can put in \$750,000, then cable could make up the difference," said Finkelstein.

Premium cable networks may get into the act as well. Although described as only initial conversations, some pay channels have talked to broadcast station groups, most notably Chris-Craft, about co-financing movies and/or series for both media. Premium network sources say an alliance with local broadcasters is conceivable, that two versions of the programs would be needed, since premium cable channels would not want to be confined to the language and nudity standards of broadcast television.

Not all broadcasters are enthusiastic about sharing original programing with cable. "Financially, such deals may work, but it could also cause erosion among those [participating] stations... I don't know if anyone will benefit, long term, from such arrangements," said Farrell Meisel, WWOR vice president, programing.

But even those opposed to cooperating with cable to produce and air original programing acknowledge that attitudes could change as the media landscape evolves. "It's not in our interest to cooperate with basic cable. That's our competitive position right now," said one broadcaster. "But I don't want to rule anything out." ■

TBS HOPES FOR 2 POINTS ON GRAND SLAM

TBS Sports on Tuesday and Wednesday is anticipating a "two-plus" rating on its prime time coverage of the 1991 PGA Grand Slam of Golf, according to Kevin O'Malley, senior vice president, sports programing.

This year will mark the first national TV coverage of the event, which was started in 1979 by the PGA of America. WTBS will present eight hours of live coverage of the Grand Slam beginning at 6 p.m. ET from Kauai Lagoons Resort in Hawaii. Featured will be the winners of golf's four major championships playing 36 holes, competing for a \$1-million purse.

"We are not certain how to establish a ratings standard for an event like this," said O'Malley. The event has been sold on the basis of "conservative" and "realistic" estimates that reflect normal prime time ratings on the cable network, he said. WTBS intentionally chose two nights when the network would not be competing with football, although the game will be up against the NBA on another Turner network, TNT.

WTBS aired its first prime time golf tournament, the 1991 United Hawaiian Open, last January. But ratings for that event, which were hit by the outbreak of the Persian Gulf War, might not serve as the right barometer for this week's competition. ■

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CABLE STUDYING HOW TO PUSH PPV

CTAM-led experiment involving MSO's hopes to change viewer attitudes, acceptance

By Sharon D. Moshavi

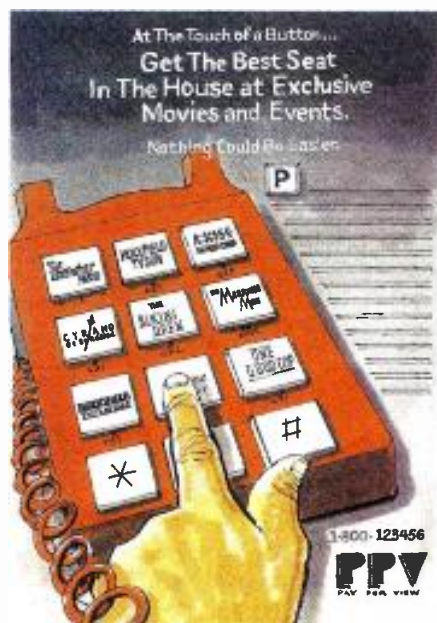
January 1992 marks the beginning of an advertising and marketing experiment led by the Cable Television Administration and Marketing Society to help the cable industry figure out how to properly position pay per view to make it a primary choice for television viewing. The tactic CTAM has taken is to stress the convenience and ease of PPV compared with the effort of renting a video. One of the campaign's TV ads shows a man racing fruitlessly from one video store to the next, only to be told the movie he wants is not available.

A plan that started out a year and a half ago as an effort to change the words "pay per view" into something less money-oriented and tongue-twisting has grown into a plan to create a definite impression in consumers' minds of what PPV is. A name change may no longer be possible since, in the last 18 months thanks largely to several heavyweight boxing matches, the words have become more entrenched in consumers' lexicon.

"It's a huge investment and a large commitment to change the name. And it may be too late," said Bob Westfield, CTAM's director of new product development.

The experiment, to promote both movies and events, is targeting consumers already exposed to PPV. CTAM is looking to expand usage among people who have tried PPV. The group of 12 MSO's, three studios (Columbia Picture, Warner Bros. and Orion—Paramount and MCA-Universal are still being wooed), PPV networks and hardware manufacturers funding the research "didn't want to spend time pulling in 'nevers.' They want to create core users out of people who are just triers," said Westerfield. That number is anywhere from three million to eight million, he said.

A minimum of six systems will participate in the year-long experiment. Three different marketing platforms will be tested, each in at least two similar systems. The three positioning statements to be used in advertising and marketing materials carry the themes "Reward yourself," "At the



A mock-up of the advertising CTAM will use in its new PPV marketing campaign

touch of a button" and "Why rent it...you've got it." The first two were developed by CTAM and Decision Research Corp. through focus group testing. The last was already developed by United Artists Cable.

Of the two similar systems testing a position, one will also test a new name for PPV. A third system with similar PPV operations will be used to judge the success of the new marketing angles in the other two systems.

The plan, which will include an ad-

vertising campaign—local cable avails, barker channels, radio spots, newspapers, cable guides—as well as direct marketing efforts, will not require the cable systems (most of which will be already slightly above the industry average in terms of the monthly buy rates they achieve) to spend more promoting the category than they normally do. The ad campaign was created by Rosenfeld, Sirowitz, Humphrey & Strauss.

Jones Intercable and Continental Cablevision are two of the MSO's that have committed to the CTAM test. Jones will dedicate three systems—Tampa, Tucson and Turnersville, N.J.—according to Nancy Anderson, Jones's director of PPV.

Prior to the experiment's launch in January, Decision Research will conduct a telephone survey of subscribers in the test systems to determine attitudes toward PPV. Six months into the test, Decision Research will survey those systems again to detect any changes in attitude toward and usage of PPV.

Part of consumers' attitudes toward PPV is no doubt reflected in the high cable bills extended PPV usage can create. Westerfield said CTAM is in discussions with one credit card firm about trying to take PPV charges off the cable bill and place them instead on consumers' credit card bills, according to Westerfield. ■

NCA OFFERS AVAIL TRACKING

Cable rep National Cable Advertising has tossed its hat into the software ring. NCA last week launched Advanced Media Systems, a division that will design and market software programs designed to improve buying spot cable.

AMS will be headed by Linda Williams, president. (She is also married to NCA President Bob Williams.) AMS has started marketing CableTrack, a database providing marketing information on every cable system in the United States and CableTrack Avail System, an avail system to be used by agencies for planning and buying. Subscriptions to CableTrack, according to Williams, will cost less than \$10,000 annually. AMS will also market Compass/CableTrack, a program describing demographic characteristics of cable systems that will cost \$7,500 annually.

AMS joins a rapidly growing field of companies attempting to enter the cable software market. AdExpress Co., which is working on a delivery system for cable spots, is also marketing software programs designed to streamline the cable spot buying process and provide demographic and financial market data.

C-SPAN PLANS 1,000 HOURS OF ELECTION COVERAGE

With CNN, cable takes advantage of broadcast networks' cutbacks in political coverage to go gavel-to-gavel during campaigns and conventions

By Patrick Sheridan

Since the Kennedy-Nixon campaigns of 1960, presidential politics and network television have increasingly been mired together by sound bites, spin doctors, media handlers, expert analysts and commentators. The public, politicians and journalists alike lament the system, yet little ever changes. And if political consultants such as Roger Ailes ("If you didn't like 1988, you're going to hate 1992,") are correct, the public can expect an increased reliance on the tools of the two-minute sound bite.

At least that's true for the three broadcast networks, which are planning less coverage of the presidential campaigns in general and the conventions specifically because of mounting campaign coverage costs and lower viewer ratings (BROADCASTING, June 24). All is not lost, though, for those yearning for long format and sound bite-free coverage need look only to C-SPAN and CNN.

"Politics is C-SPAN's niche. It makes sense for us in an era when other people are cutting back to emphasize our strengths. We look at the election year as our Olympics," said Susan Swain, C-SPAN senior vice president.

Both C-SPAN and CNN are hopeful that viewers dissatisfied with past network campaign reportage or those interested in more in-depth coverage will tune to cable. "1992 is going to be a turning point for election coverage. The commercial networks are not doing the kind of programming they used to do, and C-SPAN and CNN are taking the ball and running with it," said Steve Scully, C-SPAN political editor.

C-SPAN is planning more than 1,000 hours of campaign coverage (compared to less than 100 for the broadcast networks combined) as part of its *Election Campaign 92*, but has only about \$2 million budgeted for it. Meanwhile, CNN will expand its coverage from four years ago with increased special programs and reports,



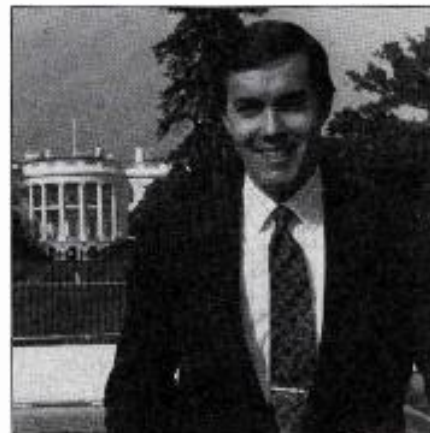
Susan Swain, C-SPAN senior VP: "We look at the election year as our Olympics."

financed in large part by a \$3.5 million grant from New York City's Markle Foundation. Part of that programming will include debates CNN will either sponsor or co-sponsor. The first is scheduled for Feb. 25, the eve of the New Hampshire primary.

For C-SPAN the result will be long-format programming—speeches and other events on the campaign trail in their entirety—and what C-SPAN spokesperson Rayne Pollack calls "video vérité. We'll just walk around with the candidates. They'll wear wireless mikes. It'll be raw and bumpy at times, but it's our way of identifying people on the screen with more than just a Chyron [character generator]....We'll be on location at the events that the networks wouldn't bother going to," she said.

Swain, who was in Houston last week to discuss convention coverage with GOP officials, said the on-air product will look more spontaneous than many viewers are perhaps used to. "We might walk up to a campaign press manager or the candidate himself and ask if we can hook up a wireless microphone while they're walking around working the crowd. Most of the candidates in this field are very used to C-SPAN. They've been around us and we've been around them for a long time. They make the decision on the spot. A lot of it's spontaneous, especially in the primaries."

"We don't want to emphasize the



Steve Scully, political editor: "C-SPAN and CNN are taking the ball...."

horse race aspect of it, but give viewers a feel for the people and the process in a less scripted atmosphere," said Swain.

Along with call-in shows (many of the candidates are expected to appear) and *Road to the White House*, which will air Friday and Sunday nights, C-SPAN will supplement candidate coverage by re-airing, or simulcasting, local programming of national importance such as last week's Louisiana gubernatorial debate from Baton Rouge, Mario Cuomo's appearance on *State-line*, a debate between Democratic candidates sponsored by WMUR-TV Manchester, N.H., and local newscasts from around the country.

"Those things are just as important. Nobody else puts other people's programs on. We just want to show how the process works," Scully said.

C-SPAN will also devote considerable time to third-party candidates and their conventions. And when the Democratic and Republican conventions are held, both C-SPAN and CNN will offer gavel-to-gavel coverage. In addition, C-SPAN will air many meetings and hearings within the convention such as those on the respective party platforms.

For the candidates, cable's increased coverage may be good news as both C-SPAN and CNN report that the vast majority of people who watch their programming vote. And with cable penetration up nearly 40% since 1988, increased access to C-SPAN's and CNN's expanded coverage is good news for the public. ■

Broadcasting Radio

SPECIAL REPORT

GROUP OPERATORS BUDGETING UP

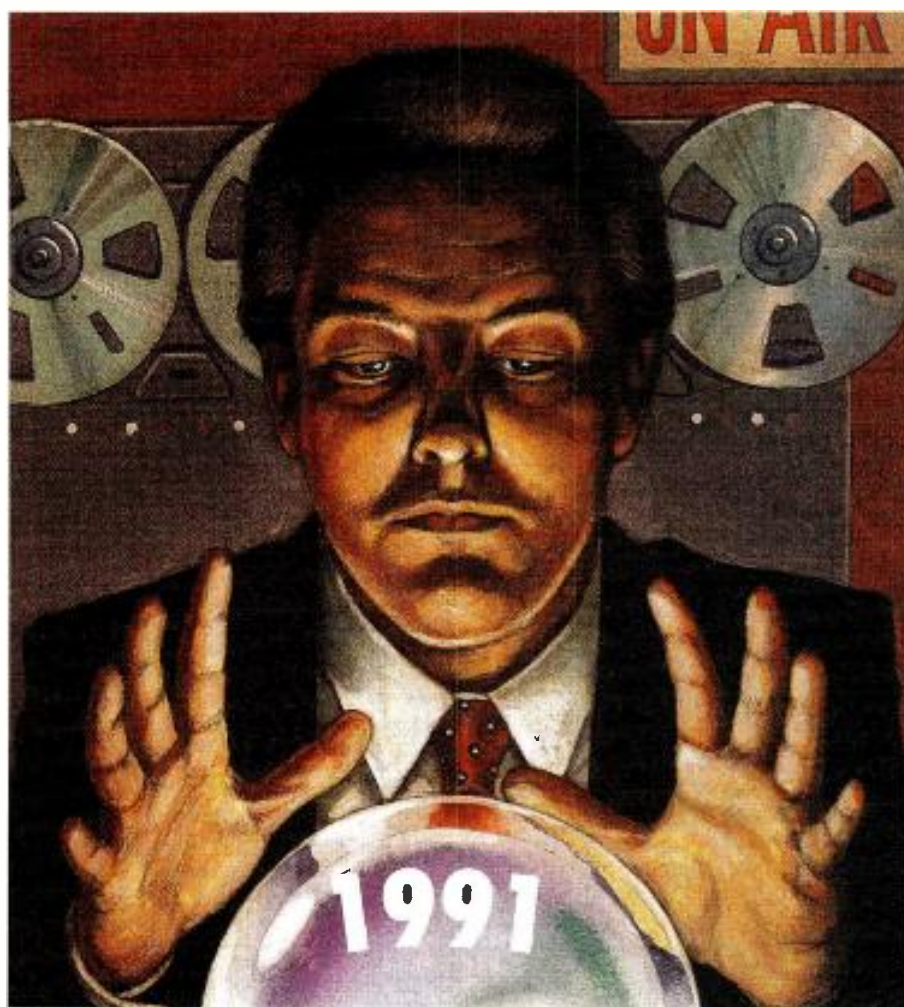
Industry poised to take advantage of current economic climate, companies say

By Lucia Cobo

Radio group operators have once again managed to get through uncertain economic times in better shape than their counterparts in other media. Operators contacted by BROADCASTING last week said they will continue to budget for revenue increases next year, and will continue to look for ways to improve their customer service efforts, bring more dollars to the medium and shore up what they call their most valuable assets, their employees. They are budgeting, for the most part, to contain costs and improve operating efficiency.

The year was unevenly paced, according to Frank Osborn, Osborn Communications, starting with the uncertain advertising climate during the Persian Gulf War, followed by a strong resurgence in spending during March and April and a flat second half of the year. "We just have not seen a resurgence in advertising," said Osborn. "On the other hand, we have managed to maintain cash flow growth for the three quarters."

Osborn Communications is currently up roughly 10%, he said, "but that is the toughest 10% we have ever gotten." The company was looking for stronger growth than that, Osborn said, based on a combination of cost-cutting measures it took and the mixture of properties that the company operates. Said Osborn: "The company is up, and I'm proud of that, so we are budgeting up for next year." He thinks it can continue growing, in spite of the environment, "but it is not as much fun: I would rather have the economic winds with me, and outpace



them, than beat into them," he added.

The economic winds show no sign of shifting, according to Bill Stakelin, Apollo Radio, but he believes the medium can flourish. "As an industry, as we enter 1992, we should look at the glass as being half full," Stakelin said. "Nobody should lose sight that radio is poised to take advantage of the current economic climate much more

than any other medium except perhaps magazines."

The key to success in 1992, said Stakelin, will be local marketing. "We are just not seeing a recovery in the national advertising arena," he said. Apollo is currently operating in four markets, and in two of those with market leaders. The company outperformed prior years, said Stakelin, but

1992 will be as tough or tougher than 1991 has been.

The month that could set the tone for 1992 is December, Osborn said. "The reality is that last October and November were good months, so we are now bumping and scraping against what were fairly good months," said Osborn. "December last year was a rotten month, and it was also the first month of the advertising recession." If December 1991 proves no better than December 1990, he said, operators will know the recession is still lingering.

Osborn is taking some consolation from current conditions, he said: at press time, Osborn properties were running ahead of last year. He is concerned about the level of consumer

The luxury of size has also allowed Group W to explore aggressive sales tactics. For the second year in a row, the company has put together a Super Bowl package designed to bring new dollars to the company. Last year's "Super Cruise" was such a success, said Thompson, that it brought "millions" of new dollars in and at least \$1 million in follow-up money throughout the year.

For 1992, "Fire & Ice" packages will give the client the advertising value purchased in spots, on the station, and a trip for two to the Super Bowl. The client can use the trips for contests with clients or employees. The trip includes the Super Bowl and a party and dinner with football stars. After the game, winners will be boarded onto

the company's "Double 99," its adjacent-channel, adjacent-market simulcast FM's in the San Francisco area. Said Figenshu: "We are really pleased with the station's progress. We are just plugging right along."

Evergreen Media's KKB(FM) Los Angeles has been moving right along for the company. Jim de Castro, Evergreen Media chief operating officer and station general manager, said the station has climbed from a \$7 million billing per year (and rank 28 in the market) to \$18.5 million for 1991 and eighth place.

"There is a hope that we should get better next year," he said, "but we don't see it happening yet, so there is a little underlying concern." For Evergreen, said de Castro, 1992 will be a



Radio group operators are planning for a slight revenue pick-up in 1992. From left, Jim de Castro, Evergreen Media; Frank Osborn, Osborn Communications; Jim Thompson, Group W Radio; Bill Stakelin, Apollo Radio, and Bill Figenshu, Viacom Radio.

confidence, however, with signs indicating that people might be willing to spend less this year during the holiday shopping season than last.

"It is still a great business, but you need to have the right cost structure to be in business today," said Jim Thompson, Group W Radio. In spite of the financial woes of its sister Westinghouse subsidiary, Group W Radio is in the plus column this year, Thompson said. Budgeting for 1991 and 1992, he said, was done line-by-line: "We pretty much zero-based everything. We looked at what the cost-benefit of each dollar we spent was, and how the station, its audience or its sales gained, and if we didn't find a correlation, that became a vulnerable budget item."

Group W has cut back capital spending, but will still go ahead with equipment upgrades that are "necessary." One of the group's big success stories is WMAQ(AM) Chicago, which is growing, Thompson said, one year ahead of plan.

two private jumbo jets and flown to St. Martin for a week's stay. "That is what we would like to do, find ways to bring advertisers to radio and then help them stay throughout the year," said Thompson. "This year we are looking to renew clients and bring in new ones."

Advertisers will be taking a second look at radio, according to Viacom Radio's Bill Figenshu. "We may not always be recession-proof," he said, "but we certainly are recession-resilient."

Viacom took a careful look at its budgets last year, Figenshu said, so that the company would be well positioned to tackle 1991. "Our division was up, and it was hard to do that," he said. "I see the year as one which was not too pleasant." As tough as times may be, however, Figenshu was determined that none of his people, particularly marketing and promotion people, go out to do business without "their guns," he said.

Viacom's success story this year is

year of "further battening down of the hatches, especially in the advertising and marketing arenas, in the research areas and in controlling overhead."

Overall, operators agreed that the successful company will not lose sight of its customer focus. Or, as Thompson said, "your internal customers, your employees, sales training—we think that in today's environment, professionalism becomes a competitive advantage. You have a fiscal responsibility, but it is still a mom-and-pop business. Every day you look at your marketplace, at your employees, and you make sure that they are being served."

"This whole scenario will persist," said Osborn, "but having said that, I will say that this is going to break at some point. I am probably a little more optimistic right now than I was at the same time last year, partly because I see some things that are a little bit better. Mostly it is just because it has got to break—it can only go on so long." ■



Guglielmo Marconi

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FRIES WARNING: RESULTS ARE ESSENTIAL TO SURVIVAL

Gary Fries assumed the presidency of the Radio Advertising Bureau on Oct. 1, following an extensive industrywide search for a man who would seize the industry and shake it. Fries has made no secret that he believes both the radio industry and RAB are suffering from outdated management approaches, and has called for radio executives and managers to "break the mold," to abandon old habits and develop new strategies that will place radio at the head of the media pack as it heads toward the year 2000. In this interview with BROADCASTING's Reed E. Bunzel, Fries shares some of his ideas for change and discusses some preliminary plans to help reinvigorate the industry.

Last November, the radio industry was bracing for a war and what was projected to be a short recession. Now, as many stations are budgeting for next year, what is your view of the economic health of radio?

Radio is suffering, but it's no worse off than any other medium. The entire U.S. economy is downsizing, and radio is feeling the effects of some secondary elements, such as the highly leveraged situation many stations are facing. But this is different than other downturns we've experienced before, and the ready-made solutions to our problems aren't working, which means we have to come up with new solutions. The good news is that everything is cyclical, so when the economy does come back it may come back stronger and healthier than it was in the past.

Stronger and healthier than in the late 1980's?

Better times are ahead, but they might not be as boisterous as we saw in the '80s. Still, I do believe we'll get back to the point where radio will be a lot of fun again. It may not be like the late '80s, and then again it may be better. How soon we get where we're going depends in part on our exploration of how to do things better, how to address radio's problems better.

Radio's strength lies in its targetability. Will the increasing fragmentation of other target media diminish some of radio's strength, especially in a recession?

We have to understand that radio is no longer recession-proof, so we need to rethink and reposition the medium. The real question is, what is recession? Textbooks are being rewritten, and words don't have the same meaning anymore. The challenge for radio, as for any media, is to rebuild itself according to new needs. There's no question that a definite need exists for what the medium delivers: news, information, entertainment, music. Radio needs to keep on the edge of the bubble, to keep creating new concepts and new ideas that will be the central element to survival.

Is radio guilty of short-sightedness, looking only as far as next month or next quarter?

Yes, but we're not alone. Still, there's definitely a constant survival image in radio, part of which stems from the rapid

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circular movement of personnel, which in turn helps to perpetuate short-term philosophies and short-term survival techniques. Because of this we often fail to educate our radio salespeople about what is good for the industry, not just their station. We need to educate these people so they understand that if they represent the radio industry in a positive light, they will insure themselves of the long-term sales of their radio station and not just a flight of 12 spots.

At this early stage in your tenure at RAB, what specific programs, tools or services do you see as essential to radio's survival and growth?

One obvious challenge is the lack of unity in the industry. Compared with other competitive media, we have not been as effective at joining together and becoming one. We have been more fragmented into the various segments of selling: local, retail, national, spot reps, networks—and we need to coalesce as an industry, and continually tell people about the successful use of the radio medium.

How likely do you believe such a coalition to be, given the traditional competition among the different facets of the radio industry?

I'm already seeing a very aggressive movement toward increased cooperation. The growth in number and activities of city associations is phenomenal and extremely important to this industry. Also, the participation among various competitive elements within the industry—national, small, medium, large, group managers, networks and reps—serves as testimony to a growing unity. Many of these forces previously have wanted to encourage a cooperative effort, but I've never seen such a coalition as that which was initiated at our board meeting. Nobody had to be led to the well; everyone came willingly and with a smile on his face and a really sincere effort at working together.

In your first month at RAB you have spoken of change, of "breaking the mold." What changes should radio people expect?

First, the way we sell the medium. We need to retool our sales efforts to become much more result-oriented than we currently are. If radio gets results, radio will get more dollars placed in it. That's the challenge: getting results. Another challenge is the creative side. We have to come up with new, fresh creative. Dropping the cherry in Lake Michigan is no longer the answer to selling spots. We need to create and sell spots that get the message across and produce results.

At the Board of Directors meeting in Tucson, RAB's directors heard a presentation on the "promise" of optimum effective selling and the "curse" of cost-per-point selling. Does the cost-per-point approach help depress radio spot rates, and thus radio revenues?

What came out of the optimum effective selling discussion is that if you get away from simple cost-per-point, the advertiser achieves better results. Assuming this theory is correct—and it has been proven to be—that's how the industry will survive and grow: by getting better results.

What can be done about improving the creative end of radio advertising?

We have to breed creative in all ways, in all directions. We can't focus just on comedy or interreaction spots. Creative advertising focuses on the message that the advertiser is



trying to get across. Unfortunately, radio people have nowhere near the training they need, nor do we as an industry have enough serious evaluation regarding what works. We hear great radio spots, but do we ever really know how effective they are? We need to make sure that people who are involved in creative not only can win awards for humor, but also can be assured that they're writing spots that get results.

Media buyers seem to be in love with the baby boomers, the 25-54 demographic. Considering today's economic picture, is this a sensible approach to radio advertising, or are agencies sacrificing the future for today's numbers?

It all depends on the product. In matching the product to the format for demographic delivery, age is just one dimension. There are a lot of other criteria in the qualitative picture of any one radio station. The truth is, 25-54 is a family. It's my family. That's broad. But if I have a product that's that broad, then 25-54 is a good demographic. In fact, as radio stations continue to narrow their programing focus, the demographics also tighten—although many buyers still think that the 25-54 cell provides the biggest bucket. But when you find a buyer who hones it in tighter, radio has to be prepared to sell it tighter.

Since marketing is such a major part of RAB's industry role, what is your view on local marketing associations?

LMA's are an attempt by some people to solve some of the economic and muscle problems of the industry. Essentially, they represent a repackaging of concepts that can help make radio more competitive in difficult economic times. Once the recovery begins we'll still see LMA's in some form, probably with a different name, but with many of the same objectives that they're trying to achieve now.

How much of today's economic strife is a by-product of the

FCC's more-is-more Docket 80-90 philosophy?

Docket 80-90 was a noble attempt by the commission to increase FM penetration and service to the public, a policy that in hindsight was not totally thought out. In hindsight it's obvious that Docket 80-90 was not as economically healthy to the industry as the commissioners perhaps designed it to be.

Would a change in the one-to-a-market rule help ease the current radio stagnation?

A change definitely could be helpful in some markets. Healthy entities are good not only for the consumer, but for the operator as well. But ownership rules would have to be controlled to some extent to maintain order. If you let a horse out of the barn you need to have some reins on it, because otherwise it just rides away. Somewhere in there there's room for creativity.

Broadcasters regard digital audio broadcasting [DAB] with everything from great excitement to contempt. What is your position on DAB radio?

It's here, it's now, and the consumer is going to want it. The radio industry is going to have to deliver it if we're going to remain successful, or else someone outside traditional commercial broadcasting will deliver it. Broadcasters who wish that DAB would just go away are suffering from a fear of the unknown. Fear of what's going to happen. If you have a migraine headache you worry endlessly about what might be causing it, how bad it might be. Then when you find out what's causing the pain, when you narrow it

down to one thing to be afraid of, you can focus on one solution. That's what's going to happen to DAB. We have to focus on how it's going to challenge our industry, then find a solution. We just can't wish it away.

Is there a continued place for AM in radio's long-term future?

In today's world AM has a definite place, and a definite means of surviving. But it has to be changed to fit the needs of the times. As we head toward digital, AM will become more and more horse-and-buggy technology, and it will continue to need some regulatory modifications. But AM is not dead.

You've stated that one of your first goals is to develop a mission statement for RAB. What is the essence of that statement?

RAB's mission is very broad: sell radio. Create an environment, create training, create the leadership to accomplish selling radio. When we get into specifics of implementation of a specific plan to achieve that mission statement, we're still developing the means. To hone that mission statement will take a little more time, but the ingredients are all present.

How can you convince stations to actually make use of your resources to help them sell radio better?

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Continues on page 54.

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Top-10 market strength masks local declines

**Flat revenues are expected to continue well into
election year across all regions**

By Reed E. Bunzel

Radio business for 1991 nationwide is flat but, given the current economic climate, flat is good.

That's the consensus of general managers and group operators in all sizes of markets, in virtually every region of the United States, in almost every format. Revenues month-to-month and year-to-date for 1991, compared with 1990 (which was not a particularly good year, either), reflect the persistent economic stalemate that has lasted considerably longer than most economists expected. As a whole, radio business this year is down 3.8% vs. 1990, according to Miller Kaplan Arase's George Nadel Rivin. In figures released last week by the Radio Advertising Bureau (BROADCASTING, Nov. 4), local revenue for all markets was down 3.3% year-to-date, while national revenue had declined 1.5%. MKA is slightly more optimistic, reporting that national dollars actually are down only 0.6%.

Still, negligible revenue declines are deceptive when applied across the board. According to Nadel Rivin, strong national business in the top-10 markets distorts widespread decreases in other markets. "The Los Angeles market alone has seen more than \$6 million in additional national business in the first nine months of 1991 vs. 1990, which creates a lot of room for other markets to be down," he explained.

Another factor that is hurting many radio budgets, even in the largest markets, is that national advertisers aren't buying as many stations as they did before the recession. "The buys aren't going as deep, in either the number of markets purchased or the number of stations in those markets," Nadel Rivin said. Of the 83 measured markets, only 19% reported positive growth in the third quarter of 1991 and, of those,

only 7 were up more than 3%. In contrast, 33 markets experienced double-digit declines. "When we look at the trend analysis, 40% of the markets have reported progressively larger negative growth rates for each of the three quarters of 1991," Nadel Rivin said.

This flat (and in many cases, negative) growth picture is far from what broadcasters anticipated this time last year. Many analysts suggested that the pending Persian Gulf War would erode advertising dollars, but the prevailing wisdom held that the economy would rebound dramatically once the fighting was over. However, except for some mild recovery during the summer, that rebound never materialized, and by many accounts October was one of the worst radio months in years. This time around broadcasters are being a little more cautious with their projections, many of them predicting a stalled economy well into the second half of 1992—even in the healthiest markets.

Despite the influx of national dollars, Los Angeles—the largest radio market in the United States—is lucky to finish out the year even with last year, according to KABC(AM) President/General Manager George Green. "L.A. is a \$412-million radio market, which is strong, but the recession here is far from over," he observed. "The market is flat in 1991; 1992 will be flat and right now we think flat is good." Continued economic stagnation is leading many companies to pare down their advertising budgets, a move Green said will have a definite impact on 1992 radio revenues.

Whatever recovery is coming to the L.A. market is still a long way off, "probably not until third-quarter 1992," Green predicted. "We've been enjoying massive double-digit increases for so long that it's hard to accept that next year national will be up only 0.2% and local will be flat."

For New York, local revenues are down 1.7% but national business is up

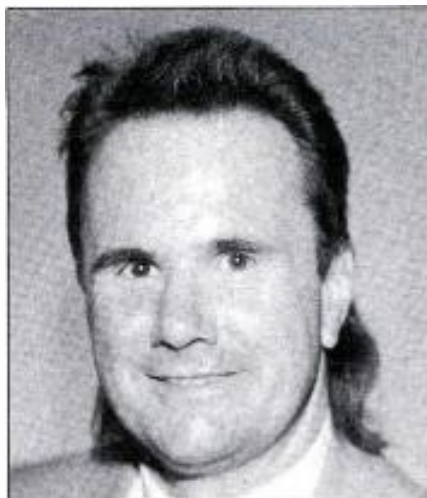
6.5%, with total dollars through the first nine months down 0.5%, according to Bob Moore, executive vice president, Westwood One Stations Group, Inc. "When you realize that network television is down 10 to 15%, magazines are down 22%, and newspapers are in a double-digit decline, half a percent in New York is pretty good," Moore said. "We're not going to deny that there's a bad recession going on, but when a \$340-million market has only been affected 0.5%, we feel we've had a banner year."

Moore admits that he was one of the optimists who predicted a post-war rebound, leading to a subsequently strong third and fourth quarter. "Most of us were projecting 3% to 5% growth, based on previous years of almost double digits, but we lost certain categories that we haven't been able to make up as quickly as we anticipated. So while we were conservative with our projections, we're all very excited that we were down only 0.5% for nine months."

For 1992 Moore cautiously projects no more than 1% to 2% growth, with most of that coming from the election year, the Olympics and the fact that "we can't have interest rates at 5% and not generate money in the economy. People have money; they just have to regain their confidence."

In the Northwest the Seattle market is bumping through 1991 with total dollars up 0.5%, balanced by a 0.7% increase in local business and a 1.7% decline in national revenue year-to-date vs. 1990. Compared against 9% total growth, 13% local growth and a 3% drop in national dollars last year, the market is feeling the effects of the recession, but revenues still are slightly ahead of last year as well as other markets. As KMPS-AM-FM General Manager Fred Schumacher said, "Like the old bumper sticker says, 'I may be slow, but I'm ahead of you.'"

Seattle broadcasters currently are looking for 3% growth for 1992, which Schumacher said is "aggressive enough to keep their jobs, and conservative enough to possibly exceed." Cautious conservatism is a prudent approach for Seattle broadcasters because local wisdom suggests that "the Northwest is the last to go into a recession, and the last to come out," he said. "If this is true, as the rest of the country comes out we'll be six months behind it, so we feel we need to posi-



Robert Moore, executive vice president, Westwood One Stations Group Inc.

tion ourselves as staying in this recession for the next year or two."

"Flat" is also the buzzword in Phoenix, with total market radio dollars between \$60 million and \$70 million, "depending on who you talk to," according to KOY-AM-FM Vice President-General Manager Nancy Reynolds. "Phoenix is even with last

year, but it still is a healthy market. While we have not experienced the growth we had in the mid-'80s, we're still growing. It has slowed down, but we're not like the Northeast. We're healthy, but we all got so used to being really healthy in the '80s that it was a shock when the growth slowed down to the point where it is."

Reynolds said that conventional wisdom points to a continuation of market stagnation, but she anticipates a bit more fallout before any significant recovery kicks in. She also expects Phoenix to be one of the first markets to rebound, mainly because of the market's enviable position. "Our housing market is terrific here. Phoenix is a clean city, and businesses can make a profit here. While I'm anticipating dollars to be the same as they were in '91, I'm expecting growth for the top stations."

In the smaller markets of the upper Midwest, radio business is tough—but no tougher than normal, according to Sorenson Broadcasting President Dean Sorenson. "We're running dead, just nickels ahead of last year," he said.



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"Truth is, we're not feeling [the recession] that hard, because we don't have any big industry up here. Our big hit was back in the early- to mid-'80s with the farm crisis, and we got through that okay. One of the reasons we don't get too upset out here is that business is never very good."

Next year should be slightly better than 1991, largely because of the state and national elections, Sorenson said. "We're budgeting an increase of 4% to 6% for next year, mostly because of the U.S. Senate races. Up here the political dollars are going to make the difference in '92."

In Charlotte, N.C., a market experiencing double-digit revenue declines in 1991, WBT-AM-FM Vice President-General Manager Bud Stiker said he'd still rather be operating where he is than in the Northeast. "I have a lot of friends in Boston, and I'd rather be down here," he said. "Charlotte's not a bad market in comparison, and the top three or four stations are doing okay, close to last year's revenues, and one may even be up a bit."



George Green, president-general manager, KABC(AM), thinks the administration's policies will improve the economy

Unfortunately, a number of stations in the ratings are suffering disproportionately "because people aren't buying as deep." Stiker said he expects the economic picture to remain dim through next year, with a possible

turnaround coming in early '93.

Fuller-Jeffrey Broadcasting President Bob Fuller agreed that business was tough in the Northeast, but said that Sacramento dollars showed an increase in 1991. Groupwide, Fuller is expecting a slight increase in 1992, because the Persian Gulf War caused a number of cancellations in early '91. "Overall the year will pleasantly surprise some people," Fuller predicted. "We saw some recovery this past summer, and I believe we'll see some of that again next year. We're finding that some retailers are turning to radio that have been on other media, as has happened in other recessions."

Fuller said he doesn't buy the gloom-and-doom theory that ad dollar declines portend future trouble for the advertising media. "I don't believe this attitude that ad spending has changed forever," he said. "Clients who get results with advertising are going to keep advertising, and their competitors won't just sit there and let another guy run away with all the business." Fuller said the biggest factor perpetuating the recession is a lack of consumer confidence: "A lot of this whole thing is a perception problem, and it's just snowballing—unfortunately in the wrong direction," he said.

That direction has to change, said KABC(AM)'s Green, who predicted that presidential politics could produce an expeditious solution to the country's economic woes. "If I know the Republican Party, they will make it possible for a recovery to happen. President Bush isn't going to sit still for a deep recession, because that's the only area where the current administration could get hurt. Predicated upon past experience, we'll find some easing of money, maybe an increase in purchasing power. The retailers will start responding."

Westwood One's Moore concurred that an election year strategy could help pump up the economy, but suggested that real recovery would begin on the grassroots level. "When you start hearing people in barbershops saying that this is the time to buy real estate, things can't remain this depressed. People are going to buy homes, they're going to buy automobiles, and where people are price motivated, intelligent advertisers will begin to come back to radio." ■

October, 1991 — This notice appears as a matter of record only

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THE COMPLICATED WORLD OF MEDIA BROKERING

Tightening economic conditions have forced brokers to offer new services

By John Gallagher

The words "tedious," "frustrating" and "complicated" came up repeatedly when media brokers answered the question, "How has brokering changed compared to two years ago?" Behind their responses were a drop in cash flow multiples, tight credit and lack of equity.

"You need a series of approvals on the creditor side, and there's a lot more bureaucracy," said Jim Blackburn of Washington-based Blackburn & Co., talking about restructured deals in particular. "The participants aren't having as much fun."

That's because the participants are now likely to be a lending bank under pressure from regulators to write off a defaulted loan or sell to a new buyer, and buyers who are aware that "this is bargain time," in the words of broker Ray Rosenblum of Pittsburgh, and are trying to exploit this leverage to the fullest. The result: deals today are taking two to three times longer to close than they did in 1988, according to media broker Star Media Group Inc.

The increased difficulty in putting together a deal these days cuts across all broker demographics; it's felt by large and small shops—shops that offer their own financial services, as well as those that focus primarily on putting together buyer and seller—and brokers based in all parts of the country. Most brokers are working harder to meet the challenge; it is the way they operate their business that differs, and depending on whom you talk to, there is divided opinion on which way works best.

"Bigger shops are now required to offer more services, out of necessity and in response to the types of deals that are now coming through," said Peter Handy of Star Media. In restructures, Handy said, a one- or two-person shop might say: 'Let's sell some assets,' whereas a larger shop with access to more capital and consulting services would be in a better position to help restructure a deal.

Larger firms also are more likely to have the time and manpower to print newsletters and auxiliary information

on the industry. For example, Elliot Evers of Media Venture Partners drew up "Workouts and Creative Financing for the Troubled Station," which outlines one way deals are getting done: a bank may be willing to stay in a sale for part of the equity, and roll over the note to a new buyer.

The size of the firm, however, does not necessarily dictate the size of the deal; broker Gary Stevens, of Gary Stevens & Co., basically a one-man operation, brokered the \$15.1-million sale of KKWM(FM) Dallas, approved by the FCC in January. A former group owner and current owner of WOMG-AM-FM Columbia, S.C., Stevens was named receiver in July for a group of eight radio stations. The receivership, he said, "enables me to use a skill level I haven't used in a while." With more and more radio station sales being distress sales, receiverships have become commonplace, and a broker

with experience in the operation side of the business, who is appointed receiver by a court, will have a head up.

In a station-trading market that has been characterized by industry observers as having at most half the equity pool it had at its peak in the mid- to late '80s, are larger brokers more inclined to take on a smaller market or lower-priced listing than usual? "Absolutely," said Hugh Ben La Rue, president of H.B. La Rue, Media Brokers, who operates with a minimal staff, but is used to brokering \$5-million-plus deals. Tim Menowski of Media, Mergers and Acquisitions, and recently elected president of the National Association of Media Brokers, agreed that "brokers are aggressively looking at deals that were 'beneath' them" two years ago.

But that's not to say brokers will take any station they can get their hands on. "We're very careful as to

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**WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO**



Brokers "aren't having as much fun," says one. From left: Gary Stevens, Peter Handy, Mark O'Brien, Richard Foreman, Ray Rosenblum.

what listing we'll accept," said Don Bussell of Questcom Radio Brokerage. Like other brokers, Bussell said he makes sure a sale has an excellent chance of closing. "A buyer has to show me that he's got 30% to 50% equity going into the deal," he said.

Larger brokers dipping below the level of their traditional "meat and potatoes" deals don't seem to affect the small-market brokers. Low overhead, a feel for the economics of a particular region and a knowledge of the internal operations of stations below the top 100 markets all contribute

to there being a niche, even in the present climate, for those working smaller deals.

Bill Whitley, owner of Whitley Media, can see Star Media's office out his office window in Dallas. But he says the proximity of Star, which represents top market deals on a national level, doesn't affect his business; he concentrates on stations in Texas and in the Southwest. Broker Ray Rosenblum, whose business usually comes out of Pennsylvania, New York and West Virginia, believes the economy today exerts more pressure on the larger brokers with regional offices, while working in a particular region breeds familiarity and cuts down on travel. "I like to be home," he said.

Brokers have been doing more appraisals, dealing more with the courts, and are now testing the waters of the local marketing agreement (LMA). Although some see the LMA as a viable alternative to receivership or bankruptcy, others are more hesitant. From what Richard Foreman of Richard A. Foreman Associates can estimate so far, "They're more of a Band-Aid approach than a final solution, [because] you have a property in a market that is

already over-radioed with severe [format] fragmentation." Mark O'Brien of R.C. Crisler & Co. Inc. agreed: "If the basic problem is too much competition in the market, then an LMA will not help."

Co-brokered deals, which are done even in boom times, are a way brokers can cope in a more competitive marketplace. Great American Communications Co.'s \$54-million sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis to Frank Wood's Broadcast Alchemy, the largest radio deal so far this year, was co-brokered by The Mahlman Co. and Jorgenson, Chapin and Co. Bob Mahlman Jr. said that in a co-brokered deal, a seller has twice the resources working to find a qualified buyer. Although brokers will always try to get an exclusive listing, most will never rule out co-brokering.

Brokers say today's market is a more "challenging" and "interesting" environment in which to work. Yet, one broker also said that "brokers are either getting out or condensing operations." As one broker put it: "This is not the time to be hanging out a shingle." ■

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HOW TOP BROKERS ARE FARING

Closed Radio Station Deals and Total Value, 1989-91

(In millions of dollars)

Broker	1989	1990	1991
Blackburn	35 □ \$218.3	13 □ \$109.4	10 □ \$57.8
Gary Stevens	7 □ \$122.0	4 □ \$27.4	2 □ \$22.3
Media Venture Partners	12 □ \$74.0	8 □ \$29.6	13 □ \$40.9
La Rue	6 □ \$46.8	7 □ \$57.5	4 □ \$29.2
Kalil & Co.	8 □ \$21.1	4 □ \$34.3	3 □ \$10.0
Star	N/A	N/A	3 □ \$41.7

NETWORK OPERATORS EKE OUT A GAIN FOR '91

Next year tough to forecast, companies say, but they hope for Olympic, election boost

By Lucia Cobo

In 1990, radio network operators were hopeful that the changes in the shape of their business and the inherent strengths of their medium would allow them to fare better than their other media counterparts. They were right. On average, network radio held its own in 1991, with some operators predicting (guardedly) that their companies could even end the year ahead 2% or 3%.

As a whole, the network industry had an up year in 1990, despite slow months in the first quarter and a lagging fourth that preceded advertiser uncertainty during the Persian Gulf War at the beginning of 1991. Also this year, armed with reconfigured networks that slashed inventory and drove up ratings, operators, through the efforts of the Radio Network Association (RNA), targeted advertisers who had previously not tried the medium.

As 1992 approaches, network operators are still cautious but forging ahead with plans for the Olympics, national elections and a continuing economic recession.

"Basically the year was kind of crazy," said Bill Hogan, president, Unistar Radio Networks, "although it did follow the economy—first quarter was down 1% to 2%, the second quarter was up a healthy 8%, the third quarter went down, reality and economic problems set in, the fourth quarter is down so far—currently the industry is about flat with 1990."

The shape of the fourth quarter of 1991 is anybody's guess, Hogan said, and the shape of 1992 will be even tougher to predict. "1992 is going to be one of the toughest years to try to forecast," he said. "The economy is a real question mark. Right now, as we speak, there is no reason to think that 1992 will be much different than 1991."

"If the economy continues to recover, if the Democrats narrow the field down and have a reasonable candidate, if George Bush has to mount a fairly aggressive campaign, if it is a real race, it could cause inventory to

fill out, which could help network radio," Hogan said.

Westwood One is also ending the year on a positive note, according to Chairman Norm Pattiz: "We really can't complain—overall by year end we will be up 2% or 3% over last year." Westwood posted strong gains in RADAR during 1991, and, according to Pattiz, that would have translated into bigger revenue increases had the economy been better.

But Westwood is looking at 1992 with optimism, he said. "Times dictate the actions that you have to take. We have done the things that we had to do to stay in business. Last year we canceled programs and downsized operations," said Pattiz. "We reduced the staff by nearly 100 people and cut our operating budget by \$10 million." Even predicting a no-growth year for 1992, Pattiz said, their increased audience size and lower overhead will still

allow the company to show improvement.

Westwood will also carry coverage of the summer Olympics in 1992, but Pattiz is counting that as "a line item," he said. The elections will not mean too much for network radio, he added. "Back in 1988 I was bullish on the politics, but it was a lousy year for network radio." Overall, Pattiz agreed with Hogan in viewing the impact of the sluggish economy on the radio networks as less severe than on other media.

CBS Radio Networks President Bob Kipperman also believes the industry is healthy compared to other media. "Network radio should end 1% to 3% ahead of last year," he said, "and given the economy, we fared well."

Kipperman is "guardedly optimistic" about 1992, hoping for increases of 4% to 6%. "We have seen an increase in advertisers coming back,"

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Network operators see few changes for 1992. From left, Bill Hogan, Unistar Radio; Norm Pattiz, Westwood One; Bob Kipperman, CBS Radio Networks; Bob Callahan, ABC Radio Networks.

he said. "This should extend into the first quarter of 1992. We are seeing a slow upturn—slower growth—but television advertisers have found network radio to be very successful."

In 1991 ABC Radio Networks, in addition to covering the war and the collapse of communism, as part of ABC News, tripled its satellite channel capacity and named a new president for its Dallas-based Satellite Music Networks subsidiary. On the cost side, said Bob Callahan, president, ABC Radio Networks, the low points were the war and start-up costs for new syndicated programs the company

introduced, such as *American Gold*, an oldies show targeted to the 25-54 demographic.

"Our reconfiguration in 1990 shrunk our inventory by 44% and drove up ratings," said Callahan. "The advertising community response has been positive to all the networks," he said, and ABC has managed to sustain its share of audience versus its competitors. ABC this year also replaced long-time talk show host Sally Jesse Raphael with former NBC *Today* show co-host Deborah Norville.

In 1992, ABC, in conjunction with cable service ESPN, is launching the

ESPN Radio Network (BROADCASTING, Sept. 9).

The end of 1991 also saw the merging and imminent reconfiguration of the two black-owned networks, Sheridan Broadcasting Networks Inc. and NBN Broadcasting Inc. (BROADCASTING, Nov. 4). The resulting company, which has yet to be named, will be managed by an executive committee comprising Ronald Davenport, chairman, and E.J. Jay Williams, president, Sheridan Broadcasting Networks, and Sydney Small, chairman, and Jack Bryant, president, NBN Broadcasting. ■

REP FIRMS SEE FLAT NATIONAL SPOT MARKET FOR '92

Advertisers cutting back on budgets, concentrating on top-10 markets

By Lucia Cobo

In contrast to the predictions for network radio, the outlook for national spot radio looks bleak well into 1992. Les Goldberg, president of the Interep Radio Store, said the pacing reports for the last two months have been worsening by the week. "We are now thinking that October

will finish down 15% to 16% over 1990. A month ago pacing looked down 7%." The fourth quarter looks no brighter, he said, with November pacing 3% to 4% behind November 1990 and December already 9% to 10% behind last year.

The primary issue is a lack of consumer confidence, Goldberg said. The rising concern in the national spot

business, he added, is that 1992 is looking worse than 1991. "We have absolutely no momentum building for 1992," he said. "We are facing in 1991 a declining revenue pie that will possibly continue to decline in 1992."

Interep will continue its efforts for the industry with its "Radio 2000/An

FREE Health News Feed



from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

For more information on this newsfeed, contact the **Children's Health News Network** at Children's National Medical Center, (202) 939-4500.



Stu Olds, Katz Radio Group

Alliance for Growth" program, Goldberg said.

Joining Interep in its efforts to bring new dollars to the medium is the Katz Radio Group. Stu Olds, executive vice president, estimated that the business development team that KRG put in place late last year has brought roughly \$15 million in new money to national spot. "This is very positive," said Olds, "because the relationships created and the enthusiasm generated for radio will see fruition in 1992."

In spite of that enthusiasm, Olds is budgeting for a flat 1992 "at best." "1991 didn't even come close to our expectations of a worst-case scenar-



Les Goldberg, Interep Radio Store

io," he said. "The year will be down around 7%, and we had budgeted that the year would be flat."

A continuing trend for 1991 was a concentration of expenditures in the top-10 markets, and even within the top 10, said Olds, only Los Angeles, New York, Chicago, San Francisco and Dallas showed increases. The concentration of dollars has been such, said Olds, that this year the top-10 markets accounted for roughly 45% of national spot expenditures versus an industry norm of 36%.

In addition to advertisers cutting back on budgets, said Olds, the reps have had to deal with the efficacies of network radio. "The wired networks continue to be a very inexpensive price alternative to spot radio," Olds said. "If you are looking to buy eight markets deep on a spot basis, you can afford to buy nationwide with a wired network. If you are looking to buy beyond the top-10 markets, syndicators and networks become an even bigger alternative." ■

RIDING GAIN

ITS OWN SYMPHONY

WCRB(FM) Boston has commissioned composer Ned Rorem to write a symphony. The finished work will premiere on the station on Nov. 14, at 8 p.m. "Swords and Plowshares" comprises 14 texts, the first seven of which tell the horrors of war, the second seven the effects of peace. The piece will be performed by the Boston Symphony Orchestra, conducted by Hugh Wolff.

PRIZES BY SATELLITE

Satellite Music Network has launched a \$100,000 contest on six of its 10 satellite-delivered formats: Z-Rock, Classic Rock, The Heat, StarStation, Stardust and Pure Gold. The three-week contest began Oct. 21 and ends Nov. 15. Each format will air a custom version of the contest giving away \$100,000 in cash or the equivalent in prize value. Prizes, depending on the format, include: a 1992 Porsche 911 and \$5,000 in gas money; a Searay Yacht; a 33-day Hong Kong cruise for two, with \$20,000 cash; a private concert with the artist of one's choice, and a rock 'n' roll tour of every Hard Rock Cafe in the world.

GROUP RATE

A number of radio groups have announced that they will send their entire contingent of sales managers to the Radio Advertising Bureau's Managing Sales Conference in Nashville on Jan. 30-Feb. 2, 1992.

Among those groups to be fully represented are Buckley Broadcasting, Heritage Media, Edens Broadcasting, Granum Communications, Emmis Broadcasting, Shamrock Broadcasting, Command Communications and Great American Communications. RAB also announced that radio broadcasters who wish to hold groupwide meetings before or after the MSC will be provided with free conference rooms at Opryland USA, with special registration discounts available to groups in full attendance.

DISHPAN HANDS

The ZBS Foundation of Fort Edward, N.Y., will begin distribution of the two-part *Dishpan Fantasy* to U.S. public radio stations on Nov. 18. According to ZBS writers and producers Tom Lopez and Tim Clark, *Dishpan Fantasy* is a modern comic opera that blends a feminist storyline with a Goddess fantasy to tell the story of an unhappy housewife named Dizzy Dora. Utilizing special sound effects developed with audio samplers and synthesizers, the program incorporates music that ranges from traditional classical to late 1950s cocktail lounge to rock 'n' roll. Special environmental sounds were added through the use of a ring modulator, and a voice processor was used to enable two opera singers to cover all seven musical parts in the production.

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Fries

Continued from page 45.

we need to integrate everything into a menu of an appetizer, an entree, and a dessert, all of which fit together to be compatible with each other. RAB has so many tools available to stations, and the organization becomes frustrated that not everybody uses it. One of our objectives is to perform a better job of marketing the benefits available and results that have taken place. Also, when people aren't effectively using an available tool, we have to figure out why. If RAB's tools aren't being utilized, maybe they need to be repackaged to be more user friendly, to appear to meet their stations' needs.

You speak of great changes at RAB that in turn will turn the radio industry toward the year 2000. How are you going to implement some of these mold-breaking changes?

First, we are going to deploy more means of delivering information into the hands of station sales forces. Timely, fresh, relevant information that will make RAB a definite part of the planning, thinking and philosophy of all sales managers and how they are planning their days and meetings. Also, we are going to focus and deploy our resources in the areas that are going to have the most meaning in radio—not where it was 10 years ago, but today. On the

"The radio industry should be, and deserves to be, a major integrated part of the total mission of advertising. We cannot reach that goal without the industry taking us there. The RAB cannot take us there alone. RAB is just the support function to the industry."

RAB President Gary Fries

marketing front we intend to work much more closely on the national sales arena with the reps and the networks and the national sales teams to help develop new business.

What time frame are you looking at to implement your plans?

Right away, beginning with the Managing Sales Conference in Nashville Jan. 30 to Feb. 2. That's where we're going to begin working more aggressively on the training and education of sales managers. To disclose anything further would be premature at this point. The main thing is that the constituency of the radio industry, as exhibited at our Board of Directors meeting, wants to be part of the solution rather than part of the problem. And we're going to take advantage of that enthusiasm and outline some solutions that they can be part of.

Word is that you're searching for office space in Colorado Springs. Would that be part of your plans?

The Radio Advertising Bureau definitely has a need, a presence and a mission to do certain things in New York City. That's where the national business is. As far as the support functions, I recognize the efficiencies and resources that Colorado Springs has to offer. But there are a number of other places in the country that could meet those same needs and offer those same resources.

RAB is only one of several radio industry organizations. Do you entertain any ideas of merging some, if not all, of RAB's activities with any other group, such as the NAB?

RAB and NAB share a common concern: we're both part of the same industry and we always have an open mind to explore. There is nothing but a warm relationship between myself and [NAB President] Eddie Fritts. We both want what's right for the radio industry, and there are many things we can share. The real question is to what extreme or depth should that sharing extend, and each situation has to be carefully explored. We have different mission statements, and the solutions to our individual challenges are different. Parts of our shared interests can integrate, as they already do when we participate at NAB's radio conventions. In other areas we need to function separately. The bottom line is, if we can work together, it makes sense. If it doesn't, then we'll support each other but perform our own missions.

What about the Radio Network Association? In some cases do RAB and RNA duplicate marketing efforts, or work at cross purposes?

The RNA has already gone through the downsizing, the consolidation, to increase its industry muscle. Also, the RNA has worked very effectively to identify the objections to buying network radio and to eliminate those objections on a constructive basis. There's much to be learned by local radio, retail, vendor radio and also national rep radio along those lines. Having said that, however, there is a major move afoot at this hour to consolidate some of the muscle and effort and support of both organizations so we can work arm in arm. So there definitely will be a consolidation of the assets and strengths of the industry's sales mechanisms, including the national marketing focus and commitment from major rep firms.

What will the radio industry and RAB look like in five or 10 years?

The radio industry should be, and deserves to be, a major integrated part of the total mission of advertising—which is to explain and motivate consumers to utilize products and services. With that accomplished, the revenue percentage, the pricing and the methodology of pricing will follow. The utilization and maximization of inventory will come next, and we will be in a logical supply-and-demand cycle that will control the rates and eventual profitability of the radio industry. We may never be where we want to be, but our goal is to get as close as possible. The RAB's mission within that is to act as the catalyst, the communicator, the coordinator of all the players of the industry. We cannot reach that goal without the industry taking us there. The RAB cannot take us there alone. RAB is just the support function to the industry, but I am confident that we will be able to accomplish our goals.

A year from now, will we recognize RAB?

No. If you do, there's a real problem. It has to change. It isn't that somebody else's RAB was wrong; it was a different time, a different hour. The pulling together of the radio constituency in the last few weeks indicates that we can do this. I have seen a tremendous desire on the part of broadcasters to get on the same wagon and go forward. The direction is there, the agreement is clear, and now the job of this association is to build itself, focus itself, arm itself to accomplish those goals. ■



A.



C.

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B.



D.



Sixty important people from the world of broadcasting will be profiled in *Broadcasting's* 60th Anniversary Issue. And they will be inaugurated into the first *Broadcasting* Magazine Hall of Fame. You could be there for the awards gala in Washington, D.C., if you know your broadcasting history.

Pictured here are people from broadcasting's past and present. Identify them and send us your answers on this official entry form. We'll draw two winners from the correct entries. And the winners and their guests will be whisked away to the *Broadcasting* Magazine Hall of Fame gala in Washington, D.C. on December 10th.

This special Anniversary Issue will be poly-bagged with the regular December 9th issue. Closing: November 27th.



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OFFICIAL ENTRY FORM

Identify the people pictured and write in their names below:

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Send to: 60th Anniversary Contest, *Broadcasting* Magazine, 630 Third Avenue, NY, NY 10017 Attn: JM. Winners will be drawn from the pool of correct entries no later than November 25th and notified by telephone. The winners and their guests will receive: round-trip transportation to Washington, D.C., ground transportation to and from the awards dinner location, admission to the awards reception and dinner, one night of hotel accommodations, one room double occupancy. No substitutions will be accepted. In the event the winners cannot attend, other winners will be chosen from correct entries. Employees of Cahners Publishing and their families are not eligible to enter.

BROADCASTING'S 60TH ANNIVERSARY ISSUE.

Washington

CONGRESS: COMPULSORY LICENSE CAULDRON

Both House and Senate are considering altering copyright licenses, while broadcasters step up their push for some form of retransmission consent

By Harry A. Jessell

Cable's compulsory copyright license is in play.

Both houses of Congress have begun reviews of the license that could lead to repeal or significant modifications within the next few years and, as a result, a revolution in the way cable systems carry broadcast signals and how much they pay for them.

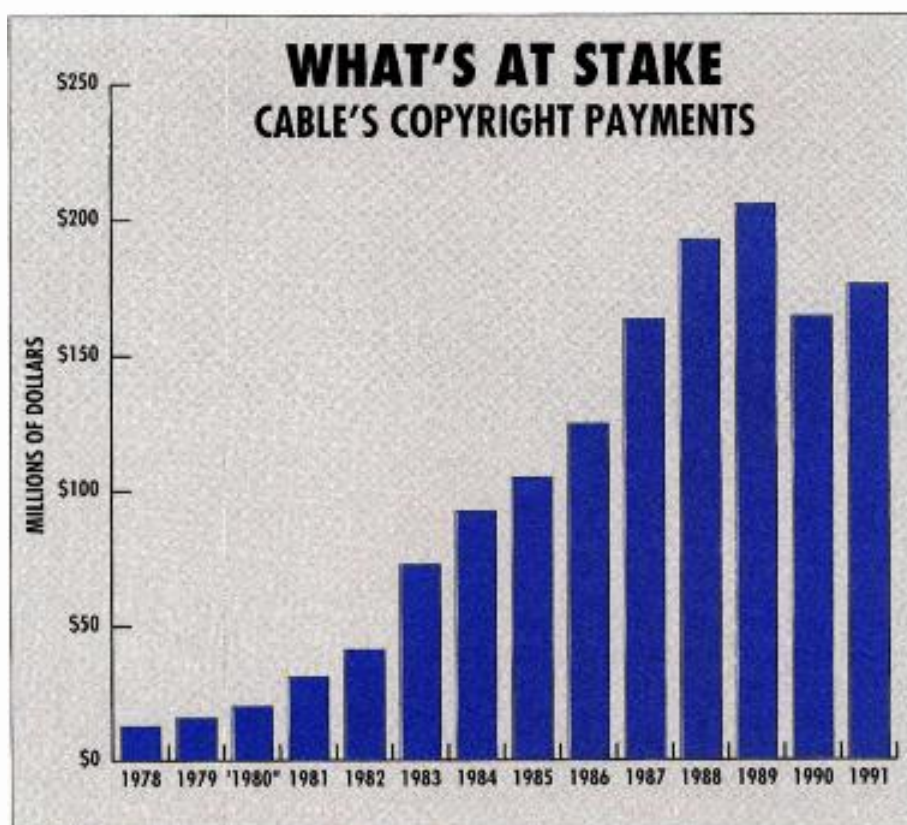
Fox, believing its interests as a broadcaster, network and program producer would be best served by repeal, has been prodding Congress to act for the past few months.

But even before its campaign was launched, the continuing viability of the 15-year-old license in its current form had been called into question by broadcasters' demand on Capitol Hill for retransmission consent—the right to deny carriage to cable systems or, more to the point, to demand payments in cash or kind for the carriage.

It was retransmission consent and those critical of it that prompted the leaders of the Senate Judiciary Committee two weeks ago to ask the Register of Copyrights of the Library of Congress to review the license in light of "regulatory, technological and legal developments" and make recommendations for "improvement, expansion and/or clarification."

If action on the compulsory license is inevitable, it is by no means imminent. Congress plods, especially when confronted by something involving as many affected parties and as much money and complexity as license reform does.

And in such controversial matters, Congress tends to throw the issue back to the parties with instructions to work something out. House Judiciary Sub-



Cable operators have paid more than \$1.1 billion over the past 13 years in distant-signal copyright fees, which are divided among broadcasters, programmers and other copyright holders. The fees hit a high of \$205 million in 1989, but dropped by \$40 million in 1990 with the repeal of the syndex surcharge following the FCC's reimposition of rules entitling stations to exclusivity of syndicated shows against distant signals.

committee Chairman William Hughes (D-N.J.), concerned about the copyright implication of retransmission consent and the possible need to bring the license in line with today's market realities, may take that tack when he meets with representatives of affected industries this week to discuss retransmission consent and license reform.

Fox Chairman Barry Diller, a principal catalyst in the move to revisit the license, recognizes it will all take

time. "But if we keep going with our plow in the ground," he said, "we may gather some momentum and get something done."

The compulsory license, instituted by Congress in the Copyright Act of 1976, permits cable systems to carry broadcast signals without incurring copyright liability.

Under the license, cable systems pay nothing for local signals. But for each distant signal they import, they

must make a copyright payment based on a percentage of their basic service revenue to the Copyright Office of the Library of Congress.

Since 1978, the first year fees were collected, cable systems have paid around \$1.1 billion for distant signals, including \$164 million in 1990. The fees are expected to grow to an estimated \$176 million this year.

Diller and Fox began the direct assault on the license. "The compulsory license is bad business," Diller said. "It does not protect the copyright owners, who end up reading about where their programing is distributed."

The license also ultimately works against cable, Diller said. Like other distributors, he said, cable needs to be able to bargain for exclusivity. "The license precludes it."

And repeal of the license is broadcasters' only real hope of achieving their goal: a second revenue stream, Diller said.

Fox would agree to a phase-out of the license, Diller said. "But there has to be some date certain—two or three years from now—when the license is over and replaced by nothing but business dealings."

Diller allies: TCI, MLB

Thus far, only Tele-Communications Inc., the nation's largest cable operator, and Major League Baseball have fully embraced Diller's radical approach—at least publicly.

TCI President John Malone sent a letter to Diller two weeks ago saying he was willing to talk about phasing out the compulsory license for local and distant signals. "In the final analysis, the free market will be fairer for all programing packagers—both broadcast and cable—and should create a level playing field for all," Malone said.

"From baseball's perspective, compulsory licenses [distant signals]... are not something we would like to see continued," said David Alworth, MLB director of broadcasting. "We'd love to see them eliminated."

The license has devalued baseball's national rights fees, Alworth added. "We have a deal with ESPN that is frankly not as healthy as it could be because of all the regular season baseball games that are distributed by cable [via distant signals] at less than market rate to millions and millions of

cable subscribers," he said.

More questions than answers

Everybody else is approaching the reform of the license warily, in fear they could end up losing more than they gain. Most cable operators, broadcasters and program producers agreed the license for distant signals could be phased out, but they are at odds over what to do about the local license.

Cable has prospered under the license. The guarantee of local signals and the ready availability of distant signals such as Ted Turner's WTBS(TV) Atlanta helped propel the industry into

"The next generation of copyright legislation should preserve the license for local signals...and require an orderly phase-out for distant signals."

Continental's Amos Hostetter

the 1980's and on its way to television pre-eminence.

And notwithstanding TCI, the cable industry on the whole seems content with maintaining the status quo but, perhaps recognizing political realities, is open to discussing some changes.

Before the National Cable Television Association is drawn into any discussions about reform of the law, said NCTA President Jim Mooney, someone is going to have to demonstrate what needs fixing and why. "I don't think there is anything to talk about until somebody comes up with some real-world analysis of what would be the result" of repealing the license, he said. "Do they want us to stop retransmitting broadcast signals? Do they want to put that at risk?"

Amos Hostetter, Chairman, Continental Cablevision, and a member of the NCTA executive committee, went further. "The next generation of copyright legislation should preserve the license for local signals and couple with it must-carry responsibility and should require an orderly phase-out—five to 10 years—for distant signals,"

he said.

Broadcasters and programers spent most of the 1980's complaining about the license, arguing that the proliferation of distant signals it wrought has hurt local broadcasters and that the fees cable systems were paying for the signals were far less than what they were worth.

The push for retransmission consent

Ironically, now that the license is being set up for possible reform, the broadcasting industry is resisting any action. That's because it is aggressively pushing for retransmission consent, which is based on preservation of the local license. A combination of retransmission consent and the license would allow broadcasters to charge cable systems for carriage without having to share the proceeds with program copyright holders.

Perpetuation of a local license is also critical to broadcasters hoping to bring back a must-carry rule or a law requiring cable systems to carry all or most local broadcast signals.

Broadcasters today are committed to retransmission consent, but if the 102nd Congress adjourns at the end of 1992 without its passage, they may begin searching for alternatives for dipping into the cable revenues.

One approach would be to join the fight for elimination of the local license. That would force cable systems to bargain with stations for carriage rights. However, any fees the broadcasters get from cable will have to be shared with the program suppliers, who hold the copyright to most of the programing they air.

Another approach promoted by some broadcasters is to preserve the local license and create statutory fees for it like those for distant signals. The local fee would be split between stations and programers. The scheme has the bonus of maintaining the foundation for some kind of must-carry regime.

The program producers are not as eager to knock out the license as their history of complaints about it would seem to indicate. They have gotten used to the distant-signal money. They receive the lion's share of the fees, for which they have to do little more than cash the checks.

To support Fox in its call for elimination of the distant-signal license, the programers will have to convince

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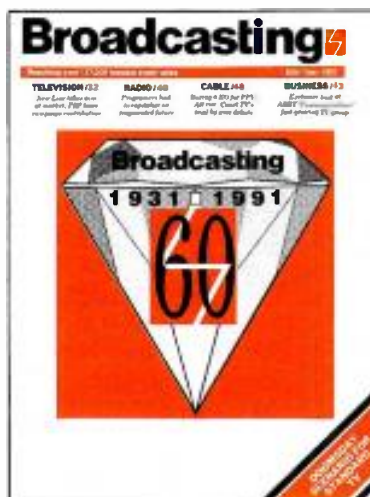
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themselves they can earn more through their cut of what broadcasters get from their open negotiations with cable than they now get from the fees.

But at least some of the major programmers are apparently willing to kill off the local license, which, unlike retransmission consent, would give them and broadcasters a chance to share in cable's wealth. "Today, there is zero payment for local signals," said Larry Levinson, senior vice president, Paramount Communications Inc. "Local signals are a freebie to cable."

Other side of the coin

If there is a consensus among the major players that the distant-signal license can be repealed or phased out, it is not shared by some minor ones. Wireless cable and the home satellite industry, still struggling to establish themselves in the television marketplace, would like to see the license for distant signals stay for a long time.

"Before we can even think about a sunset [on the distant-signal license], said Andy Paul, senior vice president, Satellite Broadcasting and Communi-

cations Association, "there has to be a playing field that is level and on which no side is advantaged."

Despite the ruckus being raised by Diller and the interest among those who write the copyright laws, no one believes reforms will come soon or without much haranguing by all sides. "I don't think any of the parties to the dispute are ready to give up anything," said Alex Netchvolodoff, vice president, government affairs, Cox Enterprise. "It's going to be very difficult." ■

SCRAMBLING IN WAKE OF S-BAND SELECTION

Broadcasters rethink DAB strategy following government decision to push for S band, rather than L-band terrestrial allocations at 1992 WARC

By Randy Sukow

Proponents of satellite digital audio broadcasting were rejuvenated by the government's decision to support an international DAB spectrum allocation on S band (near 2300 mhz) rather than lower L-band frequencies (near 1500 mhz).

The National Association of Broadcasters and radio station owners supporting its plan to obtain L-band spectrum to implement the European-developed Eureka system were forced to rethink their strategy. "From our perspective, it says we must now focus our attention on the development of good in-band systems and see if that can be done. It really is the best alternative at this point," said Allan Box, president, EZ Communications, Fairfax, Va., and chairman of NAB's digital audio task force.

The FCC announced on Nov. 1 that it had reached a compromise agreement with the Bush administration on a DAB position to take to the 1992 World Administrative Radio Conference in Spain next February (BROADCASTING, Nov. 4). The FCC had earlier recommended DAB allocations in both the L and S bands. But protests from the Defense Department, which uses L band for aeronautical telemetry tests, led the government to pick an S-band-only solution at 2310-2360 mhz.

S band is generally believed to be unsuitable for terrestrial broadcasting. Higher-powered and more costly transmission would be necessary at the

higher frequency, and it is believed DAB signals will be more susceptible to mountains, buildings and other physical barriers at those higher frequencies.

The government did not completely close the door to terrestrial L-band implementation. It proposed further international meetings after WARC 1992 to discuss all possible bands for DAB. Those meetings will prove necessary if a suitable in-band DAB system is not developed.

The government's WARC position "allows us to go forward at full speed," said Martin Rothblatt, chairman of Satellite CD Radio Inc., Washington, a satellite DAB proponent. "I think it was an essential decision if DAB was to go forward in this country."

Anticipating the FCC's announcement, Satellite CD Radio refiled its FCC petition for L-band spectrum for S band three days earlier. It will cost about twice as much to build a satellite to operate in S band as one in L, Rothblatt said. The realities of the Defense Department's demand for the spectrum, however, made the S-band decision inevitable.

Satellite CD Radio demonstrated its system operating at 4 ghz (well above S band) last week at the studios of WFW(FM) Washington. In 4 ghz tests over the past two months, the Satellite CD Radio has been blocked only "deep in the urban canyons," where FM in-band DAB signals will eventually be available, Rothblatt said. "The

real market for the satellite system is commuting distances and suburban markets."

VOA studying S-band possibilities

The Voice of America, which is studying establishment of international satellite radio networks to someday supplement or perhaps replace its current short-wave service, was also encouraged by the S-band decision. VOA plans to adjust to whatever technologies and bands are available when it is ready to build its network, said VOA Deputy Director Robert Coonrod. "The important thing is that we've identified a segment of the spectrum and we're going to be actively promoting that," Coonrod said.

Box, who appeared last Wednesday (Nov. 6) before the House Telecommunications Subcommittee, worried that S-band DAB authorization could give satellite DAB a competitive advantage over terrestrial broadcasters. In-band DAB technology is not yet close to maturity. National satellite services could be attracting local broadcasters' audiences and advertising revenues while broadcasters are still trying to decide which in-band system to adopt, Box warned.

The future of AM broadcasters should be considered as well, Box said. Some in-band developers claim all current AM and FM broadcasters could be allocated DAB channels on the FM band. But the feasibility of that plan is still far from proven.

"I wonder sometimes whether in-

cumbents deserve protection. Just because you have an old franchise does not necessarily mean you deserve a new franchise," replied subcommittee member Jim Cooper (D-Tenn.). "We're asked all the time to preserve the privileged position of companies. But that doesn't necessarily mean it's the right thing to do."

"Anybody who wants that opinion is entitled to it. There's nothing that I can see that's broken in the radio broadcast industry today. There are a lot of good AM services out there today that could be improved through digital," Box said.

Ironically, the government's choice of S band follows the recent release of preliminary results from Canadian tests suggesting DAB would operate well in L band. The study conducted in Toronto and Ottawa by the Canadian Broadcasting Corp., Canadian Broadcasters Association, Department of Communications and its Communications Research Center, found L signals had propagation measurements similar to earlier tests in the UHF-TV band (470-806 mhz).

BILL WOULD ROUTE AUCTION INCOME TO FIBER NET

Ritter proposal would create grant-awarding agency

By Randy Sukow

The U.S. government will use spectrum auctions to fund development and deployment of a national fiber-optic network if a bill introduced by House Telecommunications Subcommittee Member Don Ritter (R-Pa.) becomes law.

Unlike a spectrum-auction plan backed by Senate Communications Subcommittee member Ted Stevens (R-Alaska), commercial broadcasters are not expressly exempted from the auctions (BROADCASTING, Oct. 21) in the Ritter bill.

"It makes no sense for the government to make WPSD-TV [for example] buy HDTV spectrum so they can provide free TV to Paducah, Ky., while giving the proceeds to BellSouth so they can build a fiber network and

charge for TV," a National Association of Broadcasters spokeswoman said last week.

"A nationwide, seamless fiber-optic or other advanced technology network is essential to preserve United States international economic competitiveness in the future," according to the preamble of the National Telecommunications Infrastructure Act (H.R. 3701), co-sponsored by Ritter's fellow Republican subcommittee members Michael Oxley (Ohio) and Carlos Moorhead (Calif.).

To fund the network, Ritter proposes auctioning parts of the 200 mhz slated for reallocation from the government to the private sector in the Emerging Telecommunications Technologies Act (H.R. 531). Broadcasters and cable operators may be among the future applicants for those channels for high-definition television auxiliary applications and for digital audio broadcasting and personal communications services.

The bill would create an "advanced telecommunications infrastructure" fund to be managed by the National Telecommunications Information Administration. Based on recommendations of a five-member advisory committee, NTIA would award grants to private companies building fiber infrastructure.

The FCC would organize and carry out the auctions. The bill gives the commission 18 months after enactment to set competitive bidding rules. License renewals, amateur radio operators and noncommercial radio and TV station operators are exempted from the auctions.

Ritter also left the commission with the option of exempting commercial broadcasters and other services from the auctions "because of public interest factors."

H.R. 3701 could have an uphill battle, with opposition likely to come from anti-auction Democrats and the Bush administration, which would prefer to use spectrum auctions as a deficit-reduction tool and has opposed government backing of specific technologies as "industrial policy."

SURGEON GENERAL BLASTS ALCOHOL ADS

U.S. Surgeon General Antonia C. Novello last week charged the alcohol industry with "unabashedly" targeting underage drinkers, and called for a voluntary ban of ads using bikini-clad women and athletic-looking men involved in sports and other outdoor activities. Her statements coincided with the release of a report by the Department of Health and Human Services on controlling alcohol advertising that was put together at the surgeon general's request. Also targeted by Novello are ads that equate alcohol consumption with building confidence and self-esteem. What the alcohol industry is selling, Novello said, is "an escape from reality [that] makes drinking look like the key to fun [and that] has youth believing that instead of getting up early, exercising, going to school, playing a sport or learning to be a team player, all they have to do to fit in, is learn to drink the right alcoholic beverage." Novello will meet with industry representatives on Dec. 11.

Representative Joe Kennedy (D-Mass.), who has proposed legislation calling for warning labels on alcoholic beverages, called Novello's recommendations "naive" and said they "fall far short of solving the problem."

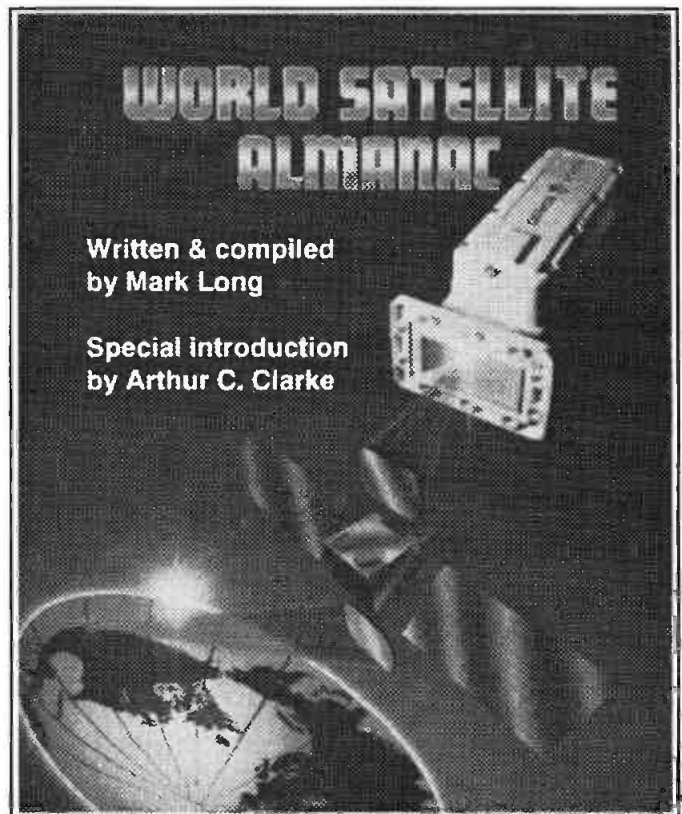
The advertising industry believes both Novello and Kennedy are misdirecting their energies. Advertising, unlike peer pressure and parental behavior, has not been scientifically identified as a major factor in people's decision to use alcohol, advertising industry spokesmen said.

"What she is saying is: 'Damn the science. Full speed ahead.' Advertising directed to adults, that may be of interest to kids, cannot be stamped out. We can't lower discourse in society to the level of the sandbox or force everybody to read only that which is fit for children. What she's talking about goes too far," said Dan Jaffe, executive vice president of the Association of National Advertisers. Harold Shoup, executive vice president of the American Association of Advertising Agencies, said Novello "failed to comment or give credit of any sort to the major producers and the Ad Council."

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Technology

CLI FIRST TO MARKET WITH COMPRESSION

Immediate international applications planned, but skeptical newsgatherers say \$85,000 encoder cost must come down

By Peter Lambert

When CBS *This Morning* telecasts live from a Princess Line cruise ship traveling the Caribbean next week (Nov. 18-21), a Compression Labs Inc. SpectrumSaver encoder will be on board, giving CBS the capability of delivering a digitally compressed backhaul satellite feed should its analog video grow too weak far from the Miami coast.

Should that need arise, it would mark the first use of digitally compressed backhaul for on-air use by a network.

Compression Labs began selling its SpectrumSaver package last Monday (Nov. 4), estimating the market for the "first commercially available digital broadcast television system" to business TV, distance learning and satellite news providers at \$100 million over "the next several years."

Skeptical network executives suggested the \$85,000 price tag on the CLI SpectrumSaver encoder will likely make domestic news backhaul application uneconomical for the foreseeable future.

But the technology appears destined for nearly immediate international use, both for newsgathering—making the difference between better-than-VHS-quality video and no video from remote or war-torn sites—and, possibly, for U.S. cable programmers seeking markets into South America and other regions short on satellite capacity.

Pan American Satellite tested and purchased a SpectrumSaver package and will price a compressed international service within the next several weeks. "The savings will be substantial and compelling," said Michael Antonovich, PAS director of broadcast services, who added, "The compression isn't 100% quality yet, but



CLI's SpectrumSaver video compression system, aimed at newsgatherers, business TV and other users of satellites, includes an \$85,000 encoder and a \$2,600 decoder.

it's awfully good—better than VHS."

And according to Luann Davis-Beckett, satellite coordinator for PanAmSat broadcast services, a number of unnamed U.S. cable programmers with options to deliver programming in and out of South America have been requesting a SpectrumSaver rate card as soon as it is available. Several programmers contacted either said they were not considering the option or declined comment.

As for *CBS This Morning*, Davis-Beckett said analog tests 40 miles off Miami provided "marginal" picture quality. As the ship moves to Nassau, 200 miles off the Florida coast, PanAmSat hopes CBS will take advantage of a digital transmission plus—the ability to deliver a consistent signal from even a two-meter uplink at the edges of a satellite footprint. CBS officials could not be reached by press

time. "I think it's pretty amazing that the technology has come this far so quickly," since CLI first showed it to PanAmSat last January, she said.

By mid-1992, SpectrumSaver will certainly claim significant penetration into distance learning (via daily, 12-channel National Technological University program distribution, and via a marketing agreement between CLI and interactive TV system developer ACTV Inc.).

James Lakin, vice president of sales and marketing for CLI, said demand among broadcasters for advanced motion handling and quick response time led CLI to incorporate a higher-end 6.6 megabits-per-second data rate into a system switchable among 2.9, 3.3 or 6.6 megabits-per-second rates—each translating into distinct bandwidth requirements and levels of video quality. Lakin expects domestic use by

news organizations in a year or so.

Theoretically, the system's 2-4.3 mhz bandwidth requirements could allow up to 15 channels per standard 36 mhz transponder, but Antonovich said the use of higher-powered signals and multiple uplinks sharing the same transponder will mean adopting 6-to-1 or 8-to-1 compression ratios to leave margins for error and gain acceptable picture quality.

PanAmSat followed demonstrations of SpectrumSaver in North and Central America last month by delivering CNN Headline News, network soap operas and other programming to a meeting of the International Satellite Operators Group Nov. 5 in Rio de Janeiro, where Antonovich said a demonstration in Europe is planned for next week. ABC, CBS, CNN, NBC, the European Broadcasting Union and other satellite broadcast executives were privy to the Nov. 5 demo. PanAmSat also delivered digitally compressed audio to KABC(AM) Los Angeles from a Princess Line ship several weeks ago.

Internationally, said Antonovich, the technology promises to free up capacity in peak times; cut \$1,800-\$2,400 per hour international satellite costs, and allow the use of 1.8-2.4-meter Ku uplinks—or even C-band dishes that small, depending on frequency availability in a given region.

"If Peter Arnett had had SpectrumSaver in Baghdad," said Lakin, "we would have had pictures of what was happening, rather than just descriptions."

The prognosis for speedy application to domestic news is less optimistic. Veteran newsgatherers said the networks love the idea of using compression to expand the number of domestic news backhauls they can handle on a given evening, while saving some satellite capacity costs in the bargain. However, they said, network and independent news cooperative members cannot afford to equip dozens of uplink trucks with encoders.

"I don't know of anyone with an established [newsgathering] truck who will go for it," before getting full-life use out of already-paid-for analog equipment, said Ray Conover, vice president and director of engineering for Conus Satellite News Cooperative, which coordinates news video sharing among more than 100 members. Conover predicted that not until the encod-

er price came down to near \$10,000 would a station gain real savings on satellite capacity.

Ken Fuller, principal engineer, transmission systems, for NBC, said some vendors have offered encoders priced at \$200,000 to keep the decoder price below \$1,000—aiming for a cable market that will require millions of decoders, but few encoders. Comparatively, he said, SpectrumSaver's \$85,000 encoder and \$2,595 decoder price tags indicate some, but not enough, progress toward creating a system more suitable to the encoder-intensive newsgathering business.

But NBC alone would have to equip more than 60 transportable and more than 100 fixed Ku-band uplinks with encoders, adding up to a significant investment for probably little savings in occasional satellite capacity costs.

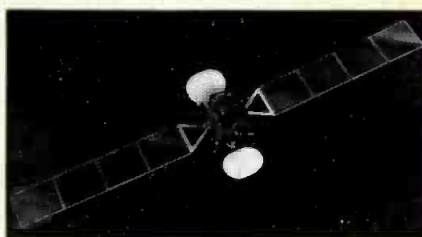
Focusing heavily on compression as it conducts a "technology roundup" this month and next (all aimed toward making a next-generation satellite acquisition decision in the first quarter of 1992), NBC would like to see an all-in-one system. "We would like to have the highest bit rate for distribution, then turn the bit rate down for news backhaul." NBC's technology roundup will include visits to other compression proponents including General Instrument and Scientific-Atlanta, he said.

Lakin said SpectrumSaver units will come off the same assembly lines as \$46.5-million worth of 8-to-1 compression equipment ordered two weeks ago by SkyPix, which plans to launch an 80-channel, direct-to-home satellite pay-per-view TV service—adding up to immediate economies of scale.

SATELLITE FOOTPRINTS

GOING GLOBAL

Alpha Lyracom signed a \$300-million-dollar contract Nov. 2 to purchase three Hughes Aircraft HS 601's, Hughes's largest bus. Construction is to proceed in six-month intervals, beginning last week with ORBX 2, to be placed over the



A Hughes HS 601 satellite like ORBX 2

Pacific Ocean in mid-1994. ORBX 3 will join PanAmSat 1 over the Atlantic. ORBX 4 is to fly over the Indian Ocean.

Each bird will carry sixteen 30-watt C-band transponders and sixteen 63-watt Ku transponders, all cross-strapped and designed to operate for 15 years. PanAmSat President Frederick Landman said conditional FCC authority allows the company to spend \$5 million as it pursues a full construction permit over the next several months.

Meanwhile, Intelsat said that the solar array and antenna had been

successfully deployed aboard Intelsat VI (F-1) at 332.5 degrees East longitude, following Arianespace's Oct. 29 launch.

KANSAS CITY, HERE I SATCOM

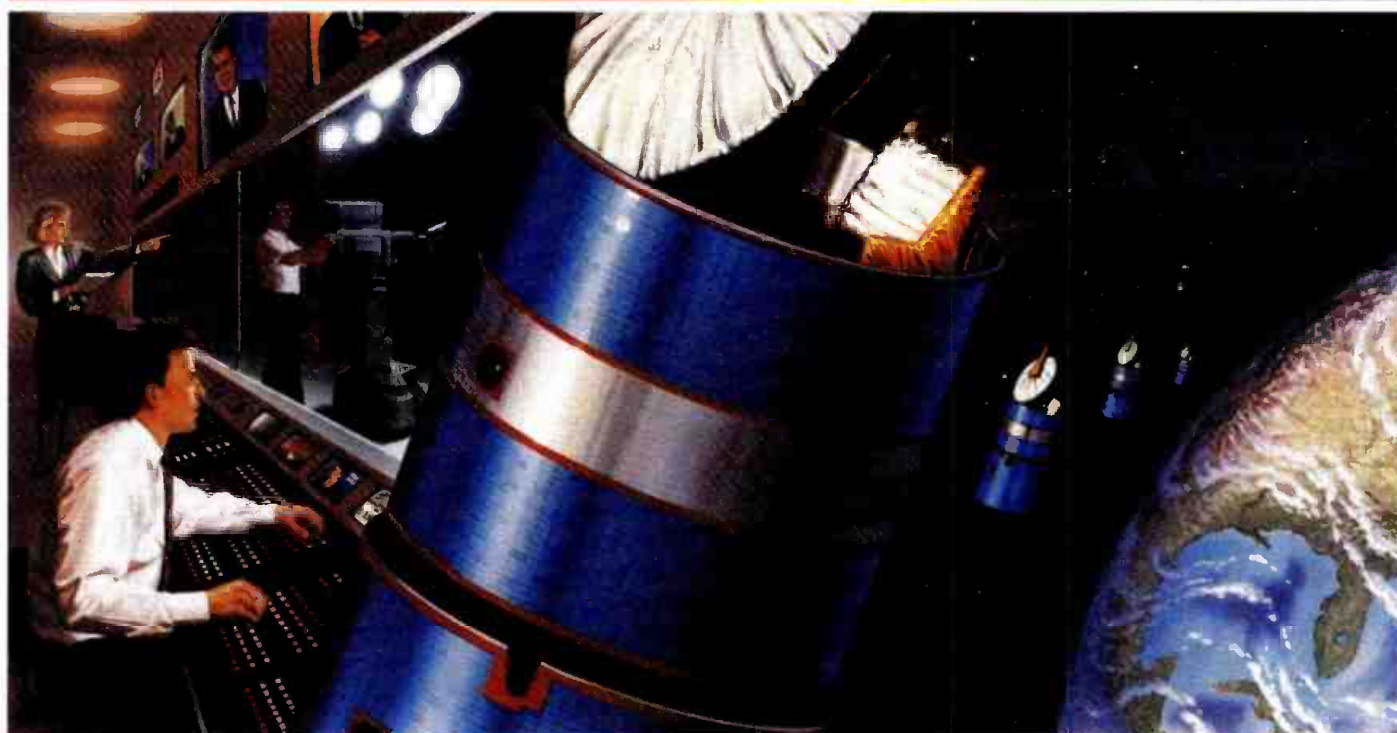
Stauffer Communications Inc., Topeka, Kan., signed a long-term agreement for capacity aboard GE Americom's Satcom C-5. Stauffer delivers three regional radio networks—Kansas Information Network, Kansas Agriculture Network and Kansas State Wildcat Sports Network—as well as Kansas City Royals baseball radio broadcasts, which are carried by affiliates in 12 states.

RETIRED

Westar IV, the last of one-time operator Western Union's fleet, was replaced last week by Hughes Communications. National Public Radio, NHK, Bonneville Corp. and the National Christian Network were transferred from Westar IV to Galaxy VI, both at 99 degrees West longitude. Hughes, which purchased the Western Union fleet in 1989, moved the nine-and-a-half-year-old Westar IV 30 miles above geosynchronous orbit and shut off its payload.

-PDL

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Business

CBS AFFILIATES: A PIECE OF THE BLACK ROCK?

Station affiliates' ownership of TV networks is variously pie-in-the-sky, or an idea whose time has come; practical questions abound

By Geoffrey Foisie

Should the TV networks sell off part of themselves to their affiliates? Or are the practical hurdles of joint-ownership too great? The proposal may well be discussed this Wednesday in New York, when some major CBS-affiliated group owners gather to talk with network executives about future ties.

Affiliate ownership of the network is not a new idea. Several years ago,

at the NBC affiliate meeting in San Francisco, Chronicle Broadcasting President Francis Martin broached the subject. And two years ago, the ABC affiliate board "kicked around" the idea, said Clyde Payne, vice president and general manager, WBKO(TV) Bowling Green, Ky.

The ownership idea has now been raised again after CBS encouraged its affiliates to take a top-to-bottom look at the network-affiliate relationship (BROADCASTING, Oct. 21). More than

one of those commenting last week said he doubted CBS is anxious to discuss affiliate ownership, but that the scope of discussion might make the subject unavoidable.

A survey of network and station executives last week on the idea of network ownership by affiliates turned up sentiment both pro and con.

Those in favor of affiliate ownership of the networks say the increasingly frayed ties between the two parties, in part because of reduced compensation, require that a new structural glue be applied to the relationship. They add that better clearances would be more in the financial interest of the affiliates, who, in turn, might obtain more input into network decisionmaking.

Said WBKO(TV)'s Payne: "You see dairy co-ops and electric co-ops...why not the networks and affiliates?" Added Martin: "If you look at cable systems, there is absolute vertical integration...And not every affiliate has to be involved." Martin also said he broached the idea to NBC President Bob Wright several years ago: "I think his reaction was quizzical."

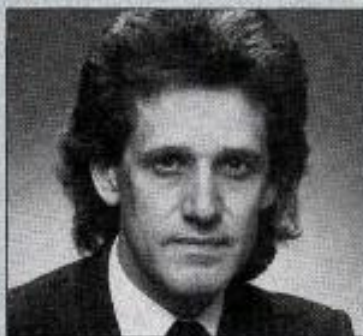
Those who spoke against affiliate ownership of the networks did so mainly on practical terms, saying the networks would never give up decisionmaking power. That being the case, they said, affiliates would not want to invest in something over which they have no authority. From the other side of the deal, the reaction was much the same. ABC's senior vice president, affiliate relations, George Newi, said the idea is "totally impractical": "Can you imagine making programming decisions with 200 affiliates, each of whom has a different view of the world?"

Even those station executives who are for partial ownership acknowledge there are practical questions. For in-

NBC RE-REORGANIZES AFFILIATE RELATIONS

NBC has restructured its affiliate relations department for the second time in four months. As part of the restructuring, NBC's Robert Niles and John Damiano will flip-flop positions, with Niles, currently vice president, research, becoming senior vice president, affiliate relations and program research; and Damiano, senior vice president affiliate relations, becoming vice president, media and audience research/network services.

The restructuring will reverse an expansion of regional operational teams from five to seven, which took place in June. Under the new



Swapping jobs at affiliate relations are Robert Niles (l) and John Damiano

reorganization, there will be four regional affiliate teams headed by four vice presidents to be named later. Pier Mapes, president, NBC Television Network, told BROADCASTING that fewer than 10 on the affiliate relations staff would be laid off—currently there are 22.

The reason for the restructuring, Mapes said, is to improve the "information flow and interaction" between affiliates and NBC's News, Sports and Entertainment divisions. Division heads, Mapes said, will take a more active role in affiliate relations: "We are taking down the boundaries of affiliate relations and replacing them with a company-wide unified affiliate relations effort."

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WTTV - TV

Indianapolis, Indiana

and its satellite

WTTK, TV, KOKOMO

from

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The undersigned represented the seller in this transaction.



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UPON PERFORMANCE

September, 1991

\$7,500,000

EQUITY PLACEMENT

has been arranged for

RIVER CITY BROADCASTING, L.P.

Funds provided primarily by

BANKERS TRUST SECURITIES

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in this transaction.



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September, 1991

\$79,000,000

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Funds provided primarily by agent
BANKERS TRUST COMPANY

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BANK OF MONTREAL

and

*UNION BANK
BANQUE PARIBAS*

The undersigned represented the seller
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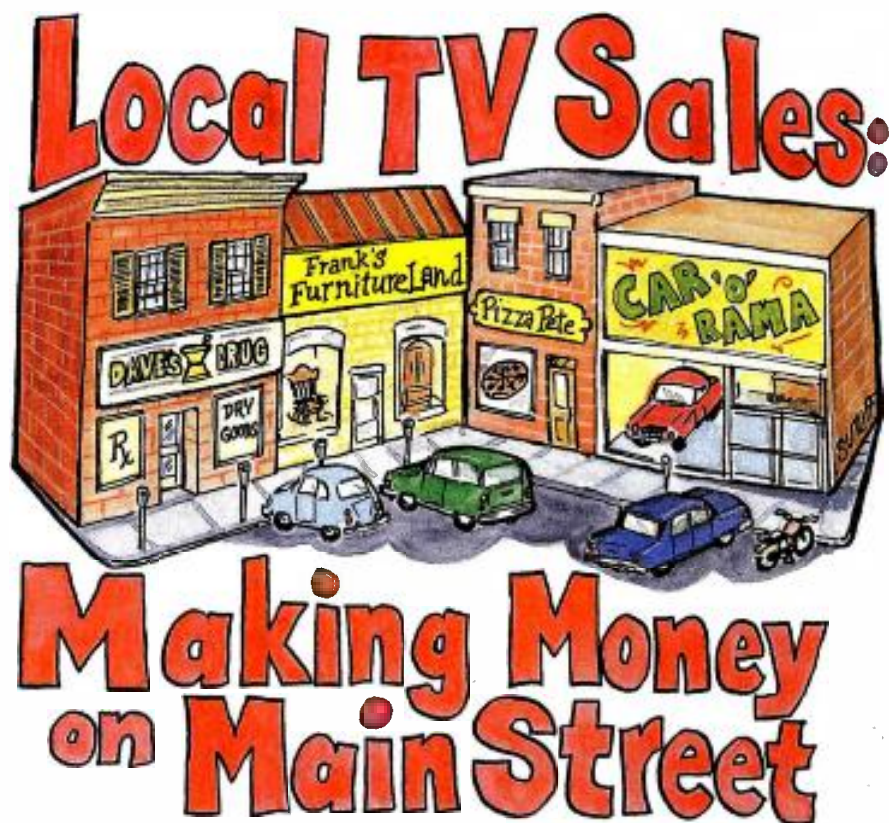
stance, should the ownership be of a part of the network, the whole network or the parent company? If either of the first two options is involved, there are problems of cost allocation and other accounting issues similar to

those that fuel Hollywood profit-participation disputes.

Greg Schmidt of Covington & Burling, and counsel to the CBS affiliates organization, said any affiliate investment would have to be structured so

that ownership attribution would not exceed the 25%-of-TV-households limit. Other practical considerations include whether an affiliate's ownership would hinder the network from dropping that station's affiliation. ■

Advertising Marketing



By Joe Flint

First of a four-part series

In the past decade, television sales have gone local. With national revenue hard to predict and harder to control, TV station executives have, instead, increasingly sought revenue from Main Street. They have pitched local companies for ad budgets, using both traditional sales techniques and, increasingly, "value added" promotions.

With this new emphasis, management has enlarged local sales staffs. Departments within stations that used to work independent of each other

now work together, although, at times, it is a reluctant partnership. Stations are also more willing to work with outside consultants who have seen their businesses grow over the last five years. In short, like everything else in the television business today vs. 10 years ago, it's a whole new ballgame.

The trend, played out at each market, has cumulatively been felt nationally. According to Arbitron's Broadcast Advertiser Reports (BAR), in 1983, national advertising accounted for 56.4% of all television advertising revenues, while local accounted for 43.5%. By 1990, national advertising's share fell to 52%, \$5.7 billion,

while local's share increased to 47%, \$5.2 billion.

Television stations have spent the last five years trying to adjust to these changes. According to the National Association of Broadcasters and the Broadcast Cable Financial Management Association, local sales staffs grew by 16% from 1985 to 1989. Besides adding additional account executives, new positions have been created. Recently, Gannett Broadcasting's WUSA-TV Washington joined a growing list of stations to add a vice president of marketing, in addition to an already existing vice president of sales.

Hearst Broadcasting is another

group owner that has increased its local sales staffs over the last five years. According to Jack Shenkan, director of sales marketing, Hearst Broadcasting, the group owner has marketing directors at all their stations, which was not the case five years ago. Also, he added, the local sales manager has "become much more important than the national sales manager has over the last five years." At Hearst, he said, local revenues have gone from 44% of the business to 49%, while national has fallen from 56% to 51%.

Control over revenue stream is important to local broadcasters, even though local economies can be more volatile than the national economy, said Dave Butterfield, president, Butterfield Communications Group, a management consulting firm: "...the local advertising market is [currently] worse than the spot market, at least in certain areas of the country. Retailers are far more likely to cut back, as a rule, on ordering merchandise, if they sense a poor season, than national advertisers, who tend to be relatively steady."

Broadcasters are still fighting the same problem that plagues national advertising: declining viewership. As has been well documented, the growth of cable, the videocassette recorder and independent television stations have fragmented the television audience to the point where, on any given night, only 60% of the country watches the three traditional network affiliates. The typical total day share for a network affiliate has fallen, according to Nielsen, from a 74 in November 1981 to a 56 in November 1990. To fight that trend, many broadcasters have come to the conclusion they need to sell more than ratings points.

Advertisers also came to the same conclusion: because of declining viewing, they were in a better position to get more than just spots from local broadcasters. Thus, the term "value added" was born. While some broadcasters say they always had value-added deals, others claim it is a recent phenomenon.

In short, a value-added package means selling an advertiser more than just spots. A value-added arrangement can be simple, such as a billboard sponsorship of a section of the news, to something more complex, like an elaborate promotional effort.

"It is more than billboards today," said Rick Henry, general sales manager

WHO THEY ARE: THE SALES STAFF OF TODAY

The typical salesperson at a television station in markets 1-99 is a 36-year-old woman who has been in the business six years, has been with her current station six years, is a college graduate, is one of eight salespeople and will likely stay with the station another six years. This profile comes from a survey conducted by University of Missouri School of Journalism professor Charles Warner and student James Spencer and is sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

In markets 100+, the survey said, the typical salesperson is a 36-year-old man who has been selling for five years, has been with his current station five years, went to college, is one of six salespeople and will probably stay with the station for three-and-a-half years.

The typical television general sales manager in markets 1-99 is a male, age 42 with six years in the job and eight years with the company and is likely to be a college graduate.

Television stations, the study said, reimburse salespeople for expenses at a higher level than radio stations do. Television stations also are "less likely to have formal recognition programs and to use incentive payments for non-sales personnel than radio stations." Television sales executives also have fewer staff meetings during the week than do radio sales executives.

Sales staff turnover rates in television are lower than in radio. According to the study, "In general, television salespeople are more satisfied and professionally oriented than radio salespeople and are somewhat more sophisticated."

Television stations are not promoting minorities into sales management jobs in anywhere near the ratio they are hiring them as salespeople, the study said.

In salary, television pays mid-level salespeople 46% more than service industries. Most stations pay on a straight commission system, although television is more likely than radio to use a salary-plus-commission compensation plan.

With regard to other service industries, however, the television industry is "out-of-step with other industries in terms of its compensation practices." Broadcasters, the study said, should probably look for more effective ways to pay their salespeople.

TV stations are, according to the study, twice as likely to have the traffic manager report to the general sales manager as radio stations are. —#

TV SALES STAFF PROFILE

	Markets 1-99	Markets 100 +	All Markets
No. of Salespeople	8	6	7
% Female	50%	30%	39%
% Turnover	17%	28%	21%
% Minority	13	*	6
Average Age	36	36	36
Years in Job	6	5	5
Years With Co.	6	5	5

Compensation

	Markets 1-99	Markets 100 +	All Markets
Top salesperson	\$80,000	\$52,000	\$70,000
Middle salesperson	\$51,000	\$33,000	\$45,000
Bottom salesperson	\$30,000	\$19,000	\$26,000

*Less than 1%

Source: Survey conducted by University of Missouri School of Journalism and sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

er, WTAE-TV Pittsburgh, "The pendulum has swung away." WTAE-TV has created both a winterfest and a summerfest in which advertisers become sponsors of the event and buy spots to promote it. "We did not do that five years ago," said Henry, adding that it is beneficial to the advertiser and brings in more revenue to the station. "It serves the community and the public interest and if we can sell it and make more money [then it is], all the better."

Sponsoring established events or creating events to bring in sponsors and new revenue is just one way stations try to give clients added value for their money. Another form of added value that is growing is couponing. WNUV-TV Baltimore puts out a coupon clipper with backing from 25 retailers that the station direct delivers to 350,000 houses. The return on the coupons, according to Mike Kelly, general sales manager, WNUV-TV, is 8%, which he said is about 5% higher than the national return on coupons. The clipper is promoted on the station and it has allowed the station to, according to Kelly, "pull dollars from other media." Coupon promotions can also be limited to one advertiser. WNUV-TV promotes its movie schedule on a coupon that goes on every box of pizza delivered by Baltimore pizza chain, Pizza Boli's. The station picks up the cost of producing the coupons and makes it back selling the spots.

Value-added sales do not have to begin and end with sales departments. Stations across the country often create news promotion events with the purpose of selling advertising. Stations often use education as a theme for these marketing/news promotions. Once again, as WTAE-TV's Henry said:

One reason several stations started offering more value-added packages was to get away from rate slashing. Now, however, there is some concern that as the use of value-added marketing continues to grow, stations will find themselves looking at the same problems they thought value-added sales would put an end to.

"Value-added sales," said Ric Gorman, vice president and director of sales, Clear Channel Television, "have to be a two-way street. It has become a colloquialism for 'giving away the store.'" The station, Gorman said, has to be compensated handsomely for designing a value-added

venture. Said Gorman: "The real focus of spot sales should be positioning the medium against alternatives. We sell against ourselves instead of touting ourselves. Unfortunately, I think value-added is becoming another way for advertisers to come back and grind us into the ground."

There are also in-house problems that arise from the growth of marketing at television stations. Promotion directors and employees of promotion departments are finding themselves working more and more on sales projects than before. This is coming at a time when most promotion budgets have been flat to down at most stations over the last five years. A touchy issue that broadcasters may be facing sooner rather than later was brought up at this year's Broadcast Promotion and Marketing Executives Association (BPME) meeting when some panels

on working with other departments turned into discussions about commissions for promotion people who work on successful sales projects. General managers and group owners contacted by BROADCASTING realize that this is an issue that won't go away, but they also seem reluctant to discuss the possibility of commissions for promotion people.

As long as the much-anticipated end of the recession continues to be delayed, broadcasters will have to find new ways to bring in more local dollars. The decline of national spot will probably continue and viewer erosion will continue to force broadcasters to look at selling more than ratings. On one hand, selling more than ratings allows broadcasters to focus on television's competition instead of their station's competition. On the other, it leaves sales departments and promotion departments trying to do more with less. ■

Changing Hands

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

KING-AM-FM Seattle □ Sold by KING-AM-FM Inc. to Classic Radio Inc. for \$9.75 million ("Changing Hands," July 15). Seller is headed by Steven A. Clifford and is subsidiary of King Broadcasting Co., which sold its television properties to Providence Journal Co. earlier this year ("For the Record," July 22), and recently sold KSFO(AM)-KYA(FM) San Francisco ("Changing Hands," Nov. 4). It also owns KGW(AM)-KINK(FM) Portland, Ore., which is under letter of intent to be sold. Buyer is headed equally by sisters Harriet S. Bullitt and Priscilla B. Collins, former owners and stockholders of King Broadcasting. KING(AM) is fulltimer with newstalk format on 1090 khz with 50 kw. KING-FM has classical format on 98.1 mhz with 100 kw and antenna 700 feet above average terrain. Broker: Kalil & Co. Inc.

KWIZ-FM Santa Ana, Calif. Sold by Liberman Broadcasting Inc. to International Radio Ltd. for \$8.75 million. Seller is headed by Jose and Lenard Liberman, and is licensee of KWIZ(AM) Santa Ana and KKHU(AM) Los Angeles. Buyer is headed by John Douglas, who also owns Douglas Broadcasting Inc., licensee of KWWN(FM) Placerville, Calif.; and KEST(AM) San Francisco and KOBQ(AM) Yuba City, Calif., which simulcast. Douglas recently acquired Los Angeles area stations KAGR(FM) Ventura and KMLO(FM) Fallbrook, which he plans to "trimulcast" with his KMAX(FM) Arca-

dia, Calif. (see "Broadcasting" Sept. 16). Broker: Media Venture Partners.

WSOM(AM)-WQXK(FM) Salem (Youngstown-Warren), Ohio □ Sold by Legend Communications of Ohio Ltd. to The Lincoln Group for \$6 million. Seller is headed by W. Lawrence Patrick, and is also licensee of WYCL(FM) Boyertown, Pa., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. Patrick also has interests in Signal Communications, licensee of WMTR(AM)-WDHA-FM Morristown-Dover, N.J. Buyer is headed by Albert Wertheimer, and also owns WBUF(FM) Buffalo and WHAM(AM)-WVOR-FM Rochester, both New York. WSOM has nostalgia format on 600 khz with 1 kw day and 45 watts night. WQXK has country format on 105.1 mhz with 88 kw and antenna 420 ft. Broker: Blackburn & Co.

WKNF-FM Oak Ridge (Knoxville), Tenn. □ Sold by Key Broadcasting Co. of Tennessee Inc. to Cardinal Communications Group Inc. for \$950,000. Terms: \$100,000 cash at closing and \$850,000 two-year promissory note, to be paid in \$10,000 monthly installments for 24 months, remaining \$610,000 to be paid on 25th month following closing. Seller is headed by Anthony J. Ciano, and has no other broadcast interests. Buyer is headed by Vincent A. Henry (100% vs) Arthur G. Camiolo (7.5% non-vs) and Henry Family Trust (27.5% non-vs). Henry is president and 100% shareholder of Broad Based Communica-

CBS TO SPIN OFF ST. LOUIS FM

To clear the way for its acquisition of WCCO-AM-TV-WLTE(FM) Minneapolis, CBS put its KLOU(FM) St. Louis on the block last week.

CBS's decision reflects settlements with two groups—the NAACP and Telecommunications Research and Action Center—that had objected to the Minneapolis deal at the FCC on grounds they violated the FCC rules prohibiting broadcasters from owning more than 12 FM stations and from owning an AM and TV in the same market. CBS, which now owns 12 FM's, had asked the FCC for waivers of the rules.

CBS has agreed to pay Midwest Communications \$200 million for the Minneapolis stations, WFRV-TV Green Bay, Wis.; a regional cable sports network and some microwave facilities.

As part of its settlement with the NAACP, CBS agreed to work with the NAACP to incorporate an aggressive minority recruitment program for WLTE and strive to find a minority buyer for KLOU. CBS also agreed to pay NAACP \$25,000 to cover legal expenses. "Everyone comes out a big winner in this case," said David Honig, counsel for NAACP.

CBS will also reimburse TRAC \$25,000 for its expenses.

Still standing in the way of the deal: a third petition to deny filed by a permittee for an unbuilt UHF station, which is seeking access owned by Midwest and the licensees of the two other Minneapolis VHF stations.

tions Inc., licensee of WWSD(AM)-WFHT(FM) Quincy, Fla.; he is son of Ragan A. Henry, creator of Henry Family Trust and sole shareholder of US Radio, licensee of five AM's and seven FM's. Ragan Henry also heads Ragan Henry Broadcast Group. WKNF-FM has oldies format on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain. *Broker: Sailors & Associates.*

WGGO(AM)-WQRT(FM) Salamanca, N.Y. □ Sold by Altair Communications Inc. to Southern Tier Broadcasting Corp. for \$709,000. Terms: \$505,000 cash at closing and \$204,000 five-year noncompete covenant. *Seller* is headed by Gary L. and Theresa J. Livingston, and has no other broadcast interests. *Buyer* is headed by David K. Cahn (33.3%), and has no other broadcast interests. WGGO has AC, oldies format on

1590 khz with 5 kw day. WQRT has 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

KKON(AM)-KOAS(FM) Kealahou, Hawaii □ Sold by Thomas M. Jones, receiver, to Visionary Related Entertainment Inc. for \$405,000. Terms: \$165,000 cash at closing; \$10,000 escrow deposit and \$230,000 promissory note at 9.5% for one year, principal due in eight years. *Seller* has no other broadcast interests. *Buyer* is headed by John Detz, and is licensee of KAOI-AM-FM Kihei-Wailuku, Hawaii. KKON is fulltimer with AC format on 790 khz with 5 kw. KOAS has light rock format on 92.1 mhz with 3 kw and antenna 2,052 feet above average terrain.

KKCY(FM) Colusa (Marysville-Yuba City), Calif. Sold by Monument Media Inc. to Phoenix Broadcasting Inc. for \$390,000. *Seller* is headed by Mark Guidotti, and has no other broadcast interests. *Buyer* is headed by Gary Katz, and also owns KCEZ(FM) Corning (Chico/Redding), Calif. *Broker: William A. Exline Inc.*

WCKL(AM)-WQKZ(FM) Catskill, N.Y. □ Sold by Catskill Communications Inc. to Straus Communications in the Hudson Valley Inc. for \$335,000 cash. *Seller* is headed by Felisa Vanoff, and has no other broadcast interests. *Buyer* is headed by Eric P. Straus (75%). Vice President R. Peter Straus (25%) is sole shareholder of Straus Communications in New York Inc., general partner in Straus Communications, licensee of WELV(AM)-WWWK(FM) Ellenville, N.Y., and is 29% shareholder of Straus Communications in Virginia Inc., licensee of WFTR-AM-FM Front Royal, Va. WCKL has AC format on 560 khz with 1 kw day. WQKZ has top 40 format on 98.5 mhz with 2.1 kw and antenna 393 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$223,500 □ 2

FM's □ \$9,994,900 □ 9

AM-FM's □ \$17,391,500 □ 6

TV's □ \$0 □ 0

Total □ \$27,609,900 □ 17

Year to Date:

AM's □ \$69,850,999 □ 237

FM's □ \$197,497,608 □ 248

AM-FM's □ \$292,916,074 □ 181

TV's □ \$926,854,400 □ 69

Total □ \$1,487,119,081 □ 735

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

KGRX-FM, Phoenix (Globe), Arizona has been sold by Daytona Group of Arizona, Inc., Norman S. Drubner, Principal to G.G. International, LTD., Phil Glass, President.

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■ Indicates new listing or changed item.

THIS WEEK

■ **Nov. 11**—"Emerging Technologies in Cable," panel sponsored by *Women in Cable, Rocky Mountain chapter*. Radisson Hotel, Clinton, Colo. Information: Kathy Teets, (303) 795-8882.

■ **Nov. 12**—"Who Decides What's on Radio," seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

Nov. 12—Presentation of seventh annual Nancy Susan Reynolds Awards for "outstanding portrayal on television of family planning, sexuality and reproductive health," sponsored by *Center for Population Options*. Beverly Wilshire Hotel, Los Angeles. Information: (818) 766-4200.

Nov. 12-13—"The End of the Modified Final Judgment! Competing—Where No One Has Gone Before," conference sponsored by *Probe Research, Inc.* Featured speaker: FCC Commissioner Andrew Barrett. New York Marriott Marquis Hotel, New York. Information: (201) 285-1500.

Nov. 12-13—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Reston Hotel, Reston, Va. Information: Ellen Neill-Dore, (703) 691-8875.

■ **Nov. 13**—"Mayhem in the AM," panel sponsored by *American Women in Radio and Television, Washington, D.C. chapter*. National Association of Broadcasters, Washington. Information: B.J. Cohen. (202) 775-2141.

Nov. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Georges Lecleres, head of television, radio, film and publications, United Nations; Yurun Qian, permanent correspondent to the United Nations, Radio Beijing; Vladimir Zvyagin, bureau chief, Soviet Television, New York. Copacabana, New York. Information: (212) 768-7050.

Nov. 13—*Southern California Cable Association* 11th annual dinner. Dorothy Chandler Pavilion, Los Angeles. Information: David Sears, (213) 394-0477, or Bonnie Busekrus, (818) 990-6122.

Nov. 13-14—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Information: (303) 761-8554.

Nov. 14—"Fast Starts in New Communications Technologies: Strategies for Entrepreneurs, Lenders and Lawyers," seminar sponsored by *Communications Media Center of New York Law School, Federal Communications Commission and National Telecommunications and Information Administration*. New York Law School, New York. Information: (212) 431-2160.

Nov. 14—*International Radio and Television Society* under-30's seminar. Theme: "Local News Program-

ing: An Analysis of News Content During Sweep." Information: (212) 867-6650.

Nov. 14-15—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Reston Hotel, Reston, Va. Information: Ellen Neill-Dore, (703) 691-8875.

Nov. 14-17—*American Advertising Federation* Western advertising leadership conference. Hyatt Regency, Denver. Information: (415) 621-6867.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Kansas City, Mo.

Nov. 15—*Women in Cable, Michigan and Northwest Ohio chapter*, holiday charity celebration and officer elections. Lansing, Mich. Information: Renee Yates, (313) 930-7277.

Nov. 15-16—*New Hampshire Association of Broadcasters* annual convention. Sheraton Hotel, Portsmouth, N.H.

Nov. 16—*National Association of Broadcasters* small- and medium-market roundtable meeting. Raleigh-Durham, N.C.

ALSO IN NOVEMBER

Nov. 19—*American Women in Radio and Television, New York City chapter*, breakfast. Theme: "The Entrepreneurial Woman in Television: How to

MAJOR MEETINGS

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. 8-10, 1992—*Association of Independent Television Stations* annual convention. Nob Hill Complex, 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.

tonio Convention Center, San Antonio, Tex.

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 10-12, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

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 con-

vention: 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*. New Orleans.

■ **Sept. 23-26, 1992**—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

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

Make It When They Say You Can't." Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Nov. 19—"Comedy in Radio Advertising," luncheon hosted by *The Ad Club of New York and Radio Advertising Bureau*, sponsored by *Group W Radio/Westinghouse Broadcasting* and *The Interop Radio Store*. Grand Ballroom of the Plaza Hotel, New York. Information: (212) 935-8080.

Nov. 19—*National Broadcasting Society/Alpha Epsilon Rho New England* region convention. Emerson College, Boston. Information: Donna Walcovy, (508) 626-4698.

Nov. 19—"Radio Night," sponsored by *Houston Association of Radio Broadcasters*. Wortham Center, Houston. Information: Kim Clark, (713) 621-9401.

Nov. 19—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Sacramento, Calif. Information: Elizabeth Miropol, (312) 565-2300.

Nov. 19—*Cable Television Administration and Marketing Society's Pay-Per-View 1991*. Anaheim, Calif. Information: (703) 549-4200.

Nov. 19-20—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

Nov. 19-22—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Nov. 20—*American Women in Radio and Television, Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

Nov. 20—"The Cable Revolution in New York City," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Richard Aurelio, president, Time Warner New York City Cable Group. Copacabana, New York. Information: (212) 768-7050.

Nov. 20—"Television Sports Through Agency Eyes," panel sponsored by *International Radio and Television Society Sports Division*. Time-Life Building, New York. Information: (212) 867-6650.

Nov. 20—Meeting of *Society of Cable Television Engineers, Penn-Ohio Meeting Group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

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

Nov. 21—*Federal Communications Bar Association* luncheon. Speaker: Robert Allen, chairman, AT&T. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Nov. 21-22—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

Nov. 22—"Broadband Common Carrier Delivery to the Home By Telcos: The Policy, Economic and Technical Issues," colloquium sponsored by the *Annenberg Washington Program, Communications Policy Studies, Northwestern University*. Washington. Information: Sharon Duffy, (202) 393-7100.

Nov. 22—U Network affiliates annual conference sponsored by *National Association of College Broadcasters*. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 22-24—Fourth annual national conference of *National Association of College Broadcasters*, including annual college radio/TV satellite affiliates conference (Nov. 22). Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 23-25—LPTV annual conference and exposi-

60 for 60. On Dec. 10, in Washington's Mayflower Hotel, **BROADCASTING** will celebrate its 60th anniversary and inaugurate its Hall of Fame. Sixty honorees will be inducted that evening; others will be named annually. Proceeds go to the **Museum of Television and Radio** and the **Broadcast Pioneers Library**; arrangements for tickets (\$350 each) may be made through Joan Miller at (212) 599-2830.

tion, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: (800) 225-8183.

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Featuring talk show hosts: Deborah Norville, Maury Povich, Montel Williams, Jenny Jones and Bruce Williams. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

DECEMBER

Dec. 2—Deadline for entries in 1992 *National Educational Film and Video* festival. Eligible productions include documentaries, made-for-TV programs and PSA's. Information: (415) 465-6885.

Dec. 2-3—"Telecommunications Policy and Regulation: The Year Ahead, Congress, the FCC and Judge Greene's Court," annual institute co-sponsored by *Practising Law Institute* and the *Federal Communications Bar Association*. Four Seasons Hotel, Washington. Information: (212) 765-5700.

Dec. 3-4—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

Dec. 4—"TBS in the 90's—Still Going Strong," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Terry L. Segal, executive vice president and general manager, TBS. Copacabana, New York. Information: (212) 768-7050.

Dec. 4—*International Radio and Television Society* under-30's seminar. Theme: "FCC Regulation: A Look at Fin-Syn and Its Ramifications." NBC Mezzanine Level, New York. Information: (212) 867-6650.

Dec. 5—Seventh annual *American Sportscasters Association* Hall of Fame dinner honoring Muhammad Ali with the Sports Legend Award. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 5—*Federal Communications Bar Association* annual chairman's dinner honoring FCC Chairman Alfred Sikes. Washington Hilton Hotel, Washington. Information: (202) 833-2684.

Dec. 5-6—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

Dec. 6—*Radio-Television News Directors Association* region 13 super-regional conference. Omni Shoreham Hotel, Washington. Information: (202) 223-4007 or (804) 997-7082.

Dec. 6—Deadline for entries in *International Broadcasting Awards* for "world's best radio and TV commercials," sponsored by *Hollywood Radio and*

Television Society. Information: (818) 769-4313.

Dec. 7—"Covering the 1992 Republican National Convention," seminar sponsored by *Texas Associated Press Broadcasters*. Holiday Inn Crowne Plaza, Houston. Information: Diana Jensen, (214) 991-2100.

Dec. 8-13—"Producing Newscasts," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 9-13—Lectures on First Amendment issues by journalists and public figures sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. World Room, Columbia University Graduate School of Journalism, New York. Information: (212) 854-4150.

Dec. 10—*New York Women in Cable* and *Cable Television Administration and Marketing Society* present the 1991 Cable Follies and special presentation of the Roy Mehman Innovator/Leadership Award. The Hudson Theatre, Hotel Macklowe, New York. Information: Beth St. Paul, (201) 585-6430, or Patricia Karpas, (201) 585-6429.

Dec. 10—"The Computer Manipulation and Creation of Audio and Video: Assessing the Downside," colloquium sponsored by the *Annenberg Washington Program, Communications Policy Studies, Northwestern University*. Washington. Information: Sharon Duffy, (202) 393-7100.

Dec. 10—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Portland, Ore. Information: Elizabeth Miropol, (312) 565-2300.

Dec. 10-12—*Cable Television Administration and Marketing Society* service management master course. Atlanta. Information: (703) 549-4200.

Dec. 11—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Seattle. Information: Elizabeth Miropol, (312) 565-2300.

Dec. 11—Gala dinner honoring the First Amendment and Justice William J. Brennan Jr. sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. The Rotunda of Low Memorial Library, Columbia University, New York. Information: (212) 755-1190.

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

Dec. 11-13—Ninth annual Private Cable Show. Westin Resort, Hilton Head, S.C. Information: (713) 342-9655.

Dec. 12—*International Radio and Television Society* Christmas benefit. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Dec. 15—Deadline for entries for *The International Sports Video and Film Festival 92*. Information: (305) 893-8771.

Dec. 18—*Hollywood Radio and Television Society* holiday party. Century Plaza, Los Angeles. Information: (818) 769-4313.

JANUARY 1992

Jan. 7—Deadline for entries for Commendation Awards sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

Open Mike

TACKLING THE FUTURE WITH AMAX

EDITOR: Scottish writer and historian Thomas Carlyle, talking about priorities, once said: "Our main business is not to see what lies dimly at a distance, but to do what lies clearly at hand." There's a certain practicality to such sage advice. And there's a lesson there for broadcast managers, too.

With so much attention focused on the potential of digital audio broadcasting today, a large and obtrusive shadow has been cast over other industry priorities such as AM improvement. Certainly, DAB and its promise to deliver CD-quality radio carves out new frontiers for AM and FM stations. But some broadcasters seem inclined to step over one duty to perform another, shunning the immediacy of AM improvement to embrace, instead, the enticing but uncertain outlook for DAB.

Broadcasters should avoid this misstep, because it is my judgment that their futures couldn't be more linked. For example, NAB's DAB efforts and its newly launched AMAX or AM improvement campaign are both technology-driven efforts. Each effort will rise and fall—not on the strength of superior technology—but on economic viability, and industry and consumer acceptance.

NAB's AMAX campaign promises to do much to keep AM radio viable and competitive over the short term. AMAX's six technical standards will give AM listeners much of the same audio muscle as FM, offering high-fidelity sound, reduced interference and improved reception. These improvements, which some listeners tell us are better than FM, also may trigger a music migration back to AM.

In fact, because the road to approval is largely the same, NAB's AMAX campaign may actually help jump-start DAB efforts, efforts to give listeners CD-quality, interference-free AM and FM sound by the end of this decade. The technologies may be different, but AMAX promises to chart a trail that other broadcast inno-

vations can follow. That's why broadcast industry support is so crucial.

Since 1984, the NAB and its leadership have addressed the challenges of AM improvement—focusing on transmission, interference and reception. As a result of these beneficial efforts, fundamental changes have occurred in the AM landscape. First, broadcasters convinced the FCC to require improved transmissions by AM broadcasters. Then, the industry tackled AM interference problems head-on, challenging the FCC to use the expanded band as a model of interference-free service and to adopt rules encouraging reduced congestion and requiring less interference on the existing band. NAB also successfully argued for federal tax benefits for AM stations that leave the air and for those upgrading to AM stereo.

Finally, broadcast leaders in 1990 and 1991 approached receiver manufacturers and, with them, adopted AMAX criteria. Already Delco AM stereo radios in 1992 cars meet the AMAX criteria. Denon is building the NAB "super radio" and will have it on the home receiver market early next year. Several other major makers are very close. We believe this program will snowball.

But clearly, broadcasters must unite to insure any measure of real success.

Let me outline some of the AMAX progress to date. About 1,700 AM stations have agreed to air more than one million AMAX spots as part of a year-long campaign that began Oct. 1. In radio time, that's about a \$15-million campaign.

In recent months, NAB has held important meetings with discount retailers such as Sears, K mart and Wal-Mart, again to explain the purpose of the AMAX campaign. These consumer-driven retailers were very responsive to our efforts, and we believe we'll get their support.

But to make AMAX work, broadcasters need to participate. Call AM broadcasters in your area and urge them to run the AMAX spots. Have your sales department meet with GM

dealers to publicize their AMAX stereo radios. Bring AMAX up in your local business group meetings. Have our sales and engineering people work with retailers, helping merchants install AM antennas to demonstrate AMAX sound to customers. And to heighten consumer awareness, give AMAX story ideas to your local newspaper.

With AMAX, the stage is now set for AM station owners to take their rightful place in local markets by offering creative and appealing programming. Innovation today moves too fast for broadcasters to stumble into their own future; AM broadcasters must create their own. With AMAX, broadcasters will carve out and tame an important frontier—for AM improvement and, perhaps later, DAB.—

Ted Snider, chairman, NAB Receiver Manufacturers Liaison Task Force, and president, Snider Corp., Little Rock, Ark.

DIFFERENT VIEW

EDITOR: Regarding the Oct. 21 "Open Mike" of Harold Hallikainen, most broadcasters are fully content to let the "marketplace" determine who survives or doesn't. Many small-market operators, such as I, feel that the proliferation of additional channels will so divide the already fragmented "marketplace" that stations will have to curtail operations to survive. This is contrary to the reason for the existence of local stations in the first place.

If you want to build a hospital, nursing home or numerous other public facilities, you must first "pass muster" with a certificate of need. Such regulations preclude an oversupply of vital services, fully cognizant that such a condition is counterproductive, even in such critical fields as health care.

I am not sure if the author has owned or operated a broadcast facility, but his "Pollyanna" view is clearly indicative of a lack of knowledge of the real world of broadcasting today.—*J. Boyd Ingram, president, WBLE(FM) Batesville, Miss.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

WBHM-FM, located on the campus of the University of Alabama at Birmingham (UAB) and licensed to the Board of Trustees of the University of Alabama, seeks general manager to handle day-to-day operation of 24-hour, full-service, fine arts public radio station serving Birmingham and North Central Alabama. Requires leadership in staff and station development, community interaction, and evaluation of all programs and activities for station and Radio Reading Service program. Responsible for supervision of administration, fund-raising, music, news, and informational programming, program operations, promotion, and engineering. Directs fund-raising elements for annual operations and capital improvements. Management and development of strong relations with local arts and university communities is essential. Proven managerial skills would include management experience in public radio. Requires: Master's degree in Public Broadcasting or related field or equivalent combination of education and experience. Salary: Competitive. Please send resume and 3 references by November 15, 1991 to: UAB Employment Office, UAB Station, Bishop Bldg. G001, Birmingham, AL 35294. AA/EOE.

California: Sales manager for full time clear channel AM with FM CP. Christian format. Prefer verifiable experience in Christian or Secular radio sales. Future growth in AM and FM applications with 2 CPs. Send resume, sales and salary history to: 9370 Skyway Drive, Suite 501, Santa Maria, CA 93455. EOE.

Sales manager: NAC in Raleigh, NC is looking for a self-motivated, aggressive individual to lead a 5 member sales staff. Strong direct sales experience is a must. Management experience preferred but not mandatory. We are looking for a hard working individual who can do it all. Send resume to WNNB-FM, 2000 Regency Parkway, Suite 295, Cary, NC 27511 or call Marvin Ceder at 919-481-1039. EOE.

Indianapolis (37th market) needs energetic sales oriented general manager. Experience as GSM important, local market experience a plus. If you are a strong sales oriented GM or GSM, and you can take a very successful station to greater achievement, write Clint White, PO Box 266394, Kansas City, MO 64126. EOE.

GM/GSM: Join a growing owner/operator group in a very attractive way. We are looking for a selling GM to take a well established #1 rated combo to the next sales level. Stations have shown growth in 1991, where can you take us in 1992 and beyond? Proven sales track record a must, working knowledge of PC and Maxagrid a plus. Send your resume, references and sales philosophies to John Zimmer, Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63701. EOE.

Station manager: Looking for a challenge? If you have proven ability with turnarounds and the financial resources to pull it off, let's talk. Equity position in exchange for your leadership and investment. Reply Box R-23. EOE.

HELP WANTED SALES

Las Vegas Nevada: Retail sales experts needed must be immediate producers! Chance for management. Call 702-369-6004. EOE.

Sales manager wanted for northeast Mississippi C3 FM with over 250,000 in primary coverage area when upgrade is achieved on or about January 1. Jim Buffington, WWZQ-FM, Aberdeen, MS 601-369-4561. EOE.

HELP WANTED FINANCE

Group radio operator with 11 profitable stations is seeking an individual to oversee accounting functions and manage lender relations. Must have at least three years of relevant financial experience, preferably in radio, accounting or commercial banking. Send resume and salary requirements to: Wilks/Schwartz Communications, PO Box 9013, Springfield, MA 01102. Please no phone calls. Equal opportunity employer.

HELP WANTED SALES/MARKETING

Sales/marketing director for ethnic radio station. Qualification B.A. degree Business and/or marketing; 3 years sales/marketing and managerial experience. Fluency in Greek & English. Able to implement marketing plan and develop new accounts. Salary \$29,000/year (40 hour week). Resume to: Pat Ganno, Job Order No. 0515037, Job Service of Florida, PO Box C, Clearwater, FL 34618-4090. EOE.

HELP WANTED PERSONALITY/TALENT

Seeking. Christian radio station is looking for creative talent to bring to air in dynamic southern California market. Call Crawford Broadcasting Company, an equal opportunity employer, 714-754-4450, request Ann Harrison.

HELP WANTED NEWS

News director for dominant Southern Maryland AM/FM combo. Host 6-8 am news program. Local play-by-play possible. News experience required. T&R with writing sample, ASAP, to Mike Tome, GM, WPTX/WMDM, PO Box 600, Lexington Park, MD 20653. EOE.

Experienced news anchors, producers and reporters for future expansion at national radio network. Tapes and resumes to Dan Smith, Business Radio Network, 888 Garden of the Gods Road, Colorado Springs, CO 80907. No calls. EOE.

Operations manager: Minimum 6 years experience in news management role. Beautiful Portland, Oregon. Major 50,000 watt news/talk station. Good anchor/strong communicator. Want long term commitment with station in news format since 1967. Resume/reference/tape to Ray Watson, Vice President, General Manager-KXL Newsradio 750 AM, PO Box 14957, Portland, OR 97214. EEO.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Florida group owner needs PD high energy on-air talent plus administration skills. Country format. Send resume, air check to Ron Kight, 3101 West Highway 98, Panama City, FL 32401. EOE/MF.

WWFM Classical Music: Announcer/production coordinator. #1 public radio station WWFM from Mercer County Community College, Trenton, NJ seeks full-time Classical music announcer/production coordinator. WWFM is a professionally staffed, non-commercial CPB qualified classical music station. Responsibilities include hosting classical music program, coordination and execution (when needed) of in-house production, fundraising volunteer coordination, and computer input of program guide listings. BA required with 2 years on-air experience and expertise in foreign pronunciation. Excellent benefits; salary low 20s. Send letter and resume to: Mercer County Community College, Personnel Office, Dept AW, PO Box B, Trenton, NJ 08690. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Classical music: General manager/general sales manager. Over 20 years of experience - top biller. A street smart, people person. If you're a classical station or your non-classical format isn't working, let's talk. Reply to Box R3.

Let's get 1992 off to the right start. 15 years management experience. MBA degree. Successful turnaround experience. Seeks group management or GM position. Call Doyle, 405-447-0626.

21 year radio veteran, last 11 years as GM, seeks medium market management. Energetic 40 year old has a spotless track record and impeccable references. Super successes in sales, programming and people. Start ups, turn arounds, transfers - Combos or stand alones, I've succeeded every time. Last stations sold to an owner-operator. Now I'm ready to win for you. Call Ray Arthur today at 619-375-2552.

Feeling the recession? My station's profits this past year increased 45%. Write me so we can profit together. Reply Box R-13.

General manager/general sales manager: Experienced leader who has small market and medium market success. I know the meaning of the phrase "team concept." Looking for a real challenge that has realistic goals. I also have a complete team to bring in if needed from sales to on air talent. Reply to Box R-14.

Senior broadcaster seeks GM or sales management position. All markets and situations considered. Sweat equity acceptable. Available now. 817-548-8653.

Experienced general manager, with 20 years experience in direct, local and national sales. Familiar with FCC rules. Served as GM in Phila. (two stations), Wash., DC and Atlanta. Major strengths are sales and sales motivating. Resume and references available. Call Jerry Michaels 215-664-0535.

SITUATIONS WANTED ANNOUNCERS

Seven years experience. Currently working for Daytona Beach's #1 soft Adult Contemporary radio station. Seeking full time. Willing to relocate. 407-699-6715, Chris.

SITUATIONS WANTED TECHNICAL

Problems? Experienced engineer will be at your station within hours to solve them! Expert on audio, transmitters, automation, construction. 813-849-3477.

Combine contract engineer/AT's salary. Get experienced fulltime FM, AM/FM engineer/AT combination. Evening airshift required on AOR/CR/ Adult Rock FM. Eric, after 6pm. Central. 219-838-4979.

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.

TELEVISION

HELP WANTED MANAGEMENT

Business manager: SE is seeking an individual with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with computers required. Send replies to Box R-4. EOE.

National sales manager: Baltimore's leading independent is seeking the best available candidate for the fastest growing station in Baltimore. Prefer local sales background with strong ratings knowledge. Positive selling attitude required, and "value added" marketing knowledge a plus! Please send resumes to Mike Kelly, WNUV TV 54, 3001 Druid Park Drive, Baltimore, MD 21215. No phone calls please. EOE/MF

General manager: New, innovative, multicultural/multiethnic PBS UHF television station located in America's #1 city — San Francisco — seeks experienced, energetic, creative, and community-sensitive individual with outstanding managerial skills and fund raising abilities. A challenging position that offers unique growth opportunities with commensurate rewards. Minorities and women are encouraged to apply (equal opportunity employer). Send resume to: John Douglas, c/o Douglas Broadcasting, Inc., 499 Hamilton Avenue, #140, Palo Alto, CA 94301

Local sales manager: ABC affiliate in Sacramento in search of local sales manager. Requires outstanding leadership, motivation, and training skills with the ability to capture dollars through new marketing strategies. Previous sales management experience a plus, proven talent and dedication a must. Send resumes: KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. Attn: Greg Bendin, GSM. EOE M/F.

General manager, KRWG-TV. Bachelor's degree required; Master's degree preferred in the following fields: Broadcasting, Mass Communications, Television Sales/Management, Radio-TV Film Production. Candidate must have more than seven years of experience in broadcast television, including at least two years at the mid-to-upper management level. Requires proven abilities in personnel and fiscal management, fund-raising techniques, programming, and broadcast operations. Knowledge of FCC regulations. Teach one course a semester. Group health & dental insurance, 22 days annual leave, 11 paid holidays, sick leave, educational retirement, worker's compensation. \$36,936 to \$46,165 per year, commensurate with qualifications. Send resume & 3 letters of reference by December 9, 1991 to: Dr. Sean McCleneghan, Director of Broadcasting, KRWG-TV, Channel 22, Box 30001, Las Cruces, NM 88003-001. New Mexico State University is an EEO/affirmative action employer. Women & minorities are encouraged to apply.

South Central affiliate in fast growing market seeks experienced local sales mgr. with proven ability to motivate veteran sales team. EOE. Reply to Box R-15.

HELP WANTED SALES

Director of sales: A cutting edge opportunity. Minimum 5 yrs. exp. some mgmt preferred. Capable of motivating people. Innovative sales concepts a must. Major growth potential. Northeast market. EOE. Send resume to Box Q-37.

Account executive needed for established list in Midwest medium-small market. Must be experienced, driven and have what it takes to thrive in the 90's (i.e., not an order taker). Respond to Sales Manager. Box R-5. EOE.

Midwestern leading Fox affiliate seeking regional account executive with minimum 2-3 years TV sales experience. Regional and TV sports sales background helpful. Also seeking local account executive with strong sales background - TV or advertising knowledge helpful. We're looking for commitment! Resumes to Sheila Oliver, Local Sales Manager, WUPW, Four Seagate, Toledo, OH 43604. EOE.

Account executive: Looking for creative, resourceful, enthusiastic team member. Proof of past new business success and knowledge of research tools is extremely helpful. Immediate opening. Reply Box R-16. EOE.

HELP WANTED MARKETING

WBFF Fox 45 in Baltimore is looking for a dynamic marketing director. Applicant will handle marketing of highly successful kids' club, both on-air and in print. Will also be responsible in creating event oriented revenue through special projects. Three years broadcast experience required. Knowledge of print a plus. Send resume to: General Manager, WBFF Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Air operator: Basic understanding of FCC regulations, switcher operation, program logging and knowledge of Beta Cart systems signal, a plus. Familiarity of waveform monitor and parameter needed. Experience required. Send resume to: Trinity Broadcasting Network/Personnel Department, 14131 Chambers, Tustin, CA 92680. EOE.

Associate director of engineering for northeast major market TV station with production facilities. Strong technical, organizational and supervisory skills required. Please write Box R-6. EOE.

Broadcast engineer: A PTV station in southwest is in need of a broadcast engineer. Associate degree in Engineering, technical or trade school degree with five years of directly applicable experience in broadcast television maintenance and operation required. Equivalent experience accepted in lieu of technical or trade school degree on a one-year-for-one-year basis. Reports to chief engineer. Responsibilities include designing, installing, operating, monitoring, general maintenance and major repair of television broadcast equipment necessary to produce, transmit, receive, record and reproduce MTSC color television signal. Position requires strong RF experience. Translator experience and ability to operate a four-wheel drive vehicle desired. Minimum salary: \$19,864 DOE. Important, reference this ad. Send resume to UNM Personnel Department, 1717 Roma, NE, Albuquerque, NM 87131-3186 by Nov. 25, 1991. AA/EOE.

Audio/video technician: Thorough knowledge of and skilled in stereo television production. Ability to set up and operate stereo mixing consoles for live/taped remote/studio productions; audio post-production; stereo recording; technical setup and operation of camera and telecine systems. Associate degree in Electronics and 3 years related television technical experience or equivalent combination. State benefits. Salary commensurate with qualifications. EEO. S.C. ETV, Personnel Drawer L, Columbia, SC 29250.

Assistant chief engineer: Burlington, VT. Applicant must have a minimum of five years of television maintenance experience. Sony 3/4" experience a plus. UHF and/or TCR knowledge helpful. Send resume to Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an EOE.

KCPM-TV in Chico-Redding, CA is seeking a chief engineer with strong maintenance abilities required for UHF transmitter as well as hands-on ability for all studio equipment including microwave transmitters and receivers, satellite receivers and controllers. Must possess an FCC General Radio Telephone license and 5 years UHF experience. Send resume to: Helen Cheung, Controller, KCPM-TV, 180 East 4th Street, Chico, CA 95928, 916-893-2424. EOE.

HELP WANTED NEWS

Field producer: Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

Reporter: Strong hard news journalist. Packaged reports, series and live work. Tapes and resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE, M/F.

"Winning is surviving!" At least it seems that way in the 90's. We need a reporter to help us win, so we can survive the economic crunch the industry is in these days. Requirements, good, solid journalism skills; curiosity; positive attitude and perspective; sense of humor. Minimum two years in small to medium markets required. Come play "championship newsball" with us. Tapes (Beta if possible; 3/4" is okay) and resumes to: Tim G. Gardner, News Director/KTBC-TV/119 E 10th Street/Austin, TX 78701/Don't call us, we'll call you. EOE.

WFSB TV, the number one station in southern New England, is looking for an experienced, creative newscast producer to be a key player on the Eyewitness News Team. This producer will work with anchors, reporters, assignment desk editors, graphics department artists, and directors in producing newscasts that combine a commitment to journalism with a flair for production. This is the right job for a producer who can conceptualize a broadcast and make it happen on the air. Resume & tape to: Deborah Johnson, Assistant News Director, WFSB TV 3 Constitution Plaza, Hartford, CT 06103. EOE.

Anchor: Midwest leader seeks anchor to complement female co-anchor. Degree, 1 year anchor minimum. We want a commitment to news, and a commitment to a winning team for several years. Non-returnable tapes, resumes to: Bill Hoel, Station Manager, WKBT-TV, PO 1867, La Crosse, WI 54602-1867. EOE. No calls.

Top 20 station seeks newscast director. We need "the best" director out there. Minimum 3-5 years experience required for fast paced, tape intensive daily 1 hour newscast. Winter wardrobe not needed. Beginners need not apply! Send resume to: Box R-18 EOE.

Reporter/anchor: Competitive mid-sized, midwest affiliate has immediate openings for a reporter and reporter/anchor. If you are an outstanding storyteller, rush resume to Box R-19. M/F EOE.

Aggressive news department looking for general assignment reporter. Successful applicant will be experienced, a good writer and an idea person. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #1101BR9101. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Co-anchor: Degree and minimum two years full time experience including anchoring in a network affiliate news department. Good writer and communicator. Must like people and enjoy representing our station at public events. No phone calls. Tape and resume to Don Colson, News Director, WABI-TV, 35 Hildreth St., Bangor, ME 04401. EOE.

Newscast director for top 40 affiliate. Minimum 2 years news experience. Supervisory skills, creativity and leadership required. Resume and salary requirements to Rob Gray, Studio Operations Manager, WWMT, 590 West Maple Street, Kalamazoo, MI 49008. No phone calls, please. EOE.

General assignment reporter: Major market looking for heavy hitter capable of specialty reporting and fill-in anchoring. Minimum five years experience with "live" reporting a must. Looking for an aggressive reporter with strong writing skills. Send a 3/4 inch tape and resume to Box R-17. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Associate sports producer: Immediate opening. New national motorsports program seeks producer with three to five years experience in program production. Candidate must be well versed in videotape editing, camera operation and coordination of live multicamera productions. Situation located in Southeast US and salary is mid-twenties. EOE. Reply to Box R-8.

Promotion wizard wanted: #1 Northeast CBS affiliate looking for a creative service director who can make "magic". Must have solid news promotion experience. Background in marketing helpful. Be creative. Send tape, resume and salary requirements to David M. Tinsch, Dir. of Programing and Marketing, WTVH 5, 980 James St., Syracuse, NY 13203. No phone calls. EOE.

Freelance video crews and production services for news oriented production company. Expanding our worldwide network. Send resume, rate sheet and gear list. Reply to Box R-10. EOE.

Producer/director: Seeking a highly creative, hands-on producer/director with exceptional writing skills. Candidate must have excellent lighting skills and extensive background in field production and be able to edit 3/4" and 1" videotape. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Compliance Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Producer/director, KGTV, San Diego seeks experienced, creative individual capable of impressively directing all formats. Resumes only. Mike Bil-tucci, PO Box 85347, San Diego, CA 92186. EOE.

WISH-TV seeking highly motivated, creative, experienced marketing professional to fill new creative services position. Will meet with community organizations, clients. Will plan highly visible promotional events. Will write and produce spots to promote those events. Ability to coordinate promotions from start to proof of performance. College degree in television, marketing, or related field required. Three years experience in television production required. Resumes only: Pete Nikiel, Creative Services Manager, WISH-TV, 1950 N. Meridian St., Indpls., IN 46202. No phone calls please. EOE M/F.

SITUATIONS WANTED MANAGEMENT

Director of station operations. I have a wealth of experience in TV station management. New start-ups, unions, technical operations, small market, large market. Can I help you? Please reply to Box Q-31.

SITUATIONS WANTED SALES

TV account executive: General sales manager for eight years in radio and current general manager. Looking for a position as an account executive in TV. I feel ready to make the move and further my career goals. Radio has been great and rewarding. Looking for a solid situation that has room for advancement. Let my put my talent to work for you! Reply to Box R-21.

SITUATIONS WANTED TECHNICAL

Highly motivated and qualified with 20 plus years experience in TV engineering both small and large markets. Experienced with new construction, union negotiations and contracts, all aspects of station operations. Please reply to Box Q-30.

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 Box R-20.

SITUATIONS WANTED NEWS

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

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.

News director, small or medium market. Prefer Texas, nearby state. 29 years experience including 9 years news management. 512-590-7536 mornings.

Freelance NPPA member with large experience, available for TV news assignment. B V W-507 camera. Call/fax: Evandro Fontes 212-727-2018.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Attention general managers: Wish you could hire an experienced, seasoned and successful top market executive producer but barely have the budget for another secretary? I'm a multiple-E Emmy winning ex-television executive with 20 years in NYC, LA and Washington (network and local). I teach television at UCLA. I'm available to consult to a limited number of stations who want to improve their look, efficiency and ratings. For less than the cost of another secretary (and no fringes!) I will help you improve all aspects of your operation, and you keep the glory. How do you know I'm good? After 12 Emmys and 20 successful television years, I created and produced "Good Morning, Vietnam". (Now I make movies.) Call or write Ben Moses, 3350 Troy Drive, Los Angeles, CA 90068. 213-878-2560.

SITUATIONS WANTED PERSONALITY/TALENT

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

MISCELLANEOUS

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Nicholls State University is seeking a faculty member starting fall 1992 in broadcast journalism. The position is a tenure-track position. Salary is up to \$42,000 for nine months. Rank open. Applicants should have a Ph.D. or be ABD and have teaching and research ability. Professional experience is important. Nicholls is located 60 miles southwest of New Orleans in the culturally rich Cajun, plantation country of Louisiana near the beaches of the Gulf of Mexico. Deadline for applying is Jan. 15, 1992. Submit a letter of applications, vita and three references to Dr. E. Joseph Broussard, Head, Department of Communication, Nicholls State University, Thibodaux, LA 70310. Nicholls is an EEO employer.

Telecommunications instructor: The Grossmont-Cuyamaca Community College District is now accepting applications for a telecommunications instructor. Closing date: 12/2/91 at 4:30 p.m. For further information, please contact the District Personnel Office at 619-589-0900.

HELP WANTED SALES

Nearly 100 markets already taken. If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure annual income, call us now. We need good people with media sales experience in: Birmingham/Montgomery, Boston, Buffalo, Charleston/Huntington, Colorado, Des Moines/Omaha, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, New Orleans, Quad Cities, Phoenix, Rochester/Mason City, Salt Lake City, San Diego, Spokane, West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

HELP WANTED MARKETING/SALES

Marketing/sales director: \$75-100K +. Build sales for expanding midtown Manhattan production house to radio/TV stations. Experienced only. Commercial, music production or sound studio sales. No fee. Able Agency, 280 Madison Ave., NY 10016 212-689-5500.

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.

Be on TV: Many needed for commercials. Now hiring all ages. For casting info. Call 615-779-7111, Ext. T-681.

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.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. Eckhart Special Productions.

Public relations career training. Consultation & advice from a 15-year veteran. Call George Cole, 1-800-274-3006.

WANTED TO BUY EQUIPMENT

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

FOR SALE EQUIPMENT

BE-FM30, 1981. Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

AM transmitters: Continental/Harris 1KW, CCA/MCM 2.5KW, CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. 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 60 KW 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.

Microwave vans: Radio or TV - two professionally built with 42' masts, jacks, roof decks, 6.5 KW Onan and more \$14K and \$8K. Paul or Ray 703-818-8666.

Used television production equipment — List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. — Celebrating 10 years of excellence. 918-252-3600.

RADIO HELP WANTED SALES



SPRINGFIELD, MA's

Classic Rocker, WAQY, is looking for a **super aggressive sales star.** We are a Saga station and offer a **top list** and a great career.

**Call Larry Goldberg, GSM
at 413-525-4141
or fax resume to
413-525-4334**



You love working with advertisers to deliver results. You are doing well where you are, but want more: Greater responsibility -- A larger market -- Better opportunity to earn.

Keymarket Communications is looking for sales professionals for its owned/operated stations:

KKMJ-AM/FM	Austin
WEZC	Charlotte
WNNK-AM/FM	Harrisburg
WRVR/WODZ	Memphis
WWL/WLMG	New Orleans
WDCK	Richmond
KFRG	San Bernardino
WKRZ/WILK	Wilkes-Barre

Send your resume, work history, and sales philosophy to:

**Barry Drake, President
Keymarket Communications
2743 Perimeter Parkway, Suite 250
Augusta, GA 30909**

HELP WANTED PROGRAMING PROMOTION & OTHERS

On-air talent for soft A/C format. Top 10 market on East Coast. 3-5 years experience in A/C format. EOE. Send tape & resume to:

**LCD Associates
Suite 239
301 N. Harrison Street
Princeton, NJ 08540-3512**

HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

TALK SHOW PRODUCER/OPERATOR AND PRODUCTION ASSISTANT

WHDH-AM seeks candidates for the above positions, both requiring a minimum of 2-3 years' radio production experience and a college degree.

Producer/Operator will be responsible for producing overnight programming, control board and transmitter operations, talk show productions and commercial production. Working knowledge of all of these areas required.

Production Assistant will write copy, record network feeds, edit and prepare pre-recorded programs, produce commercials, as well as perform general recording and production tasks. Excellent organizational skills as well as related radio production experience required.

Please send resumes to: Al Mayers, Program Manager, WHDH-AM, Inc., 7 Bulfinch Place, Boston, MA 02114. An Equal Opportunity Employer.

WHDH
Talk Radio **850AM**

TELEVISION HELP WANTED TECHNICAL

SNG TRUCK OPERATOR

To operate the satellite truck, execute uplinks etc. A technical background, and/or broadcast related experience required.

**Tapes to WJTV
P.O. Box 8887,
Jackson, MS 39284**

DIRECTOR OF ENGINEERING

Video Facility seeks a Director of Engineering with extensive background in Rank Cintel maintenance, familiar with budgeting and managing an engineering staff. Must be a "hands-on" engineer. Position reports directly to the President of the company. Salary open. All inquiries will be kept confidential. Send resume to:

**Personnel
Box 7895, Burbank, CA 91510**

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

**ENTRY LEVEL
PROMOTION
WRITER**

Tribune Broadcasting is considering entry level applications from creative people interested in **TV advertising & promotion**. You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

**TRIBUNE
CREATIVE SERVICES**
Attention Jim Ellis
500 Plasters Ave.
Atlanta, GA 30324



An Equal Opportunity
Employer

HELP WANTED SALES

South Florida's News Station **WSVN** is looking for a Traffic/Operations Manager. Must have a full understanding of traffic system and how it relates to other departments and station operations. Computer knowledge is required, BIAS system trained preferred. Exceptional people skills required. Would strongly consider a good #2 looking to become #1. Reports directly to General Sales Manager. Salary commensurate with responsibility. Send resume to:

Personnel Dept. WSVN-TV
1401 79th Street Causeway
Miami, FL 33141

No Phone calls please
EOE

PROGRAMING SERVICES

**WEATHERVISION
TV Weathercast Via Satellite**

Localized, customized, TV weathercast for your market. Limited clients now being accepted. Reserve your market for AM, PM, weekend, or drop-in weathercast.

Call National Weather Network
Edward St Pe'
(601) 352-6673

**ALLIED FIELDS
EMPLOYMENT SERVICES**

ATTENTION COLLEGE GRADUATES:

Ready to launch your sports anchor career? Let Sports Talent polish your on camera skills, produce your demo tape and find you a job. Phone: 415-927-9525



JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumes"
4 To record "talking resumes" and employers to record job openings
5 Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.99 per min. (5 6 2 7)

HotLine
TV Anchor, Weather, Reporter, Sports, Sales, Producer & Entry Level.
1-900-786-7800
Info. from all markets \$1.99 per min.
Radio Disc Jockey, News, Sales Program Director & Entry Level.
117 W. Harrison Blvd. 6th Fl. St. R-347 Chicago, IL 60605

**TV'S MOST
TRUSTED JOB
LISTING SERVICE**

Since 1986

- Ask around — People in the business will tell you why •
Our daily updated phone lines provide
50-70 NEW, CONFIRMED OPENINGS PER WEEK
To Subscribe call 800-237-8073/California 408-648-5200



THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

LEGAL SERVICES

**FAILED YOUR
FCC INSPECTION?**

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

1-800-433-2636

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

FOR SALE EQUIPMENT

**TRANSMITTERS
TV FM LPTV**
call JIMMIE JOYNT
800/279-3326

WANTED TO BUY EQUIPMENT

**BROADCAST INVESTORS WANT TO
BUY RADIO STATION — REGARDLESS
OF CONDITION DARK, DAYTIME ONLY,
OR CP'S OK.**

Low Down Payment with Terms Important. All
Cash for an exceptionally good deal.

Phone 414-482-2638
Fax 414-483-1980

OPENING NEW STATION

NEED CD LIBRARIES FOR AOR,
CLASSIC ROCK AND OLDIES
FORMATS.

CONTACT LARRY
1-800-238-0220

MISCELLANEOUS

**Money
Machine**
Blows money and/or coupons
Patrons try to catch
as many as they can
(309) 788-0135

**EARLY DEADLINE
NOTICE**

Due to the Thanksgiving
Holiday, the deadline for
Classified Advertising will
be Noon, Friday November
22, 1991 for the December 2,
1991 issue.

Announcement of Position Vacancy

EDMUND F. & VIRGINIA BALL ENDOWED CHAIR IN TELECOMMUNICATIONS

Ball State University Muncie, Indiana

Ball State University announces the establishment of the Edmund F. and Virginia Ball Chair in Telecommunications. The Department of Telecommunications seeks nominations or applications from scholars or practitioners in Radio, Television, Film or Corporate Video; specialties within these fields are open. This prestigious Professorship carries a reduced teaching load and resources to support research and/or media activities. Applicants should have a minimum of a bachelor's degree, at least twelve years of experience in a related area and should be a recognized authority/expert in the profession. Preferred qualifications are a graduate degree, at least fifteen years of experience and be a recipient of a "National" award or recognition.

Ball State University is one of the region's finest public universities. It has a tradition of dedication to teaching, is rapidly gaining national attention for scholarly achievement and has a strong service commitment to the community and nation. Ball State University currently enrolls over 20,000 students. The attractive campus, blending Gothic Tudor and modern architecture, is situated in the residential community of Muncie, a small city of 80,000 with a low cost of living and diverse cultural opportunities, located 50 miles northeast of Indianapolis.

The Department of Telecommunications includes fourteen full-time faculty. The Department is a growing and vibrant one which has hired five new faculty in the past two years, including the Department Chair. The department serves 550 majors and minors in its courses.

Review of applications will begin January 14, 1992, and will continue until the Ball Chair is filled. The position becomes available August, 1992. Nominations and applications, including current vita and three letters of recommendation should be sent to: Dr. Alan R. Richardson, Chair, Endowed Chair Search Committee, Department of Telecommunications, Ball State University, Muncie, IN 47306. Nominations and applications from women and minority candidates are encouraged.

Ball State University is an Equal Opportunity, Affirmative Action Employer and is strongly and actively committed to diversity within its community.

FOR SALE STATIONS

**Kepper,
Tupper &
Fugatt**
MW & MOUNTAIN
\$750,000
TERMS

300 Knightsbridge Parkway, Suite 360
Lincolnshire, Illinois 60069
Phone: 708 / 634-9258

Protect Yourself.
Call the Industry's Lawyer.
BARRY SKIDELSKY
Attorney-at-Law
757 Third Avenue, 26th Fl.
New York, NY 10017
(212) 832-4800

Creative solutions to your
most difficult problems

FOR SALE
COLORADO RESORT
MARKET
10 KW AM
EXCELLENT FIRST STATION
FOR OWNER OPERATOR
CLIFTON GARDINER
& ASSOCIATES, INC
(303) 949-4485

FOR SALE STATIONS CONTINUED

Washington State Class A FM

Fabulous Growth Potential. Excellent staff and facility. Creative Owner Financing. Merger/Joint Venture Possible. Covers 100,000 population. \$330,000 with small down to the right person.

Reply Box R-22

Receiver Selling

Class C Measured Texas Market

317-844-7390 for details

SOUTH CAROLINA

AM/FM positive cash-flow-needs aggressive management - \$300,000 down seller financing

VIRGINIA

College town AM/FM absentee owners - option to purchase land and bldg. \$250,000 down

UPPER MID-WEST

Network Television-cash flow \$3.6 cash

CALIFORNIA

Highly rated FM growth market-current sales and cash flow up - some seller financing - \$500,000 down

TENNESSEE

AM/FM land building-small market \$150,000 down

The Connelly Company

5401 W. Kennedy, Suite 480

Tampa, FL 33609

(813) 287-0906 Fax: (813) 289-0906

DENVER NORTHERN FRONT RANGE

100 KW 1,000 FT Move-in

Ready to discuss - Partner,

Investor, Buyer

Bob Zellmer, Gen Partner

303-330-1342

FOR SALE

TWO LPTV CHANNELS IN TOP 30 MARKET

ONE VHF AND ONE UHF

VHF WAS ON AIR ALMOST TWO YEARS.

TERRIFIC POTENTIAL

TO COVER MAJOR MARKET

MUST MOVE QUICKLY

CALL 317-285-1492

Broadcasting

PO Box 715, Brewster, NY 10509-0715

Save \$68 Off The Newsstand Price —

Yes! Please begin my subscription to Broadcasting Magazine:

☐ 1 year: \$85 ☐ Canadian Rate: \$129 (Price includes GST)

☐ Foreign Rate (Air): \$300 ☐ Foreign Rate (Surface): \$149

☐ Payment enclosed

☐ Bill me (U.S. only)

ORDER TOLL-FREE USING VISA, MASTERCARD OR AMEX: 1-800-323-4345

Name _____

Title _____

Company _____

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Please help us by answering the following questions:

1. What best describes your type of business? (Check one)

- | | | |
|---|---|--|
| ☐ TV/Affiliate | ☐ Radio/TV/Cable Service Organization | ☐ Library/University/Student |
| ☐ TV/Network | ☐ Manufacturer of Radio/TV/Cable Equipment | ☐ Attorney/Gov't/Trade Organization |
| ☐ TV/Independent | ☐ Advertising Agency | ☐ Other (please describe) |
| ☐ Radio Station | ☐ Cable TV Operation | |
| ☐ Radio Network | ☐ Advertiser | |

2. What best describes your title? (Check one)

- | | |
|--|--|
| ☐ President/Owner/CEO | ☐ Program Director |
| ☐ Vice President | ☐ News Director |
| ☐ Director/Manager | ☐ Chief Engineer/Technician |
| ☐ General Manager | ☐ Other (please describe) |
| ☐ General Sales Manager | |
| ☐ Station Manager | |

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

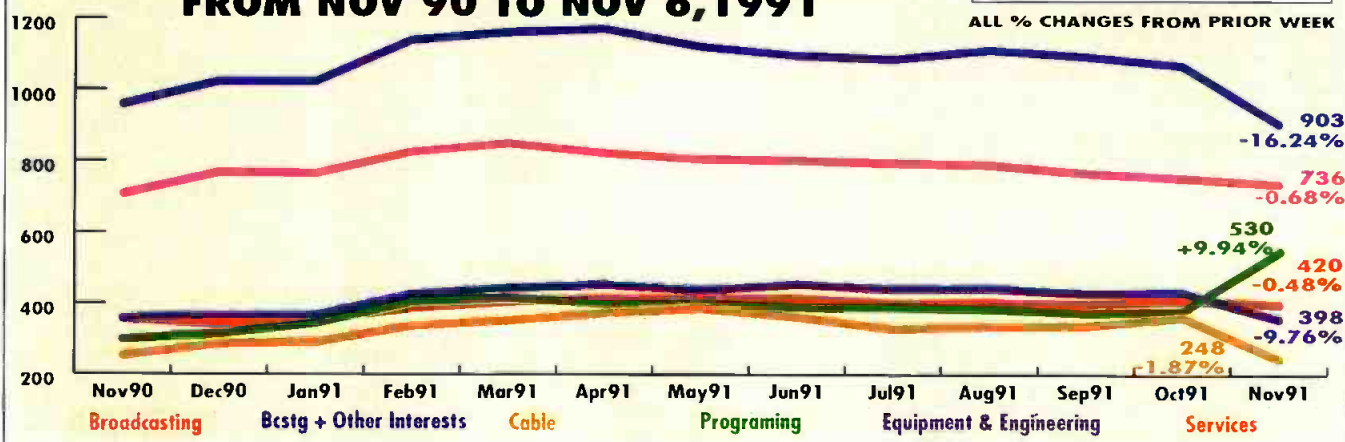
Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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

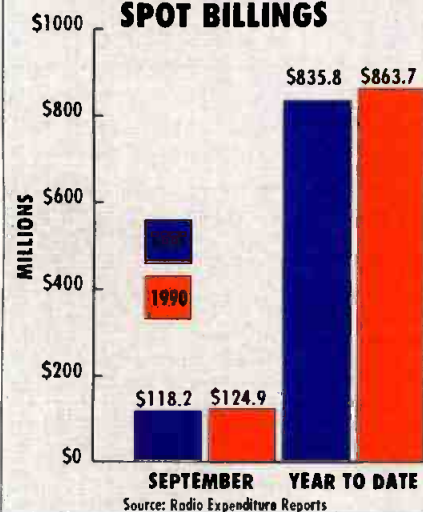
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Broadcasting's By The Numbers

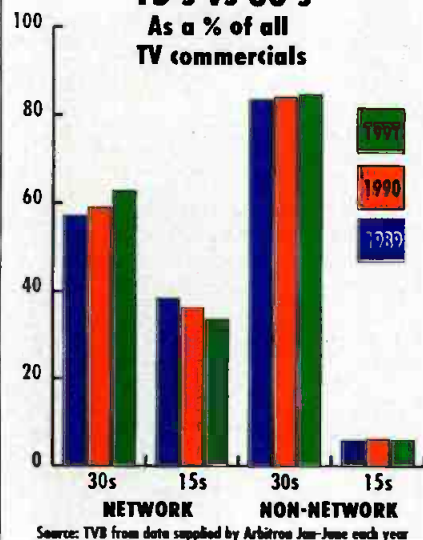
STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 6, 1991



NATIONAL RADIO SPOT BILLINGS



15's vs 30's As a % of all TV commercials



SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

OWNERSHIP CHANGES

Applications

■ **KSFO(AM)-KYA(FM) San Francisco** (AM: BAL911018EE; 560 khz; 5 kw-U; FM: BALH911018EF; 93.3 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from KSFOKYA Inc. to First Broadcasting Co. for \$13 million ("Changing Hands," Nov. 4). Seller is headed by Steven A. Clifford, and is subsidiary of King Broadcasting Co., which sold its television properties to Providence Journal Co. earlier this year ("For the Record," July 22), and is also selling KING-AM-FM Seattle (see below). It also owns KGW(AM)-KINK(FM) Portland, OR. Buyer is headed by Ronald A. Unkefer, and has no other broadcast interests. Filed Oct. 18.

■ **KKON(AM)-KOAS(FM) Kealahou, HI** (AM: BAL911022EA; 790 khz; 5 kw-U; FM: BALH911022EB; 92.1 mhz; 3 kw; ant. 2,052 ft.)—Seeks assignment of license from Thomas M. Jones, receiver, to Visionary Related Entertainment Inc. for \$405,000. Seller has no other broadcast interests. Buyer is headed by John Detz, and is licensee of KAOI-AM-FM Kihei-Wailuku, HI. Filed Oct. 22.

■ **KFXH-FM Hugoton, KS** (BTCH911015GY; 106.7 mhz; 35 kw; ant. 259 ft.)—Seeks transfer of control from Grant County Broadcasting Co. Inc. to Citizens State Bank for no cash consideration; transferor has outstanding lien in favor of transferee. Transferor is headed by Sam Elliott, and has interests in KHUQ(AM) Hugoton and KULY(AM) Ulysses, both Kansas. Transferee is headed by David W. Cutter, and has no other broadcast interests. Filed Oct. 15.

■ **KHUM(FM) Ottawa, KS** (BALH910927HD; 95.7 mhz; 100 kw; ant. 900 ft.)—Seeks assignment of CP from Shaffer Broadcasting Systems Inc. to American Broadcasting Systems Inc. for \$2.3 million in merger through stock swap. ("Changing Hands," Aug. 12). Seller is headed by Frederick Shaffer, brother of principals of assignee, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer (47.87%), and is licensee of KBCR(AM)-KSBT-FM Steamboat Springs, CO, and recently purchased KVVU-AM-FM Phoenix-Apache Junction, AZ. ("Changing Hands," Aug. 5). Filed Sept. 27.

■ ***WHPS(FM) Baltimore** (BALED911021HA; 96.7 mhz; 18 w; ant. 145 ft.)—Seeks assignment of license from PCA Communications Corp. to Essex Community College for \$5,000. Seller is headed by Thomas Pless, and has no other broadcast interests. Buyer is headed by Donald J. Slowski, and is licensee of noncommercial educational WBYQ(FM) Baltimore, which currently shares time with WHPS. Filed Oct. 21.

■ ***KQUH(FM) Duluth, MN** (BAPED911024HE; 97.3 mhz; 40 kw; ant. 167 ft.)—Seeks assignment of CP from Minnesota Public Radio to Northwestern College Radio Foundation for \$20,000. Seller is headed by William H. Kling, and is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) and KYIY(FM), both Moorhead; KCRB-FM Bemidji; KGAC(FM) and KVRU(FM), both St. Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshall; KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia/Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVU(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota; KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. Buyer is headed by Wesley Burham and Northwestern College (100%). Northwestern College is licensee of KTIS-AM-FM

As compiled by BROADCASTING from October 28 through November 1 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alter; ann.—announced; ant.—antenna; aural.—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; kht.—kilohertz; kw—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for rec.—petition for reconsideration; PSA—presurprise 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.

Minneapolis; KNWS-AM-FM Waterloo, IA; KFNW-AM-FM Fargo, ND; KNWC-AM-FM Sioux Falls, SD, and WNNC(FM) Madison, WI. Northwestern College Radio Foundation is licensee of noncommercial educational KDNW(FM) Duluth, MN, and of four translators in Minnesota and Wisconsin. Filed Oct. 24.

■ **KSDZ(FM) Gordon, NE** (BALH911018HB; 95.5 mhz; 3 kw; ant. 310 ft.)—Seeks assignment of license from Heritage Broadcasting Co. Inc. to DJ Broadcasting Inc. for \$190,000. Seller is headed by Renee L. Adkisson. Larry Rice, who has 20% interest in licensee, also has interests in KBRB-AM-FM Ainsworth and KBRX-AM-FM O'Neill, both Nebraska. Buyer is headed by James R. Lambley (50%), and has no other broadcast interests. Filed Oct. 18.

■ **WKBR(AM) Manchester, NH** (BAL911022EG; 1250 khz; 5 kw-U)—Seeks assignment of license from Weston Financial Group to WKBR Inc. for \$160,000. Seller is headed by I. Richard Horowitz, and has no other broadcast interests. Buyer is headed by Elizabeth Dodge, and has no other broadcast interests. Filed Oct. 22.

■ **WCKL(AM)-WQKL(FM) Catskill, NY** (AM: BAL911023EE; 560 khz; 1 kw-D; FM: BALH911023EF; 98.5 mhz; 2.1 kw; ant. 393 ft.)—Seeks

assignment of licensee from Catskill Communications Inc. to Straus Communications in the Hudson Valley Inc. for \$335,000. Seller is headed by Felisa Vanoff, and has no other broadcast interests. Buyer is headed by Eric P. Straus (75%). Vice president R. Peter Straus (25%) is sole shareholder of Straus Communications in New York Inc., general partner in Straus Communications, licensee of WELV(AM)-WWWK(FM) Ellenville, NY, and is 29% shareholder of Straus Communications in Virginia Inc., licensee of WFTR-AM-FM Front Royal, VA. Filed Oct. 23.

■ **WGGO(AM)-WQRT(FM) Salamanca, NY** (AM: BAL911015HC; 1590 khz; 5 kw-D; FM: BALH911015HD; 98.3 mhz; 1.6 kw; ant. 430 ft.)—Seeks assignment of license from Altair Communications Inc. to Southern Tier Broadcasting Corp. for \$709,000. Seller is headed by Gary L. Theresa J. Livingston, husband and wife, and has no other broadcast interests. Buyer is headed by David K. Cahn (33.3%), and has no other broadcast interests. Filed Oct. 15.

■ **WKZA(AM) Kane, PA** (BAL911023EB; 960 khz; 1 kw-D, 48 w-N)—Seeks assignment of license from Bill Shannon Broadcasting Inc. to Walter R. Pierre for \$63,500. Seller is headed by William T. Shannon, and has no other broadcast interests. Filed Oct. 23.

■ **WXJB(FM) Harrogate, TN** (BTCH911017GZ; 96.5 mhz; 3 kw; ant. 1,066 ft.)—Seeks transfer of control from JBD Inc. to Cumberland Trading Post Inc. for \$45,900. Sellers are William J. Stephens, David B. Cook and Robert Parkey, and are transferring 51% of their shares in licensee; they have no other broadcast interests. Buyer is headed by Warren A. Pursifull (100%), who had previously purchased 49% of licensee, and is now purchasing 51% of issued and outstanding stock of JBD Inc. Pursifull also holds 100% of stock of Country-Wide Broadcasters Inc., licensee of WFXV(AM) Middlesboro, KY. Filed Oct. 17.

■ **WKNF-FM Oak Ridge, TN** (BALH911015GW; 94.3 mhz; 1.82 kw; ant. 395 ft.)—Seeks assignment of license from Key Broadcasting Co. of Tennessee Inc. to Cardinal Communications Group Inc. for \$950,000. Seller is headed by Anthony Ciano, and has no other broadcast interests. Buyer is headed by Vincent A. Henry (100% vs) Arthur G. Camiolo (7.5% non-vs) and Henry Family Trust (27.5% non-vs). Henry is president and 100% shareholder of Broad Based Communications Inc., licensee of WWSD(AM)-WFHT(FM) Quincy, FL; he is son of Ragan A. Henry, creator of Henry Family Trust and sole shareholder of US Radio, licensee of five AM's and seven FM's. Ragan Henry also heads Ragan Henry Broadcast Group. Filed Oct. 15.



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■ **KJSA(AM)-KYXS-FM** Mineral Wells, TX (AM: BTC911021EG; 1140 khz; 250 w-D; FM: BTCH911021EH; 95.9 mhz; 3 kw; ant. 295 ft.)—Seeks transfer of control within licensee Jerry Snyder & Associates Inc. for \$50,000. Seller is headed by Jerry Snyder and Charles W. Pyle, and has no other broadcast interests. Buyer is William J. Bennett, who will acquire 50% stock of licensee for replacing Pyle as co-signatory and guarantor on promissory note valued at \$50,000. Filed Oct. 21.

■ **KMGF(FM)** Monahans, TX (BALH911017GX; 102.1 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from Rusk Corporation to FHL Communications Corp. \$325,000 ("Changing Hands," Oct. 28. Seller is headed by J. H. Jones II, and has interest in KTRH(AM)-KLOL(FM) Houston, KSMG(FM) Seguin (San Antonio) and KHFI-FM Georgetown (Austin), all Texas. Buyer is headed by Gordon Holcomb (21%), and has no other broadcast interests. Filed Oct. 17.

■ **KING-AM-FM** Seattle (AM: BAL911017EC; 1090 khz; 50 kw-U; FM: BAPLH911017ED; 98.1 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license (KING(AM)) and CP (KING(FM)) from KING-AM-FM Inc. to Classic Radio Inc. for \$9.75 million ("Changing Hands," July 15). Seller is headed by Steven A. Clifford, and is subsidiary of King Broadcasting Co., which sold its television properties to Providence Journal Co. earlier this year ("For the Record," July 22), and recently sold KSFO(AM)-KYA(FM) San Francisco ("Changing Hands," Nov. 4). It also owns KGW(AM)-KINK(FM) Portland, OR. Buyer is headed equally by sisters Harriet S. Bullitt and Priscilla B. Collins, former owners and stockholders of King Broadcasting. Filed Oct. 17.

Actions

■ **KVNM(FM)** Oro Valley, AZ (BAPH910829HZ; 97.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from Pueblo Radio Broadcasting Services to Christopher T. Maloney for \$423,000. Seller is headed by Roy E. Henderson, and has interests in KJAS(FM) Jasper, KACO(AM) Belleville and KMPQ(AM)-KMIA(FM) Rosenberg, all Texas. He also has interests in LPTV's in Clear Lake, TX, and new FM's in Franklin and Caldwell, both Texas, and Oro Valley, AZ. Buyer is 66 2/3% partner in KTUC Investments, licensee of KTUC(AM) Tucson, AZ. Action Oct. 22.

■ **KGFM(FM)** Bakersfield, CA (BALH910607ED; 101.5 mhz; 4.8 kw; ANT 1,280 ft.)—Granted assignment of license from Kern Broadcasting Corporation to McGavren-Barro Broadcasting Corp. for \$1.5 million ("Changing Hands," June 17; Kern is also selling KGEQ(AM) Bakersfield, CA, see below). Seller is headed by Joseph Zukin Jr. and is minor shareholder in KLIV(AM)-KARA(FM) San Jose-Santa Clara. Buyer is headed by Steven P. McGavren (49%) and Mary Helen Barro (51%), and is licensee of KAFY(AM) Bakersfield, CA. Action Oct. 23.

■ **KECU(FM)** Eureka, CA (BAPH910703GW; 105.5 mhz; 500 w; ant. 649 ft.)—Granted assignment of CP from Robert L. Marrero, trustee for Eureka Christian Broadcasting Inc., to Southwestern Pacific Broadcasting Corp. Inc. for \$30,000. Seller has no other broadcast interests. Buyer is headed by Thomas J. Crane, 100% shareholder of Southwestern Broadcasting Corp., licensee of KMUL-AM-FM Muleshoe, KLZK(FM) Farwell and KLCU(FM) Brownfield, all Texas, and KICA(AM) Clovis, NM. Action Oct. 17.

■ **KRZQ-FM** Tahoe City (Reno), CA (BTCH910801GK; 96.5 mhz; 50 kw; ant. 2,965 ft.)—Granted transfer of control from Mid South Broadcasting Co. to Gordon Holdings Inc. for no cash consideration; sale is stock transfer in lieu of foreclosure on \$1.5 million loan to Texas Commerce Bank. Seller is headed by Harry E. Bovay Jr., who is 100% stockholder of Mid-South Telecommunications Co. Inc., which owns Mid-South Cablevision Co. O.B. Inc., system in Olive Branch, MS. Buyer is subsidiary of Texas Commerce Bank, and is headed by F. Hall Webb. It will secure financial stability then sell station; it has no other broad-

cast interests. Action Oct. 22.

■ **WFOM(AM)** Marietta (Atlanta), GA (BTC910912EA; 1230 khz; 1 kw-U)—Granted transfer of control from WFOM Inc. to Toccoa Falls College Inc. for \$300,000. Seller is headed by John M. Vander Aa, and is licensee of WCVC(AM) Tallahassee and WSTI-FM Quitman, GA. Buyer is headed by Paul Alford, and is licensee of WCOP(AM) Warner-Robins and WRAF(FM) Toccoa Falls, both Georgia. Action Oct. 21.

■ **KABI(AM)-KSAJ-FM** Abilene, KS (AM: BAL910912EC; 1560 khz; 250 w-D; FM: BALH910912ED; 98.5 mhz; 100 kw; ant. 443 ft.)—Granted assignment of license from KABI Inc. to Eagle Broadcasting Co. Inc. for \$650,000 ("Changing Hands," Sept. 16). Seller is headed by Norton Warner, and also owns KRLN-AM-FM Canon City and KSTR-AM-FM Grand Junction, both Colorado, and KWBE(AM) Beatrice and KLIN(AM)-KEZG(FM) Lincoln, both Nebraska. Buyer is headed by John K. Vanier II, and has no other broadcast interests. Action Oct. 24.

■ **WQQB(TV)** Bowling Green, KY (BAPCT910528KM; ch. 40; 1096 kw-V; 10.9 kw-A; ant. 340 ft.)—Granted assignment of CP from Word Broadcasting Network Inc. to Southeastern Communications Inc. for \$1 million ("Changing Hands," June 10). Station is operating under special authority of FCC; broadcast license is pending. Seller is headed by Robert W. Rogers and has no other broadcast interests. Buyer is headed by Jeff Bland and has no other broadcast interests. Action Oct. 23.

■ **WFAL(FM)** Falmouth, MA (BALH910828HM; 101.1 mhz; 3 kw; ant. 199 ft.)—Granted assignment of license from Schooner Broadcasting Inc. to Cape Coastal Communications Inc. for \$425,000. Seller is headed by Linda P. Baines, and has no other broadcast interests. Buyer is headed by John Aitken (33.3%), Robert M. Lada (13.4%) and Edward S. Morgan (53.3%), and has interests in LDI Inc. permittee of WFXR(FM) Harwich Port, MA. Action Oct. 21.

■ **WJPW(AM)** Rockford, MI (BAL910801EA; 810 khz; 500 w-D)—Granted assignment of license from Jack Lee Payne to RDL Productions Inc. for \$327,000. Seller has no other broadcast interests. Buyer is headed by Randy C. Disselkoen (100%), and has no other broadcast interests. Action Oct. 22.

■ **KXSS-AM-FM** Waite Park (St. Cloud), MN (AM: BAL910807EC; 1390 khz; 2.5 kw-D, 1 kw-N; FM: BAPH910807ED; 103.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license and CP from Genesis Broadcast Professionals Inc. to Sioux Valley Broadcasting Co. for \$800,000. Seller is headed by Robert J. Linder, and has no other broadcast interests. Buyer is headed by Robert E. Ingstad and is licensee of KLIZ-AM-FM Brainerd and KLLR(AM)-KLLZ-FM Walker, MN. Ingstad has interests in licensees of KGFX(AM) Pierre, SD; KBUF(AM)-KKJQ(FM) Garden City, KS; KKO(AM)-KKPR(FM) Kearney, NE, and KQPR-FM Albert Lea and KDHL(AM)-KQCL(FM) Faribault, both Minnesota. Action Oct. 22.

■ **WNJR(AM)** Newark, NJ (BAL910422EG; 1430 khz; 5 kw-U)—Granted assignment of license from Sound Radio Inc. to N. John Douglas for \$6.75 million. Seller is headed by Raphael Diaz, Hugh McComas and Danny Stiles, and has no other broadcast interests. N. John Douglas is majority shareholder of Douglas Broadcasting Inc., which controls licenses of KMAX(FM) Arcadia; KEST(AM) San Francisco; KWWN(FM) Placerville and KOB(AM) Yuba City, all California. Action Oct. 21.

■ **KNFT-AM-FM** Bayard, NM (AM: BAL910821EB; 950 khz; 5 kw-D; FM: BALH910821EC; 102.9 mhz; 3 kw; ant. 135 ft.)—Granted assignment of license from K.N.F.T. Inc. to Hunter Investments and Entertainment Inc. for \$50,000. Seller is headed by Jack Moulton, and has no other broadcast interests. Buyer is headed by Paul L. Hunter, and has no other broadcast interests. Action Oct. 23.

■ **WLNL(AM)** Horseheads, NY (BAL910913EB; 1000 khz; 5 kw-D)—Granted assignment of license from Lighthouse Broadcasting Co. to Love Church Ministries Inc. for \$256,000. Seller is headed by Paul E. Schumacher, and has interests in WSJL(FM) Cape May, NJ and WTCL(AM) Chatahoochee, FL. Buyer is headed by James R. Pierce, and has no other broadcast interests. Action Oct. 24.

■ **WHPY(AM)** Clayton, NC (BAL910827EA; 1590 khz; 5 kw-D)—Granted assignment of license from Double D Communications Inc. to JCM Communications Inc. for \$180,000. Seller is headed by Tony Denton, and has no other broadcast interests. Buyer is headed by John C. Mathena, and has no other broadcast interests. Action Oct. 8.

■ **WIZO(AM)** Franklin, TN (BAPL910911EE; 1380 khz; 5 kw-D, 500 w-N)—Granted assignment of CP from H&L Broadcasting Inc., debtor-in-possession, to AJ Communications Inc. for \$160,000. Seller is headed by Sam Littleton and Jim Setters, and has no other broadcast interests. Buyer is headed by Alice Jackson, and has no other broadcast interests. Action Oct. 22.

■ **KGDD(AM)** Paris, TX (BAL910909EC; 1250 khz; 500 w-D, 95 w-N)—Granted assignment of license from Lamar County Broadcasting to Webster Broadcasting Corp. for \$561,893. Seller is headed by Ray Eller, and has no other broadcast interests. Buyer is headed by Charles L. Webster, and has no other broadcast interests. Action Oct. 22.

■ **KUIL(AM)** Dallas (BAL910913EA; 1190 khz; 50 kw-D)—Granted assignment of license from Greystone Broadcasting Inc. to Greystone D/M Ltd. Partnership for \$71,500. Seller is headed by William R. Johnson, and Carol (50%) and Michael Russell, husband and wife. Buyer is headed by general partner Carol Broadcasting Inc. (50%). Transfer is part of stock sale involving KHNH(AM) Kansas City, KS (see "For the Record," Sept. 2). Greystone Broadcasting is 50% general partner of licensee of KHNH. Action Oct. 24.

■ **KZHR(FM)** Dayton, WA (BAPH910830GJ; 92.5 mhz; 210 w; ant. -469 ft.)—Granted assignment of CP from Peanut Whistle Broadcasting to KMEX Inc. for \$137,500. Seller is headed by Jeffrey D. Southmayd and Peter Lechman. Southmayd has interests in WESI(FM) Strasburg and WAPP(FM) Berryville, both Virginia, and KFXI(FM) Lawton and KNFA(FM) Sulphur, both Oklahoma. Lechman has interests in WBOP(FM) Churchville, VA. Buyer is headed by Ralph Broethe, and is licensee of KSMX(AM) Walla Walla, WA. Action Oct. 22.

NEW STATIONS

Applications

■ **Waimea, HI** (BPH911001MB)—Julie K. O'Connor seeks 99.1 mhz; 39 kw; ant. 860 ft. Address: P.O. Box 111333, Kamuela, HI 96743. Principal has no other broadcast interests. Filed Oct. 1.

■ **Waimea, HI** (BPH911003MF)—J.S. Marketing and Communications Inc. seeks 99.1 mhz; 40 kw; ant. 872 ft. Address: P.O. Box 2277, Missoula, MT 59806. Principal is headed by Philip L. Stiffler, J.M. Smith Jr. and Jodi O. Stovall. Smith is officer and director of Smith Broadcasting, licensee of KYLT(AM) and KZOQ-FM, Missoula, MT. Filed Oct. 3.

■ **Eagle Grove, IA** (BPH911004ME)—Minn-Iowa Christian Broadcasting, Inc. seeks 100.7 mhz; 25 kw; ant. 100 ft. Address: P.O. Box 72, Blue Earth, MN 56013. Principal is headed by Paul Schneider, Maurice E. Schwen, Eugene Stallkamp, Elwood L. Klingbeil, Jack R. Parriot, Howard W. Paschke, Arthur D. Kost and Darrel P. Mutchler, and is licensee of KJLY-FM, Blue Earth, MN. Filed Oct. 4.

■ **Millford, IA** (BPH911007ME)—L. Andrew Kleven seeks 102.1 mhz; 50 kw; ant. 150 ft. Address: RR

#2 Box 317, Wessington Springs, SD 57382. Principal is 25% stockholder, director and officer of Jackson Broadcasting Co., permittee of KRAQ-FM Jackson, MN. Filed Oct. 7.

■ **Milford, IA** (BPH911004MG)—Sharon A. Mayer seeks 102.1 mhz; 6 kw; ant. 135 ft. Address: R.R. 1, Box 169, Milford, IA 51351. Principal has no other broadcast interests. Filed Oct. 4.

■ **Sleepy Eye, MN** (BPH911003MC)—Brown County Broadcasting Inc. seeks 107.3 mhz; 1.13 kw; ant. 161 ft. Address: P.O. Box 368, New Ulm, MN 56073. Principal is headed by James D. Ingstad, who has interest in KNUJ(AM)-KXLP-FM New Ulm, KRFO-AM-FM Owatonna and KLPR-FM Springfield, all Minnesota, and KWBG-AM-FM Boone, KGLO(AM)-KNIQ-FM Mason City, both Iowa. Filed Oct. 3.

■ **Sleepy Eye, MN** (BPH911003MD)—Lynn Ketelsen seeks 107.3 mhz; 6 kw; ant. 100 ft. Address: 1440 Grace Ave., Willmar, MN 56201. Principal has no other broadcast interests. Filed Oct. 3.

■ **Forest, MS** (BPED910927ME)—Central Mississippi Educational Radio Inc. seeks 89.1 mhz, 100 kw; ant. 195 ft. Address: P.O. Box 199, Dixon's Mills, AL 36736. Principal is headed by J. E. Stack, Alan F. Kilgore, Robert V. Moore Jr. and Jerry Stevenson. Moore and Kilgore are station director and chief operator, respectively, of WMBV(AM) Dixon's Mills, AL. Filed Oct. 9.

■ **Greenville, OH** (BPED911004MD)—Dayton Public Radio Inc. seeks 89.9 mhz; 50 kw; ant. 123 ft. Address: 1514 W. Dorothy Lane, Dayton, OH 45409. Principal is headed by William L. Combs, John E. Kohnle, M. Edward Kuhns, David Holmes, Wallace O. Nugent, Steven B. Stanley, Thomas G. Breitenbach, Sallie Collins, Linda Nevin, Stanley Early, Barbara O'Hara and Lois H. Ross, and is licensee of WDPR-FM Dayton, OH. Filed Oct. 4.

■ **Reedsport, OR** (BPH911007MD)—Bernard V. Foster seeks 99.5 mhz; 3.35 kw; ant. 134 ft. Address: 4115 NE 19th St., Portland, OR 97211. Principal has no other broadcast interests. Filed Oct. 7.

■ **Sutherlin, OR** (BPH911003MB)—Valentine Coastal Communications Inc. seeks 101.1 mhz; .2 kw; ant. 514 ft. Address: 2332 Woodsmith Rd., Knoxville, TN 37921. Principal is headed by James M. Valentine and Bernard V. Foster and has no other broadcast interests. Filed Oct. 3.

■ **Summerton, SC** (BPH911003MA)—Cathy Brand Harvin seeks 95.5 mhz; 6 kw, ant. 100 ft. Address: 2 Edwards Dr., Summerton, SC 29148. Principal has no other broadcast interest. Filed Oct. 3.

■ **Summerton, SC** (BPH911003ME)—Summer Town Partners seeks 95.5 mhz; 6 kw, ant. 100 ft. Address: Rte. 4 Box 1552, Manning, SC 29102. Principal is headed by Jean M. Hovermale and Christine Harvin and has no other broadcast interests. Filed Oct. 3.

■ **Hempstead, TX** (BPH911004MF)—Farmers Communications seeks 105.3 mhz; 6 kw; ant. 100 ft. Address: 14318 Spring Maple Ln., Houston, TX 77062. Principal is headed by Roy E. Henderson and has no other broadcast interests. Filed Oct. 4.

Actions

■ **Orange Beach, AL** (BPH871203MO)—Granted app. of Pleasure Island Broadcasting Inc. for 105.7 mhz. Address: 417 Wedgewood Dr., Gulf Shore, AL 36542. Principal is headed by Michael J. Pollock, Elizabeth B. Sanders and James H. Garrison, and has no other broadcast interests. Action Oct. 10.

■ **Parker, AZ** (BPH900830MF)—Dismissed app. of W. Keith Walker for 99.3 mhz; .18 kw; ant. 307 ft. Address: P.O. Box 1726, Lake Havasu City, AZ 86405. Principal has interest in Mad Dog Wireless Inc., licensee of KZUL-FM Lake Havasu City, AZ. Action Sept. 27.

■ **Garberville, CA** (BPED910503MA)—Returned app. of Fatima Response Inc. for 103.7 mhz; .2 kw; ant. 800 ft. Address: 2044 Beverly Plaza, Long Beach, CA 90815. Principal is headed by Kimberly M. Thompson, Christine Matson and Karen L. Um-

barber, and has no other broadcast interests. Action Oct. 16.

■ **Indio, CA** (BPED900328ME)—Granted app. of Santa Monica Community College for 89.3 mhz; .775 kw; ant. 180 ft. Address: 1900 Pico Blvd., Santa Monica, CA 90405. Principal is headed by Pat Nicholson, Blyden Boyle, James M. Bambrick, Fred L. Beteta, Carole Currey, Ilona Katz, Colin Petrie and Richard Moore, and has interest in KCRW-FM Santa Monica, CA. Action Sept. 30.

■ **Buena Vista, CO** (BPH891214MW)—Granted app. of Riley M. Murphy for 104.1 mhz; 6 kw, ant. 433 ft. Address: 1100 Poydras St., New Orleans, LA 70163. Principal has no other broadcast interests. Action Oct. 2.

■ **American Falls, ID** (BPH900319ML)—Granted app. of Jerome J. Dobson, Carolyn M. Goss, Neil A. Rones and Luann C. Dahl for 104.1 mhz; 3 kw; ant. 100 ft. Address: 906 Olive St., St. Louis, MO 63101. Rones has interest in Clayton Communications Inc., licensee of KKBB(FM) Shafter, CA. Action Oct. 10.

■ **Hillsboro, IL** (BPH891228MG)—Granted app. of Benjamin L. Stratemeyer for 99.7 mhz; 50 kw, ant. 150 ft. Address: Rt. 5, Box 110, Centralia, IL 62801. Principal has interest in Union Broadcasting, licensee of WRAJ-AM-FM Anna, IL. Action Oct. 10.

■ **West Lafayette, IN** (BPH880822MA)—Granted app. of Kelly Vaughan Busch for 106.7 mhz; 3 kw; ant. 100 ft. Address: 2110 South 7TH St., Lafayette, IN 47905. Principal has no other broadcast interests. Action Oct. 1.

■ **Hillman, MI** (BPH900118MN)—Granted app. of Mark A. Kilmer for 94.9 mhz; 50 kw; ant. 150 ft. Address: 3964 East Lawrence Dr., Oscoda, MI 48750. Principal has no other broadcast interests. Action Oct. 15.

■ **Alexandria, LA** (BPED900730MJ)—Granted app. of Bible Broadcasting Network for 91.7 mhz; 1 kw; ant. 76 ft. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320. Principal is headed by Lowell L. Davey and has no other broadcast interests. Action Sept. 30.

■ **Cloquet, MN** (BPH900315MI)—Granted app. of WKLK Inc. for 96.5 mhz; 6 kw; ant. 100 ft. Address: 15 Tenth St., Cloquet, MN 55720. Principal is headed by John E. Carl, Larry P. Lund, Brent L. Slay and Robert H. Seldon, and has interest in WKLK(AM) Cloquet, MN; KERE(AM) Atchinson, KS, and KCOB(AM)-KLVN(FM) Newton, IA. Action Oct. 10.

■ **Essex, NY** (BPH891012MP)—Dismissed app. of Roy D. Edmunds for 101.3 mhz; 3 kw; ant. 100 ft. Address: R.D. #1, Box 235, Plattsburgh, NY 12901. Principal has no other broadcast interests. Action Oct. 11.

■ **Concord, NH** (BPED880808MN)—Granted app. of Capitol City Education Foundation for 91.5 mhz; 1.5 kw; ant. 30 ft. Address: 67 Old Loudon Rd., Concord, NH 03301. Principal is headed by Emerson E. and Sharon J. Densmore, William A. Beall Sr., Sharon Foote and Alan D. Bean, and has no other broadcast interests. Action Sept. 20.

■ **Kill Devil Hills, NC** (BPH880406MF)—Granted app. of Kill Devil Hills Communications Ltd. for 104.1 mhz; 100 kw; ant. 122 ft. Address: P.O. Box 1221, Nags Head, NC 27959. Principal is headed by Joseph G. Ratcliff, Danny L. Daniels and Teresa L. Chastain, and has no other broadcast interests. Action Oct. 10.

■ **Englewood, OH** (BPH890928MH)—Granted app. of Englewood Broadcasting Inc. for 94.5 mhz; 3 kw; ant. 100 ft. Address: 1831 Bartley Rd., Dayton, OH 45414. Principal is headed by Sharon Zimmer and has no other broadcast interests. Action Oct. 10.

■ **Wooster, OH** (BPED900418MC)—Granted app. of Kent State University for 89.3 mhz; ant. 97 ft. Address: 1935 E Main St., Kent, OH 44242. Principal is headed by John Perry, Theodore Boyd, Robert Broadbent, Matthew L. Brown, Thaddeus A. Garrett Jr., Raymond K. Janson, Alicia M. Miller, Anthony A. Petrarca, Ronald A. Pizzuti and William B. Risman. Action Sept. 30.

■ **Hawley, PA** (BPH890925MG)—Granted app. of Susan T. LaRose for 105.3 mhz; 3 kw; ant. 100 ft. Address: 2801 Westgate Dr., Easton, PA 18042. Principal has no other broadcast interests. Action Oct. 10.

■ **Oliver, PA** (BPH880616MT)—Granted app. of Humes Broadcasting for 94.9 mhz; .20 kw; ant. 378 ft. Address: P.O. Box 270, Brownsville, PA 15417. Principal is headed by James J. Humes and has interest in WASP(AM) Brownsville, PA. Action Oct. 4.

■ **Rapid City, SD** (BPH900510MQ)—Granted app. of Crystal Broadcast Partners for 98.7 mhz; ant. 139 ft. Address: 120 Nebraska St., Rapid City, SD 57701. Principal is headed by Crystal S. Schlimgen and Doyle D. Estes, and has no other broadcast interests. Action Sept. 30.

■ **Farwell, TX** (BPCT910315KE)—Granted app. of Ramar Communications Inc. for ch. 18; 1187 kw; ant. 160 ft. Address: P.O. Box 3757, Lubbock, TX 79452. Principal is headed by Ray Moran and has interest in KJTV-TV Lubbock, TX; KRSY(AM) Roswell, NM, and eight LPTV's. Action Oct. 4.

■ **Charleston-Belle, WV** (BPED900703MA)—Granted app. of Maranatha Broadcasting Inc. for 90.9 mhz; .8 kw; ant. 190 ft. Address: Box 295, Rt. 4, Chesapeake, OH 45619. Principal is headed by Paul S. Warren, James M. Thompson, Marilynn Ann Warren, Nancy M. Havens, Larry Angel and J.T. Warren, and has interest in WMEJ-FM Proctorville, OH. Action Sept. 30.

FACILITIES CHANGES

Applications

AM's

■ **Commerce City, CO** KMVP(AM) 670 khz—Oct. 11 application of KMVP Inc. for mod. of CP (BP900907AB) to change TL to 144th Ave. and Picadilly Rd., Adams County: 39 57 21 - 104 43 40.

■ **Spring Arbor, MI** KTGG(AM) 1540 khz—Oct. 4 application of Spring Arbor Communications for CP to reduce power to 450 w and make changes in antenna system.

■ **New York** WLIB(AM) 1190 khz—Oct. 3 application of ICBC Corp. resubmitted nunc pro tunc: CP to change hrs. of operation to unlt. by adding nighttime service on 1200 khz with 3.5 kw (remain on 1190 khz during day) and make changes in ant. system.

FM's

■ **Monte Rio, CA** (no call letters) 97.7 mhz—Sept. 30 application of KMGG Southcom Inc. for CP to change ERP: 2.04 kw (H&V); change to class B1 (per docket #88-192).

■ **San Diego** KGMG-FM 102.1 mhz—Oct. 10 application of Par Broadcasting Co. for CP to change TL: 1664 Beryl Street, Pacific Beach, CA, (NL: 32-48-24, WL: 117-14-30), change antenna system, service contour and community of license to Pacific Beach, CA.

■ **Taft, CA** KMYX-FM 103.9 mhz—Sept. 20 application of Bakersfield Radio Partners Ltd. for mod. of license to relocate main studio outside of community of license: 333 Palmer Dr., Bakersfield, CA.

■ **Portales, NM** KSEL-FM 95.3 mhz—Oct. 18 application of James G. Boles mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Henderson, NY** WLKC(FM) 100.7 mhz—Oct. 1 application of Jefferson Broadcasting Inc. for mod. of CP (BPH-880720MK) to change ERP: 6 kw.

■ **Oneonta, NY** WSRK(FM) 103.9 mhz—Sept. 30 application of Hastings Broadcasting Corp. for CP to change ERP: 2.05 kw (H&V).

■ **Peru, NY WXLU(FM)** 88.3 mhz—Sept. 26 application of St. Lawrence University mod. of CP (BPED-890113MM) to change antenna supporting structure height.

■ **Rensselaer, NY WQBK-FM** 103.9 mhz—Sept. 30 application of Maximum Media Inc. for CP to change ERP: 6 kw (H&V).

■ **Dayton, OH WDPS(FM)** 89.5 mhz—Sept. 27 application of Dayton City Schools for CP to change ERP: 6 kw (H) and 5.765 kw (V) and ant.: 63.6 m.

■ **Tioga, PA WPHD(FM)** 94.7 mhz—Sept. 23 application of Anita L. Clark for CP to change ERP: .82 kw (H&V); ant.: 272.8 m.; TL: 3.68 km south of Hardscrabble Rd., Ruthland Twnsp., Jackson Summit, PA.

■ **Blountville, TN WPGH(FM)** 88.3 mhz—Sept. 26 application of Blountville Education Assoc. Inc. for mod. of CP (BPED-840404IA) to change community of license from Blountville, TN, to Kingsport, TN.

■ **Christiansted, VI WJKC(FM)** 95.1 mhz—Oct. 1 application of Radio 95 Inc. for CP to change ant.: 241 m. (H&V); TL: 3 km southeast of Christiansted, St. Croix, VI.

TV's

■ **Boston WFXT(TV)** ch. 25—Oct. 1 application of Boston Celtics Broadcasting Ltd. for mod. of license to change transmitter.

■ **Okmulgee, OK KGLB-TV** ch. 44—application of KGLB Television Inc. for mod. of CP (BPCT-860509KF) to change ant.: 89.916 m. change ERP (vis): 11.3 kw; ant.: 160 m.; TL: 1.3 km north of Preston, OK, on country road in Okmulgee County, OK; antenna: Acrodyne-TLUIKACT (35-43-25-95-

59-20) amended 3-18-91: change ERP (vis): 578.096 kw; ant.: 164 m.; antenna: RCATFU-25G.

Actions

■ **Okeechobee, FL WWFR(FM)** 91.7 mhz—Oct. 3 application of Family Stations Inc. granted for CP to change ERP: 3 kw H&V, ant.: 88.6 m. modification of BPED-840316CB, as modified.

■ **Palm Bay, FL WWIA(FM)** 88.5 mhz—Oct. 9 application of Victory Christian Academy dismissed for mod. of CP (BPED-881101MA) to change antenna supporting structure height.

■ **Mount Pleasant, IA KILJ-FM** 105.5 mhz—Oct. 10 application of KILJ Inc. granted for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375).

■ **Campbellsville, KY WCKQ(FM)** 103.9 mhz—Oct. 9 application of Heartland Communications Inc. granted for CP change ERP: 2.25 kw (H&V); ant.: 114 m. (H&V); change frequency TO 104.1 (per docket #88-215); correct site elevation and geographic coordinates: 37 20 07 85 22 33.

■ **Federsburg, MD WDLE-FM** 107.1 mhz—Oct. 9 application of S.F. FRUIN and J. N. Schaller, receivers, granted for mod. of license to increase ERP: 3.9 kw H&V (per docket #88-375).

■ **Boston WERS(FM)** 88.9 mhz—Oct. 15 application of Emerson College dismissed for non-commercial educational FM, mod. of CP (BPED-890609IA) to change ERP: 3.68 kw H&V, ant.: 194 m.

■ **Katispell, MT KBBZ(FM)** 98.5 mhz—Oct. 10 application of Bee Broadcasting Inc. granted for mod. of license (BLH-871106KA) to make changes in

antenna system.

■ **Lake Oswego, OR KMXI(FM)** 106.7 mhz—Oct. 9 application of Rogue Broadcasting Corp. granted for mod. of CP (BPH-870302OK) to change ant.: 437 m.; change antenna supporting-structure height; change TL: 5516 SW Barnes Rd., Portland, OR.

■ **Chattanooga, TN WUTC(FM)** 88.1 mhz—Oct. 8 application of University of Tennessee granted for CP to change ERP: 30 kw H&V; ant.: 273 m.; 35 12 28 85 16 46.

■ **Germantown, TN WEZI-FM** 94.3 mhz—Oct. 15 application of Ardman Broadcasting Corp. granted for mod. of license to increase ERP: 6 kw H&V, (per docket #88-375).

■ **Provo, UT KBYU-FM** 89.1 mhz—Oct. 16 application of Brigham Young University granted for CP to change ant.: 907 m.; ERP: 30.1 kw.

■ **Culpeper, VA WCUL(FM)** 103.1 mhz—application of Culpeper Broadcasting Corp. granted for mod. of license (BLH-5325) to increase ERP: 3.3 kw H&V (per docket #88-375).

TV's

■ **Indianapolis WTBU(TV)** ch. 69—Oct. 11 application of Butler University granted for mod. of CP (BPET-860624KG) to change ERP: vis: 8.972 kw; ant. 120 m.; TL: 520 West 49th St., Indianapolis (39-50-37 86-10-19); antenna: Andrew ALP8L1-HSOC69. amended 01-17-91: to change ERP(VIS): 10.5 kw; ant.: 167 m.; TL: 2.3 km northwest of intersection of North Meridian and East 38th St.; Butler University Campus, Marion County, Indiana: 39-50-2586-10-34.

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MEL ALAN KARMAZIN

Given a choice, Mel Karmazin would just as soon be remembered as the man who engineered the largest leveraged buyout in radio history than as the man who crusaded for indecent programming on the airwaves.

But as president of Infinity Broadcasting, the industry's largest radio-only broadcasting group, Karmazin is both—and then some. At the height of the 1980's buying spree, Karmazin and company paid 11.8 times cash flow to take Infinity private, at a \$500 million price tag that had many industry critics scoffing. But following last month's restructuring of \$435 million in debt, Infinity's equity position has quadrupled from 1988 levels, and Karmazin is confident the company has weathered the worst. "Even with the flat performance of radio in 1991, Infinity will have record revenues and record cash flow," he says. "Buying our own company was probably the smartest move we ever made."

Infinity's LBO was based on conservative projections of industry revenue, Karmazin says. "We paid what we still feel was an attractive price. Our strategy is validated by how the equity has grown so substantially since then, even at the multiple we paid."

In the 1980s, many broadcasters formed relationships with banks based on exit strategy rather than long-term station management, Karmazin says, "assuming there always would be somebody to sell to at a higher price, while we decided to focus the company on operating in the largest markets in the U.S. The fact that we're in these large markets with their diversified economies and large revenue bases insures our growth."

In a year fraught with economic worry, Karmazin remains bullish on radio. "By any measurement, the radio industry is the most desirable advertising-supported media," he says. "Radio by far is in the best position of any media. There's nothing even on the technological side that will cause us to lose listeners."



Not even digital audio, according to Karmazin. "Digital radio probably will be rejected by the marketplace," he says. "It's not something we should stand in the way of, and the industry should encourage quality improvements. But we see no indication in all our research that people are dissatisfied with the quality of radio, and since the advent of CD players, we have not seen that people are listening to less radio." Karmazin compares the current DAB squall to FM quad and AM stereo, but says Infinity supports exploration and development of DAB.

It also supports programming freedom. "Howard Stern's program is more entertaining and less sexually oriented than when we hired him," says Karmazin, "but the FCC has changed its guidelines since then. As we were driving 55, the commission lowered the limit to 45." Karmazin says he understands, but disagrees with the FCC's interpretation and execution of "indecent" regulation. "The FCC has difficulty accepting that humor is protected speech, and that

Howard's program has no more words in it than were heard at the Clarence Thomas hearings."

The commission should redirect some of the energy expended in pursuit of indecency to expedite its attic-to-basement housecleaning, and to insure that the radio industry emerges healthy and robust, Karmazin says. One element of this recovery, he says, should be elimination of station ownership limits. "If Ted Turner can have three channels in every home, there's no reason broadcasters who love radio and are willing to invest in radio shouldn't be allowed to own more than 12 and 12 [AM's and FM's]."

Infinity owns 11 FM's, one station shy of a full complement, because "we never wanted to find ourselves in a position to not be able to buy that last station," Karmazin explains. "We would like very much to expand, but we have no interest in television or newspapers. We've done well in radio, we know it well and have strong

people who can handle more responsibility—so we'd love to buy more radio stations."

Karmazin considers local marketing agreements a sign of weakness and an ownership loophole. "How can the commission allow an LMA so one company controls three FM's in a market, while not allowing me to own two FM's in a market?" he asks.

Despite periodic challenges, Karmazin is a true believer in radio, although he "was

not one of these people who always thought I would be in radio. I got into it because I was offered a job at CBS for \$2,500 more than I was making at an advertising agency. But since then radio has been my life, and I can't imagine anything that is more fun, easier and more profitable." ■

President and chief executive officer, Infinity Broadcasting Corp.; b. New York City, Aug. 24, 1943; BS, business administration, Pace College, 1965; media buyer and account supervisor, The Zlowe Advertising Agency, New York, 1960-67; account executive/local sales manager, WCBS(AM) New York, 1967-70; local sales manager, WNEW(AM) New York, 1970-75; general sales manager, 1975-77; general manager, WNEW(FM), 1976-77; general manager, WNEW-AM-FM, 1977-81; executive VP and president, radio division, Infinity Broadcasting, 1981-87; present position since 1987.

Fates Fortunes

MEDIA

Ralph E. Becker, general partner, chief operating officer and co-founder, Television Station Partners, Greenwich, Conn., resigns as chief operating officer.

Steven M. Bass, director, national corporate support, Public Broadcasting Service, Alexandria, Va., joins WGBY-TV Springfield, Mass. (Boston), as GM.

Jane E. Bartsch, VP-GM, WOWO-AM-FM Fort Wayne, Ind., joins WHLI(AM)-WKJY(FM) Hempstead, N.Y., in same capacity.

John Tatta, president, Cablevision Systems Inc., Woodbury, N.Y., named chairman of executive committee. **James A. Kofalt**, executive VP and chief operating officer, Cablevision, named president.

Rob Roth, VP and assistant controller of financial operations and reporting, Home Box Office Inc., New York, named VP and controller. **Matthew Kasman**, director, affiliate operations, New York metro area, HBO Inc., named VP, affiliate operations.

Jack Adamson, senior VP, Bonneville International Corp., Salt Lake City, adds duties as president, Bonneville Major Market Radio Group. **Bruce T. Reese**, VP and general

counsel, Bonneville International, named executive VP and president, Bonneville Intermountain Group.



Serrao

John A. Serrao, VP and general manager, WATL(TV) Atlanta, joins KCRA-TV Sacramento, Calif., as GM.

Peter Marshall, satellite communications consultant, Washington, joins Keystone Communications there as president.

SALES AND MARKETING

John La Scala, account executive, bills team, Blair Television, New York, named regional account executive there.

Bill Dyar, network supervisor, network broadcast area, and **Michael Brencia**, group supervisor, media research department, Backer Spielvogel Bates Inc., New York, named VP's.

Peggy Schiavo, formerly with KHS-AM-FM Los Angeles, joins KRTH(FM) there as VP and general sales manager.

Steve Brooks, account executive, WTVJ(TV) Miami, named local sales manager.

Aymon DeMauro, account executive, Turner Broadcasting, joins Group W Satellite Communications, New York, in same capacity.

Ivy French, manager, fine arts, Sotheby's Auction Gallery, joins CBS Radio Networks, New York, as district director, Northeast region, affiliate sales.

Bill MacDonald, former sales manager, WPTA(TV) Fort Wayne, Ind., forms Maui 1 sales consulting firm there, and is president and principal consultant.

Jan Michael Siegel, media director, Town Silverstein Rotter Inc. advertising, New York, named VP, media director.

Tony Smith, account executive, WTMJ(FM) Milwaukee, joins WFMF(FM) Menomonee Falls, Wis. (Milwaukee), in same capacity.

Michael Fox, manager, sales analysis and planning, ESPN Inc., New York, named director, international sales.

Appointments at Petry Television, New York: **John McGuinness**, account executive, white sales team, named director of sports, Petry Inc.; **John Shannon**, manager of Eastern spot television sales, NBC Spot Sales, named group sales manager, eagles team; **Jeffrey Rosenberg**, associate research director, named director of research; **Patrick Notley**, research analyst, thunderbirds sales team, named research manager, hawks sales team; **Kevin M. Byrnes**, **Andrew Starr** and **Cheryl Rothenberg**, account executives, NBC Spot Sales, named account executives, eagles sales teams.

Katy Elliott-Attebery, former VP and general sales manager, KDAF(TV) Dallas, joins Seltel, Atlanta, as account executive.

Jeff Nohner, director of client services, Irwin Pollack In-Station Sales Training, Boston, joins MNN Radio Networks Inc., St. Paul, as marketing consultant,

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you describe
is the person
we deliver”

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PROGRAMING

Appointments at King World, New York: **Paul Power**, research director, named VP, research; **Brian Shields**, research manager, named research director, and **Eric Hanan**, research analyst, succeeds Shields.

Howard J. France, director of development, corporate development, Pandora International Entertainment Group Inc., Paris, named VP, operations and corporate development, New York.

Todd Schwartz, from television department of Creative Artists Agency, joins NBC Entertainment, Burbank, Calif., as manager, specials, variety programs and late-night.



Jeff Brooks, manager, Western sales, off-network, Warner Bros., Burbank, Calif., named director, Western sales, off-network.

Brooks **Edward Monahan**, Northeastern division sales manager, Multimedia Entertainment, joins MGM Television Distribution, New York, as VP, Eastern division. **Susan Austin**, director, television research, Cannell Distribution Co., joins MGM Television, Los Angeles, as director of research.

Thomas M. Fortuin, VP, legal affairs, domestic television division, Paramount Pictures, Hollywood, named senior VP, legal affairs. **Dan Fauci**, president, Dan Fauci Productions, joins Paramount Pictures as VP, development, network TV division.

Wendy Riche, senior VP, production, FNM Films, Fox Broadcasting Co., Los Angeles, resigned.

Nina Tassler, director, movies and mini-series, Lorimar Television, Burbank, Calif., named director, drama development.

Jeff Wyatt, former programming director and regional VP, Emmis Broadcasting, joins KHS-FM Los Angeles as air personality.



DISCOVERING 'THE COLD WAR'

The premiere screening of The Discovery Channel's *Dangerous Years: President Eisenhower and the Cold War*, was held Oct. 29 on Capitol Hill. Among the event's co-sponsors were Senator Bob Dole (R-Kan.), the Eisenhower World Affairs Institute and Gettysburg College.

On hand were (l-r): Ralph Atwater IV, husband of Eisenhower's granddaughter; Rocco Siciliano, former special assistant to President Eisenhower and president of the Eisenhower World Affairs Institute; Mary Jean Eisenhower Atwater, Eisenhower's granddaughter; Dole; Greg Moyer, senior vice president, programming, Discovery Networks; Dr. Gordon Haaland, president, Gettysburg College, and George Colburn, executive producer of *Dangerous Years*.

NEWS AND PUBLIC AFFAIRS



Allen

Vickie Allen, news director and afternoon anchor, WLTT(FM) Bethesda, Md. (Washington), joins WCBM-AM) New York as reporter.

Glenn Brenner, sportscaster, WUSA(TV) Washington, is recovering at George Washington University Medical Center there after rupturing two blood vessels last Sunday in Marine Corps 26.2-mile marathon. Sportscasters **Ken Mease** and **Sonny Jurgensen**, from WUSA, and **James Brown**, formerly with WUSA and now with CBS-TV, will pick up Brenner's responsibilities until his return.

Joan Kelley McCready, public service director, WHDH-TV Boston, named public affairs director.

Kim Baldonado, field producer and writer, KTTV(TV) Los Angeles, joins KESQ-TV Palm Springs, Calif., as field reporter.

TECHNOLOGY

Bill Theis, consultant, ITC Entertainment Group, Los Angeles, named VP, worldwide technical services.



Dupuis

Washington, as VP, sales, marketing and business planning.

Robert E. Dupuis, director of business development and management, commercial launch services division, General Dynamics, joins Comsat World Systems,

Patty Gannon, editorial and technical supervisor, Video Research Corp., Hollywood, joins The Post Group, Los Angeles, as nighttime special effects editor.

Joseph M. Wallace Jr., VP, retail product development, BPI Information and Research Group, joins Broadcast Data Systems, New York, as VP and general manager, music division.

RTNDF AWARD TO HONOR LEN ZEIDENBERG

In recognition of First Amendment rights, the Radio and Television News Directors Foundation has established the Leonard Zeidenberg First Amendment Award and a companion RTNDF First Amendment Leadership Award. Named for BROADCASTING's late chief correspondent, the award will be given to a radio or television journalist who has made a commendable contribution to the protection of First Amendment freedoms. RTNDF President David Bartlett said: "Len Zeidenberg truly believed in the importance of First Amendment rights for radio and television journalists and demonstrated this concern in every piece of his work. It is only fitting that there be an award in his honor."



Designed to complement the Zeidenberg award is the First Amendment Leadership Award, honoring business or political leaders for contributions to the protection of First Amendment values and freedom of the press.

The Zeidenberg Award was made possible through donations from Zeidenberg's friends and colleagues and matched by Lawrence B. Tishoff, chairman of BROADCASTING. The two honorees will be announced later this fall; the awards will be presented in Washington at the second annual RTNDF banquet next April.

PROMOTION AND PR

Anne H. Corley, manager, corporate communications, Fox Inc., Los Angeles, named director, corporate communications.

Tom Rogers, promotions manager, WCBD-TV Charleston, S.C., joins WHNS(TV) Asheville, N.C., as director of creative services.

Roslyn Kay, associate director of publicity, WNET(TV) Newark, N.J. (New York), named director of program publicity.

David Donahue, former creative services manager, WRLH-TV Richmond, Va., joins KBSI(FM) Cape Girardeau, Mo., as creative services manager.

Karen Jarmon, former director of marketing, Warner Amex Cable, joins Multivision Cable TV, Greenwich, Conn., as director of marketing.

Laura Lambers, assistant promotions director, WHEC-TV Rochester, N.Y., named director of community relations.

ALLIED FIELDS

Rita Scarfone, VP, advertising and promotion, Worldvision Enterprises Inc., New York, named chair for

Broadcast Promotion & Marketing Executive's international committee.

New board members, Cable TV Association of New York: **Robert Merrilees**, Paragon Communications, Mahwah, N.J., chairman; **Rita M. Valentino**, Auburn Cablevision, Auburn, N.Y., first vice chairperson; **Richard Aurelio**, Time Warner New York City Cable Group, second vice chairperson; **Leo Calistri**, NewChannel Corp., Syracuse, N.Y., secretary, and **Michael J. Rigas**, Adelphia Communications, Coudersport, Pa., treasurer.

DEATHS

Irwin Allen, 75, TV and film producer, died of heart attack Nov. 2 in Santa Monica, Calif. He had stints as radio commentator and TV quiz show host before producing TV series including *Voyage to the Bottom of the Sea*, *Lost in Space*, *Swiss Family Robinson* and *Land of the Giants*. Allen is survived by his wife, Sheila.

Fred MacMurray, 83, actor, died of pneumonia Nov. 5 in Santa Monica, Calif., after being hospitalized for cancer. After numerous film appearances, MacMurray entered TV in long-running comedy series *My*

Three Sons (ABC, CBS, 1960-72).

Survivors include his wife, June; three daughters, Laurie, Susan and Kate; son, Robert, and seven grandchildren.

Robert Maxwell, 68, international media magnate, was found dead Nov. 5 in waters off Canary Islands. He apparently fell from his 180-foot yacht after dying of natural causes. Among Maxwell's holdings, are his company, Maxwell Communications, and his British audience measurement company, AGB Research. In addition to extensive publishing interests, Maxwell Communications has interest in UK's Central TV and formerly held interest in France's TF1 and MTV Europe.

Dick Levitan, 58, radio newsman, died of complications from heart transplant in Boston Nov. 2. Levitan worked at WBZ(AM) Boston as anchor and reporter and later joined WINS(AM) New York. He returned to Boston to work at WEEI(AM) in 1975. He is survived by his wife, daughter and two sons.

Michael J. Foster, 85, public relations executive, died Nov. 1 in New York. Foster worked at CBS from 1938 to 1956, when he left to join ABC as VP in charge of press information until 1966. He formed his own public relations firm in 1966. He is survived by his wife, Barbara, and son, Jonathan.

Seymour Sidney Kline, 79, news writer, died of heart attack Oct. 27 in Woodstock, N.Y. Kline had 12-year stint with ABC News writing copy for correspondents including Harry Reasoner, Barbara Walters and Peter Jennings. He is survived by his wife and daughter.

Joseph P. Bradis, 70, retired Associated Press broadcast executive, died of cancer in Cherry Hill, N.J., Oct. 26. In 1950 he joined AP in Pittsburgh and was later elevated to regional broadcast executive.

Clement J. Wyle, 88, broadcast writer and public relations expert, died of cancer in New York Oct. 31. He and wife, Helen Price, developed programs for CBS's *Big Story*, and were consultants for TV series *Treasury Men in Action*. He started public relations business in 1946. In addition to his wife, Wyle is survived by daughter, Beth, and two grandchildren.

Monday Memo

TELEVISION'S RUSH TO THE EAST

“It’s creating a brand-new marketplace.”

Should we look on the Soviet Union as a market?

Of course. There are close to 300 million people there, and eight to 12 million in Moscow alone. It’s a big city with tremendous upside potential. Probably not today, but certainly in the next three to five years, the opportunities throughout Eastern Europe, but particularly in the large cities of the Soviet Union, are exceptional.

You’ve recently returned from your 100th trip to Moscow. What’s the attraction?

I first went to the Soviet Union as a field producer for CBS News in November 1963. I spent four days there at the time, and that made me our Soviet expert—at least in terms of television production and the electronics of getting signals in and out. In the mid-’70s I became intimately involved in bidding for the 1980 Olympics—the games that the U.S. subsequently boycotted. I spent about 25 trips on that process. When I arrived at Turner Broadcasting in the early ’80s Ted was fascinated that I had some practical, on-the-ground experience. He had the idea that the more this country and the Soviet Union could do with one another, the better for mankind. So there I went again.

You know, the Soviets have a long history of being enamored with Western, and particularly American, entrepreneurs—Cyrus Eaton, Roswell Garst, Armand Hammer—and they were intrigued with Turner. That led to 50 trips, primarily for the Goodwill Games. Now, in my third year at COMSAT Video Enterprises, we’ve begun a joint venture with International Telsel—John Kluge, Stuart Sobotnik and some folks from McCaw Cellular out in Seattle. It’s designed to promote the utilization of cellular, paging and wireless cable communications throughout the Soviet Union and Eastern Europe. And even as we speak we are well on our way to getting a wireless cable system running in Moscow.

Coincidentally, there is a very high tower in Moscow from which, half way or three-quarters of the way up, you can see for 50 or 75 miles. That’s really line of sight. Given that advantage, MMDS looks pretty efficient.

Should U.S. software providers be turned on?

Any time you have things that you can distribute, the more eyeballs that you can get to put in front of them—sitcoms or movies or made-for’s—the better off you are. These

people are entertainment starved. They know that they’re missing a lot; it’s not that they don’t know.

What about Eastern Europe?

These are all markets. Now, when you get down to a cost/people ratio, you can’t go into the smallest cities. We’re looking at the eight to 10 million populations now and we’ll go down to a half million or more.

Are you relying on MMDS in all of this area?

There’s been a lot of progress made in MMDS. And of course, once you get outside the United States, much of the world is 2,000-year-old brick streets. Not so easy to dig up. And not so easy to get in and around the basements without disturbing foundations and things that you can do here but you can’t do over there. So MMDS appears right now to be a very interesting alternative.

What’s the stability in this area?

Well, I wouldn’t run out and invest all my money or all my company’s money in an area like this. But, in spite of the coup attempt, I think there has been a high degree of stability at the working level.

The fact of the matter is that you have a large population center. The people have to live. They’ve got to eat. And they need to be entertained.

How many of you are there out there?

That’s a good question and I don’t know the answer. But there are a lot of American broadcasting and telecasting interests bumping into each other.

What’s the bottom line in this for you?

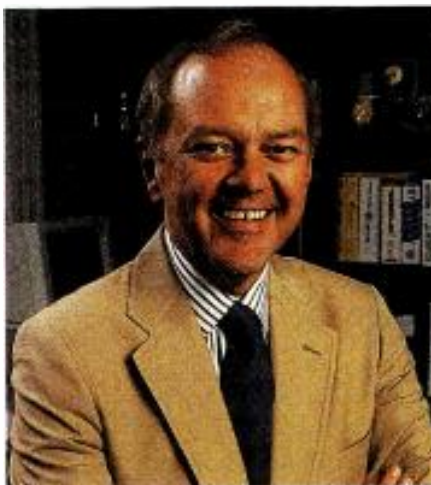
It’s the fact that if you link up 10, 12 cities over the next five or seven years, you could have a million or two million paying subscribers. It’s creating a brand-new marketplace. It’s like TCI or Time Warner or one of the major cable companies in this country all of a sudden cabling an area that has never been cabled before.

Can you put a dollar figure on the potential?

Well in excess of \$100 million a year.

Are you encouraging others to follow your lead?

Well, that’s up to other people. If others want to join in—well, I always think that competition is great. It’s what spurs one on. I’m just going to try and get there before the other guy does. ■



A Q&A with Robert Wussler,
president, Comsat Video Enterprises

Broadcasting In Brief

Last week's **HDTV Update**, hosted by the Association for Maximum Service Television (see "Top of the Week"), **topped off a busy week of other HDTV news:**

- Winning final certification from the FCC Advisory Committee on Advanced Television Services for testing next January, **Zenith and AT&T** unveiled a digital bi-rate coding system it says will simultaneously deliver error-free reception in a station's standard coverage area and, with some error-correction compromise, also reach further.

- Only days after the European Economic Community reversed a decision to subsidize D2-MAC analog enhanced TV, members of the **European Broadcasting Union** spent a day at the Advanced Television Test Center. Several industry and Washington experts interpreted the abandonment of D2-MAC and the EBU visit as evidence of accelerating alignment there with the U.S. focus on digital HDTV.

The Arbitron Co. has signed a multiyear contract with the Fox Television Stations for its local television station ratings service for all seven of the Fox-owned stations. Two of the seven (WNYW-TV New York and KSTU-TV Salt Lake City) had dropped Arbitron. The other five either signed renewals or had existing agreements extended.

Nielsen Media Research has signed WTVG-TV Toledo for its local television ratings service. This is Nielsen's first client in Toledo; the 64th largest market will be measured by diary four times a year.

The FCC, reacting to a May ruling by the U.S. Court of Appeals in Washington, **reversed itself** last week and **approved the \$2-million sale of WAXA-TV Anderson, S.C.**, to Anchor Media for use as a TV satellite



Former Secretary of State Henry Kissinger was among the friends and admirers of Barbara Walters who gathered at a party at Capcities/ABC headquarters in New York last week to celebrate her 15th anniversary with the network. Walters joined ABC in 1976 as a network news co-anchor, and became co-anchor of 20/20 in 1984. Her Barbara Walters Specials have been consistent ratings performers for the network, and have become a sweeps staple.

of Anchor's WLOS-TV Asheville, N.C. The FCC had denied the deal in May 1990. But the appeals court threw it back to the FCC, rebuking the agency for breaking with precedent in its denial. Anchor Media President Alan Henry said he is pleased he can finally carry out his plans, but added that the cost "in real dollars and time" caused by the FCC initial denial and litigation has "been incalculable."

ABC News anchor **Peter Jennings** apologized to viewers for erroneously reporting last Tuesday that the Soviet Union is selling the preserved corpse of founder V.I. Lenin to raise cash. ABC failed to verify the report with *Forbes* FYI, which had printed the item as a hoax.

Senate Communications Subcommittee Chairman **Daniel Inouye** (D-Hawaii), during an S. 12 press conference yesterday (see page 7), said he **will schedule a hearing for next February** to discuss the Com-

munications Competitiveness and Infrastructure Modernization Act (S. 1200). The bill, co-sponsored by Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.), proposes allowing regional Bell operating companies to own cable systems in their own markets to promote construction of a nationwide fiber-optic network by 2015. Some of the bill's backers claim it will also lead to increased competition with existing cable services and lower cable rates.

King World Productions' Inside Edition has been given a firm go for production in 1992-93 with over 50% of country renewed. King World Chairman Roger King said the half-hour reality strip has posted 17% growth over year-ago levels. *Inside Edition's* season-to-date average (NSI, week ending Oct. 16) in 21 metered markets is a 7.4 rating/17 share.

One month since leaving Walt Disney Co.-owned KCAL-TV Los Angeles, Buena Vista Television's **Live with Regis & Kathie Lee** has improved KABC-TV's 9-10 a.m. slot by 25% in Arbitron with a 3.5 rating/15 share (Oct. 7-Nov. 1), compared to a 2.9/12 for the recently canceled *AM Los Angeles* in the time period a year ago. The show's Nielsen average is slightly lower for hour talk show, with 3.1/13 NSI average.

Cablevision Systems subscribers in Huntington, L.I., voted last week not to renew Cablevision's franchise when it expires in December, and in a separate vote, to seek competition for the cable operator. Although the referenda are non-binding and Cablevision will not likely be forced to give up operation in Huntington, the vote could hurt Cablevision's leverage when negotiating to renew its franchise there and elsewhere, and could have effects on the rest of its \$100-million rebuild of Long Island. Subscribers be-

came incensed two months ago when Cablevision instituted the first part of its fiber-optic upgrade of its Long Island cable systems, starting with Huntington. Subscribers complained the technology is consumer unfriendly, and in some cases more costly. Cablevision responded by making both the old and upgraded systems available to consumers, and has been forced to slow down its rebuild on the rest of Long Island.

A letter of intent was signed to sell King Broadcasting Co.'s **KGW(AM)-KINK(FM) Portland, Ore.**, to Los Angeles-based media acquisition firm Nogales Partners, headed by Luis G. Nogales, former UPI chairman-CEO, and Lombard Investments Inc., a financial investment firm. Steven A. Clifford, president-CEO of King Broadcasting, said a definitive agreement is planned for mid-December. Nogales said the stations are "central to our plan to build a station group." Broker: Kalil & Co.

AFL-CIO convention press rules will prevent C-SPAN from airing a forum featuring presidential candidates tomorrow night (Nov. 12). Because of those rules, TV and radio news agencies must limit reports to excerpts of 10 minutes or less. Print media can reprint entire transcript. According to C-SPAN, that distinction discriminates against electronic news agencies as a whole, although 10-minute limit poses few practical problems for any but C-SPAN. AFL-CIO said the convention is a private event to benefit its members and that rules are based on federal regulations that restrict labor organizations from spending money for partisan political communications to the public.

Ampex will introduce a complete component digital production system at the International Broadcasting Convention in Amsterdam, July 2-7, 1992. The "DCT" system will include a proprietary 19 mm (three-quarter-inch) VTR, metal particle tape and production switcher.

The newly formed Program Packager Committee of the **Satellite Broadcasting & Communications Association** has asked ca-

ble-satellite TV programmers to set March 31, 1992, as the "date certain" to stop authorizing new **VideoCipher II home dish subscribers**. Upgraded VC-II-Plus scrambling appears not to have been compromised so far. VC manufacturer General Instrument, HBO, Showtime Networks and Netlink are negotiating a 1992 date to shut off VC-II entirely.

Carsey-Werner Distribution is moving quickly on signing stations for the new *You Bet Your Life*. Last week, Group W stations in Boston (WBZ-TV) and Pittsburgh (KDKA-TV) picked up the show. C-W Distribution President Bob Jacobs said the show has now been cleared in 38 markets (43% coverage). CBS O&O's are among buyers.

Late last Thursday, Western International Syndication President Ron Glazer said his company received

more than 200 phone calls from client stations and advertisers expressing **continued support for March 1992 syndication of *Magic Johnson's All-Star Slam 'n' Jam*** following Johnson's announcement earlier that day that he tested HIV positive and is retiring from Los Angeles Lakers.

A federal judge has refused to dismiss a lawsuit filed by Eric Foretich **against Lifetime Television and BBC/Lionheart** in connection with a documentary, *Hilary in Hiding*. Although the lawsuit originally sought damages on behalf of both Foretich and his daughter, the judge has allowed only the part of the suit filed on behalf of Hilary, which charges invasion of privacy, to remain.

Amy McCombs, president-GM, KRON-TV San Francisco, was appointed to a vacant seat on the NAB TV board. Her term expires in June 1992.

TRIBUNE, COX SIGN 'COACH'

Less than a month after launching the sales of *Coach* and locking up recent deals with Tribune Broadcasting and Cox Enterprises stations, MCA TV has made additional group deals, selling its off-network sitcom in nine of top 10-markets for approximately 40% U.S. coverage. In total, MCA TV President Shelly Schwab says that all 23 markets presented with the sitcom have completed deals on the three-year-old ABC sitcom. (Boston, he says, will be the last top-10 market to hear a presentation the week of Nov. 18.)

According to station and syndication sources, Tribune officials negotiated license fees on a per-episode basis, rather than the marketed weekly basis. Tribune apparently was able to negotiate a \$220,000-per-episode package price for its top three stations—WPIX-TV New York (individually \$80,000 per episode), KTLA-TV Los Angeles (\$100,000) and WGN-TV Chicago (\$40,000). Sources in New York and Chicago say the price is in line with the prices "A-line" sitcoms such as *Murphy Brown* and *Full House* earned in the top markets, but not quite as high as *Roseanne* and *Married...with Children*.

Several reps and station executives contacted by BROADCASTING complimented MCA TV on its flexible negotiation of license fees, rather than initiating a closed bidding process. Much of *Coach*'s momentum is credited to a marketing plan that allows stations to trigger the show one year early—fall 1993—minus the one minute of national barter advertising time, leaving stations to carry the national barter time in the second and third years of the five-year deal.

Among the most recent buyers of *Coach* are Paramount Station Group's WTXF-TV Philadelphia, WDCA-TV Washington, KTXA(TV) Dallas, KTXH(TV) Houston and WFLA(TV) Raleigh, N.C.; Chase Communications' WATL(TV) Atlanta, KDVR(TV) Denver, WTIC-TV Hartford, Conn., WXIN(TV) Indianapolis and WPTY-TV Memphis; Renaissance Communications' KTXL(TV) Sacramento, Calif., and WPMT(TV) York-Harrisburg, Pa.; River City's KDNL-TV St. Louis and KDSM-TV Des Moines, and H&C Communications' KSAT-TV San Antonio.

-MF

Editorials

FUTURECHOICE

The debate in Washington continues to be between those who would accelerate their approach to the future and those who would put on the brakes. Put another way, the conventional choice is between those who would opt for the marketplace and those who want more regulation—of the other guy.

Our own inclination remains for more marketplace, less regulation. The common agenda of both broadcasting and cable in the twilight of 1991 affords ample opportunity to test both.

For example, there's a developing consensus for eliminating the compulsory license for distant signals, and we believe Congress should give that early consideration. The compulsory license for local signals is more complicated but it, too, should be on the table for open-minded consideration by all sides. Retransmission consent deserves a place in the debate, but S.12 itself is too regulatory for our taste; enlarging the role of the cities in cable regulation is a reactionary step we may live to regret. The debate over broadcaster (and network) entry into cable should be allowed to resume; indeed, we see it as in the public's interest to lower the barriers between those media, not to erect more.

Those thoughts were reinforced by reading this week's lead story on whether go the networks, and in observing the Senate's maneuverings regarding S.12, and again while watching Capcities/ABC's closed circuit to affiliates explaining that company's need to get into cable.

For regulated industries, it's hard to avoid the road to Washington. But if there could be a consensus among our industries, we'd have it be to lighten the regulatory load so all could advance, not rely on it to secure the past.

MYTH UNMASKED

Some powerhouse advertisers with names like Campbell, General Mills, Frito-Lay and Pepsi got together with some major ad agencies and the Network Television Association to commission a study on advertising effectiveness (BROADCASTING, Nov. 4).

The advertisers' interest was obviously in finding the right vehicle for their increasingly precious advertising buck. NTA, of course, was hoping to be the model of choice. Of major concern to network TV people has been the apparent perception among advertisers that their dollars are better spent on point-of-purchase displays and the

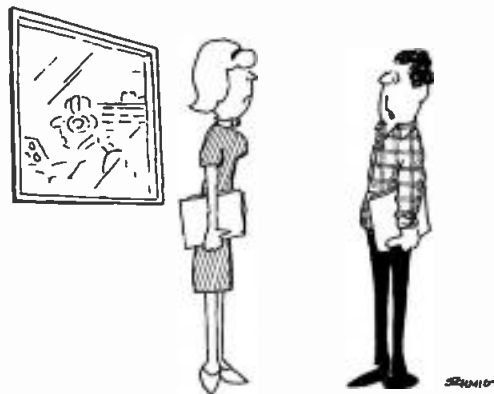
sponsorship of raft races, volleyball tournaments, tractor pulls and the like than on television spots. Fortunately, the new study dispels that myth.

After analyzing hundreds of thousands of trade promotions, Dr. Len Lodish, a professor at University of Pennsylvania's Wharton School, concluded that TV advertising is more profitable than promotions, and that successful TV advertising's effectiveness increases incrementally.

Anheuser-Busch, which last year pared back its TV budget in favor of promotions, has apparently learned the error of its ways and is putting more of its budget back into the bang of TV. This study should persuade others to do likewise.

OH, BY THE WAY

Morality in Media's "Turn Off TV Day" (Tuesday, Oct. 29) came and went two weeks ago with nary a ripple. The number of homes using television was roughly the same that day as it was the year before, as was the number of network viewers. Advertisers did not pull their ads, as the ban brigade had requested. We weren't surprised. This kind of "off with their heads" approach has never played well with those who recognize that enforced ignorance and censorship are hardly the answer to problems, real or illusory. The fatal flaw in this kind of stunt is that it insults the intelligence of the viewers, who daily make their own decisions about when and what to watch and who obviously made the decision to ignore Morality in Media.



Drawn for BROADCASTING by Jack Schmidt

"I'm kind of worried. The boss signed me up for a seminar on early retirement."



“How the Odetics Cart Machine Cut Costs at KWHY”

“The Odetics Cart Machine has saved this station money from a management standpoint, and it's cut our labor and equipment costs significantly.

KWHY's programming is split between live business news and satellite-transmitted foreign language broadcasts. We may run as many as six local insertions at a station break. Our breaks are frequent, so the station's cart machine has to handle a large volume of both commercials and promos. That's why it's such a key piece of equipment here. Since we installed the Odetics TCS2000 Cart Machine five years ago, we've had few on-air errors and, consequently, few makegoods. I believe that's a credit to the absolute reliability of the Odetics machine.

The tape machines we had before were labor intensive and demanded constant attention. The Odetics machine, on the other hand, is so highly automated it requires very little operator involvement. We load it only twice during a 21-hour broadcast day, and it runs practically on its own.

The TCS2000 has done a lot to save dollars on equipment too. Our old machines were more expensive to operate. And they used only

3/4" and 2" tape. That's high-priced stock. The TCS2000 uses a low-cost Beta tape. When you record as many spots as we do, the difference in tape costs alone represents a major savings.

The Odetics machine has certainly made a hit with the people here. For example, the studio control people are much happier now because the cart machine has eliminated the confusion of handling tapes in our live broadcast environment. And, of course, the engineers don't need to be as concerned with the operation of the cart machine anymore. That gives them more time to spend on what they're here for — station engineering.

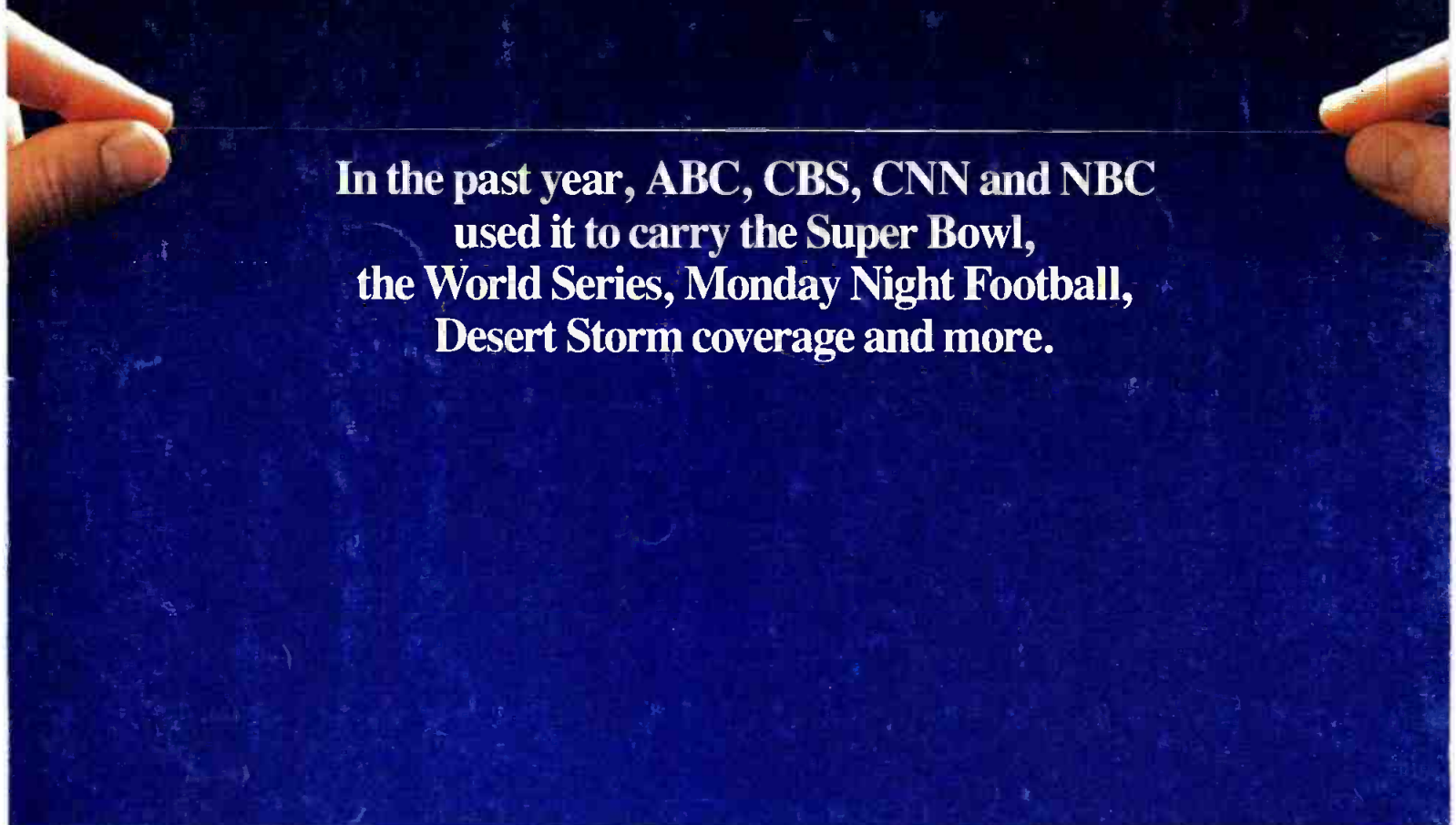
All things considered, the Odetics cart machine has given KWHY an excellent return on our investment. It's reliable and it's cost effective. I'll be glad to tell you anything else you'd like to know about the benefits this machine has brought to our station. Give me a call at (213) 466-5441.”

*Dick Jolliffe, General Manager
KWHY, Los Angeles*

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Vyvx NVN operates the country's only nationwide switched fiber-optic television transmission network. Our growing

system currently serves the top 50 U.S. TV markets and is able to route your programming instantly and on demand.

**Engineered for
reliability and quality.**

Signal purity is an unmatched feature of fiber optics, making it free from uplink interference and electrical impedance. Unlike satellite transmission, fiber can't be affected by solar flares or rain attenuation. And unlike other terrestrial systems, it's impervious to water and other liquids.

Our 11,000-mile fiber-optic network is the most secure with key segments inside decommissioned steel pipeline and along pipeline and railroad rights of way.

**Easy to access and
economical to use.**

Access to our network is easy via analog last-mile facilities obtained at your request. We also provide the codecs.

The point is, fiber-optic television transmission is no longer an emerging technology. Broadcasters are already relying on it and Vyvx NVN for their most critical transmission needs.



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A Revelation in
Sight and Sound.™

For more about the Vyvx NVN switched fiber-optic television network, call 1-800-324-8686.