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□ **TV CONSORTIUM IS FIRM GO FOR '93** /14

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MAURY POVICH
SHOW**

Sources: NSS 11/4-11/10/91.
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**ALL SPORTS
SPECIAL**
page 38

Vol. 121 No. 22

ONE NIGHT STAND?

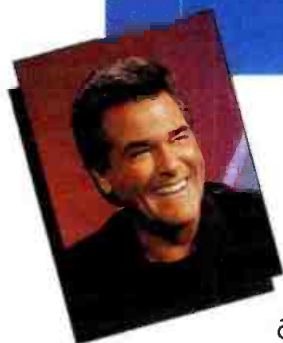
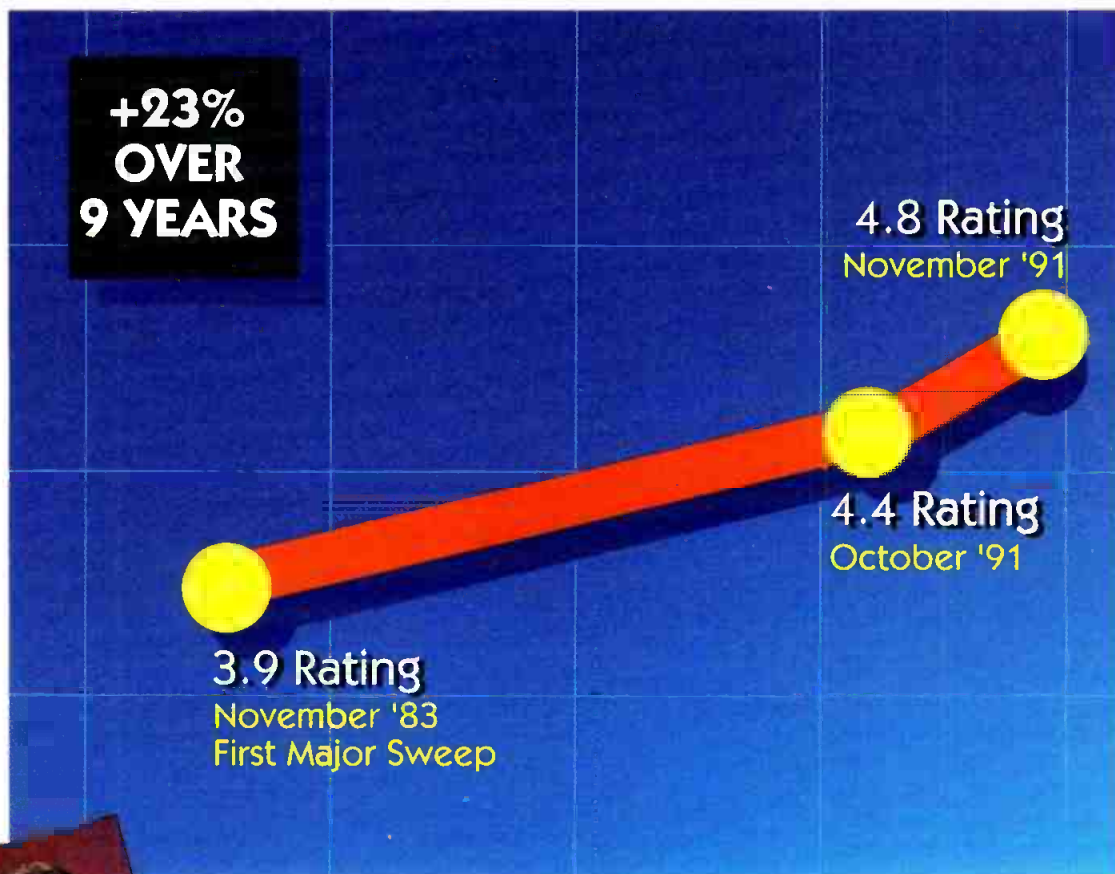
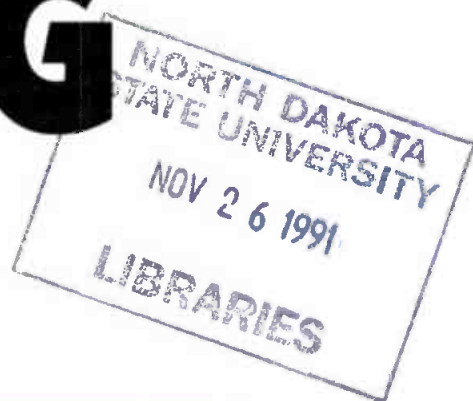


STUDS

**Love Connection is
An Eric Lieber Production**

Source: NSI Overnights, Combined Weighted Average 7/91, 10/91, 10/31-11/18/91; NSI 11/83 Based on current overnight markets.

LASTING LOVE.



LOVE CONNECTION

The trouble with instant gratification is that it doesn't always last. It's that way in life, it's that way in broadcasting. As a manager you have to look past a *quick-fix* for your line-up and make a commitment to programming that gives you long-term security. "Love Connection" is that type of strip. It's entering its 10th year stronger than ever. And, that's what we call a lasting relationship.



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Top of the Week

PRECEDENTIAL BROADCASTING-CABLE PARTNERSHIP

FOX, AFFILIATES AIM FOR DUAL REVENUE STREAM

FoxPlex plan would time-shift over-the-air programming, both network and local, and deliver over cable; some affiliates worry about competing with themselves

By Sharon Moshavi and Steve Coe

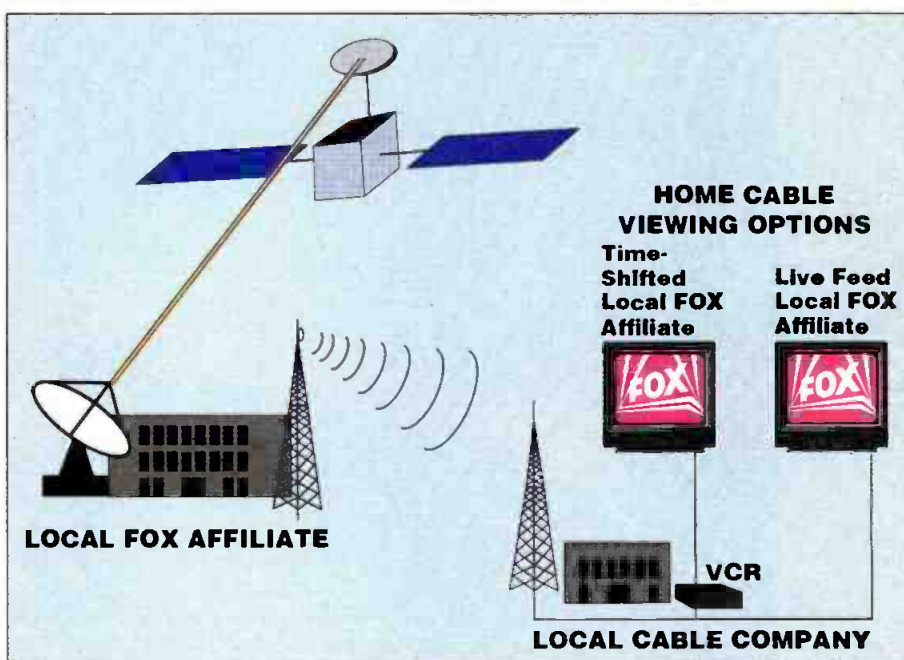
Fox Broadcasting Corp. has plans to test a second channel called FoxPlex next year that will time-shift the fourth network's schedule, as well as possibly its affiliates' local programming. The channel will not use an over-the-air signal, but will be delivered via cable. Fox affiliates find the plan intriguing but say they have concerns about competing against themselves.

Details are still preliminary, according to Fox executives, but initial plans call for the channel to be tested for one year on two cable systems, one owned by Tele-Communications Inc. and the other by Time Warner, starting in 1992.

Fox Inc. Chairman Barry Diller surprised reporters with news of FoxPlex after his appearance at the Western Cable Show in Anaheim last week (page 11). Then the network sent a brief memo to affiliates outlining its plans. Fox is testing the concept to ready itself for the time when 150-plus channels are available to cable subscribers, which many in the industry say could be as little as two years away.

The FoxPlex plan, when nationally rolled out, would also give the network and its affiliates an additional revenue stream since cable operators would pay for the service as they do for other cable networks. Fox executives said there is no blueprint for how the channel will be programed, but among some affiliates there was initial concern about having Fox network programming on the broadcast channel compete with other Fox product time-shifted on the second channel.

That wasn't the view of Mike Conway, general manager of Paramount-



Under the FoxPlex plan, affiliates will receive two shots at cable coverage. The first would be their regular signal. The second would be on a parallel channel that will be programed most of the time with Fox Net "library" programming into which will be time-shifted Fox prime time programming (8-10 p.m.)

owned Fox affiliate WTXF-TV Philadelphia, who suggests going a step further: replacing the "filler" channel with local news and giving the cable operator a chance at revenue participation. "The FoxPlex concept gives us the chance to go from being the No. 4 network to the No. 1 network by changing the battlefield. The audience gets additional opportunities to watch Fox programming, and we get credit for each additional exposure," Conway told BROADCASTING.

Airing repeats of affiliates' local programming on the FoxPlex channel is another aspect that will be tested. Newscasts could easily be time-shifted, according to Andy Fessell, Fox

senior vice president, research and marketing. Syndicated product could be shifted as well, but affiliates would have to make individual arrangements to do that, Fessell said.

Said Kevin O'Brien, vice president and general manager, KTVU(TV) Oakland, Calif., and chairman of the Fox affiliate board: "My optimism for the plan is guarded at best, especially since the board has not been briefed yet. If [the plan] involves airing Fox network programming in competition to local programming in significant time periods, that will be a difficult hurdle for affiliates to overcome."

Preston Padden, Fox senior vice president, affiliates, named KTXL—

along with KPDX(TV) Vancouver, Wash. (Portland, Ore.), and WEVV(TV) Evansville, Ind.—as three stations that expressed interest last week in participating in the test.

One example of how the channel would be programed is for the 8-10 p.m. block of network programming to be repeated on FoxPlex at 10 p.m.-midnight, and then perhaps again the next morning and next afternoon. The gaps between network programming will be filled by library product aired on FoxNet, the satellite feed delivered to cable systems not served by a broadcast affiliate. FoxNet will likely serve as the foundation feed for FoxPlex, with network programming videotaped off the broadcast feed inserted into the mix.

The same advertisers, both local and national, would appear in the repeat airings, with Fox and its affiliates selling time based on the cumulative rating after FoxPlex is rolled out nationally.

Others in the industry were not quite sure what to make of the Fox plan. "I think it will hurt them," said Bart McHugh, senior vice president, DDB Needham. "There's nothing intrinsically wrong with buying a cume rating...but this seems like a form of fractionalization."

Affiliates from other networks were also unsure what the plan would mean for Fox or themselves if their networks did something similar. If it were NBC, "I would not like it. It's another challenge to over-the-air," said WBZ-TV Boston Vice President and General Manager John Spinola. But he also acknowledged the plan could have some positives.

NBC and ABC both have interest in additional channels but seem to be concentrating on creating them within the broadcasting realm. Both are working to repeal the dual network rule, which would allow them to program additional broadcast channels. If repealed, the networks appear to want to create additional programming rather than time-shift existing schedules.

"If you're a broadcaster today, what you don't want to do is remain a single channel provider in a multichannel world," said Padden. Having more "shelf space," he said, should help Fox increase audience share, good for both the network and its affiliates. "If you accept that spreading across more shelf space is necessary, it follows that you will be competing with yourself," said Padden, noting that more available viewing of a program should lead to higher ratings. ■

FOXPLEX PLAN / 4

A plan by Fox Broadcasting Corp., announced at the Western Show, to offer a time-shifted cable channel of its network's (and perhaps its affiliates') programming would, for the first time, provide a dual revenue stream for broadcasters.

BARTER MATTERS / 26

Warner Bros. has confirmed that, despite receiving firm cash offers from several markets, it is offering its popular *Family Matters* for fall 1993 on an all-barter basis.

MORE VIEW, LESS PAY / 35

Pay per view's pie-in-the-sky profit promises have run smack into the face of revenue reality: reports from the Western Show suggest that, in the 150-channel future, more and more PPV channels will bring in less and less revenue.

SPECIAL REPORT: GOOD SPORTS / 38

Network executives, toting up big losses on TV sports contracts, appear ready to play hardball on rights negotiations. Facing the networks' growing willingness to



All sports report (p.38)

simply sell their air time to sports promoters or to pass on deals outright, the major leagues are expected to moderate their rights charges.

RADIO OPEN TO CONDOM ADS / 46

Radio networks, reps and operators, like their TV counterparts, are re-evaluating their positions on condom



THE WESTERN SHOW TELEVISIONARY

ads. The concern, they say, is that the emphasis be on safe sex rather than sex.

TV PAY LAG / 50

A survey of TV station salaries shows annual increases for most positions haven't kept pace with inflation. Only news directors and anchors beat the high cost of living.

INTANGIBLE BENEFITS / 54

Worried that a House bill designed to simplify reporting of government licenses and other intangible assets could increase the cable industry's tax burden, the NCTA is hoping to push through changes that could instead provide significant tax relief. Its goal: extend the 14-year amortization period to government licenses of all durations.

DOUBLE TROUBLE / 57

Improper uplinking of video is the culprit behind two-thirds of satellite interference problems, an FCC official says, but new rules requiring uplinkers to encode their signals with identifiers—so they can be quickly contacted if they're using the wrong transponder—have cut down on double imaging and ghosting.

The news from Anaheim: FoxPlexing (p.4), PPV (p.35)

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At Deadline

MEIDEL TO TWENTIETH

Confirming BROADCASTING reports ("Closed Circuit," July 22, Nov. 18), Twentieth Television has named R. Gregory Meidel president, domestic television. Meidel, executive VP-general sales manager at Paramount Domestic Television, will report to Twentieth Chairman Lucie Salhany. Replacing Michael Lambert, Meidel assumes new post in February, overseeing all syndication operations for Twentieth's first-run and off-network syndicated programs.

CURTAINS FOR CARTOONS

NBC is said to be ready to announce as early as next week that it will get out of the Saturday morning cartoon business in the fall of 1992, as expected (BROADCASTING, Oct. 21). Affiliate sources said among the more likely replacements is a Saturday edition of the *Today* show, which has been in active development.

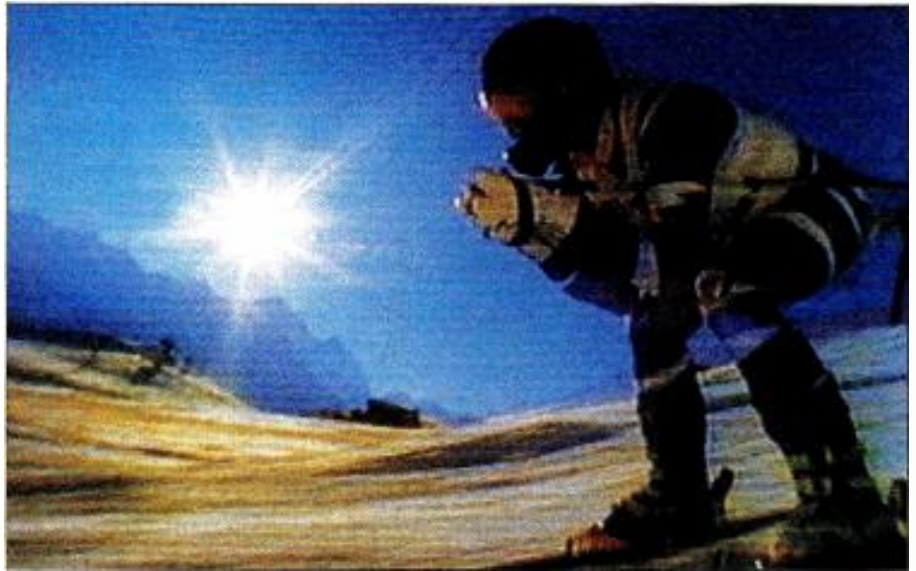
For other late-breaking news, see "In Brief," page 80.

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CBS hopes its multimillion dollar ad campaign will brighten its Olympic prospects.

CBS loss on Olympics may be exaggerated

Predictions that network will lose \$50 million being questioned; network ad time 83% sold; local sales brisk

By Rich Brown

Doomsayers are predicting network losses of more than \$50 million on CBS's upcoming coverage of the 1992 Albertville winter Olympics (Feb. 8-23). But a number of affiliates are reporting brisk local sales on the package, and at least one analyst said the network could end up not reporting a loss on the deal.

Jessica Reif, an analyst with Oppenheimer & Co., said the fact that CBS did not write off any Olympics dollars on its recent \$322 million 1992-1993 sports write-down might indicate network optimism.

"It was just too strange that they wouldn't take it when they had the opportunity," said Reif. "I think somehow, on a reported basis, they're just not going to show it."

Nevertheless, ad agency executives such as Jon Mandel of Grey Advertising in recent weeks have predicted losses of more than \$50 million on the CBS Olympics package. They say making up the dollars might prove difficult for the network, which has already paid \$243 million in rights fees on the package and will have to absorb additional millions in production

costs to cover the games. On top of those costs are the problems associated with the persistent advertising slump, which has already hit CBS Sports hard on its Major League Baseball and National Football League contracts. Losses from those two \$1.06 billion contracts total \$604 million.

To attract advertisers, CBS Sports is offering ratings guarantees on about 60% of its Olympics schedule, according to one agency executive. The network is guaranteeing a 17 rating in prime time and about a 10 rating on weekend daytime, he added. The network has also expanded the amount of commercial avails per hour by one minute, bringing the total Olympics inventory to 10.5 minutes per hour. CBS Sports executives last week would not comment on Olympics sales, other than to say that advertising was 83% sold out.

On the local side, a number of CBS affiliates are reporting brisk local sales on the network's upcoming Olympics coverage. CBS affiliate KFMB-TV San Diego, for example, has firm and pending commitments representing about 70% of its total 838 local available Olympics spots. Prime time spots represent 264 of that total;

In Los Angeles, Which Strip Dominates Its Access Competition In Women 18-49?

Jeopardy?

Full House?

Hard Copy?

Candid Camera?

A Current Affair?

Perfect Strangers?

**Star Trek:
The Next Generation?**

Full House: The The Most Comp



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<u>Rank</u>	<u>Station</u>	<u>Program</u>	<u>Lead-In W 18-49 SH</u>	<u>7:30 PM W 18-49 SH</u>	<u>% Change</u>
#1	KTLA	FULL HOUSE	7	15	+ 114%
#2	KTTV	A Current Affair	21	14	- 33%
#3	KNBC	Hard Copy	13	13	0%
#4	KCBS	Jeopardy	8	10	+ 25%
#5	KABC	Candid Camera	9	10	+ 11%
#6	KCOP	Star Trek: The Next Generation	10	10	0%
#7	KCAL	Perfect Strangers/Golden Girls	8	6	- 25%



Source: NSI Oct. '91

FULL HOUSE



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weekend represents 121 spots; early morning accounts for 326 spots; mid-day represents 54 spots, and late-night includes 60 spots.

"We also expect to garner additional revenue from other dayparts," said Weldon Donaldson, general sales manager, KFMB-TV. "Let's face it, the Olympics should very much help our 7 a.m. to 9 a.m. block, and our noon segment. We know from past history

that the late news during the Olympics will double its rating, and late-night will double also. And a lot of time on the weekend that would normally be marginal-type programming will now become premium-type programming. There are ancillary benefits that are not readily discernible to the naked eye."

CBS affiliate KLEW-TV Lewiston, Idaho, has been sold out for two weeks,

according to station manager Fred Fickenwirth. About 90% of that local Olympics inventory had been sold through four packages designed by the network, including a number of "Gold" packages featuring 100 spots each.

"First quarter is normally a crummy time of year," said Fickenwirth. "We're pretty excited to have a premiere event like this to help us out." ■

COOPERATION KEY TO BROADCAST, CABLE FUTURES

Malone, Diller, Hendricks tell Western Show panel that the two industries can't get along without each other and will be tied even closer in future

By Sharon Moshavi

The broadcast and cable industries would both be better off if they stopped attacking each other and started working together: that was the message delivered during the opening session of the Western Cable Show by Tele-Communications Inc. President John Malone, Fox Inc. Chairman Barry Diller and Discovery Networks Chairman John Hendricks.

"We think we live on a parallel course with cable and our affiliates. Broadcast and cable have no issues with each other. Cable gives broadcasting reach. Without cable, I don't think Fox ever could have happened," said Diller, sitting a few feet from Malone, with whom he has managed to fashion one of the most visible broadcast-cable alliances in the form of FoxNet, the satellite feed that brings Fox to cable systems without access to a Fox broadcast affiliate.

According to Malone, broadcasting also gives cable something in return: its most watched networks. "Broadcasting is a very important programming source for cable. And we only really compete with broadcasting with local ad sales, so far a small part of our revenue stream," he said.

Malone said he believes broadcasters want more out of the cable business than reach—they want the dual revenue streams cable has. "Ultimately, broadcasters will seek subscription revenue....It doesn't make sense for broadcasters to seek subscription revenue and attack the only organized way to seek it," said Malone.

Local broadcasters, given their increasing presence in regional news



Western Cable Show televisionaries John Malone, John Hendricks and Barry Diller predicted the gap between cable and broadcasting will narrow in the future as the concentration turns from single-channel technology to multi-channel programming. At left: BROADCASTING editor Don West, moderator.

and sports "eventually may be able to negotiate [with cable operators] for a split of subscription revenue," said Malone. The broadcast networks can find additional revenue streams by creating "four to five businesses to supplement their core business," which are subscription services such as HDTV, according to Malone. Diller also predicted a second revenue stream would come for broadcasters, something Fox is seeking through its plans to multiplex (see page 4) and create basic cable channels (see box, page 11).

Although Malone expressed philosophical opposition to retransmission consent, he said he is "willing to pay to make peace, to get the broadcasters off our backs."

During the session, Malone and Diller both emphasized their common opinion that the compulsory license

should be phased out. "The world should be one where you can make exclusive arrangements with people who want to distribute your programming," said Diller.

The distribution outlet for that programming may increasingly be pay per view, according to the panelists. Fox studios have some plans in that direction (see box, page 11), as do basic networks such as Discovery, which wants to offer some of its nonfiction programming on a PPV basis. "In three to four years, pay per view will be a phenomenal business," said Hendricks. The business will start to take off in about two-and-a-half years when decompression in the home becomes a reality and cable systems have more than 150 channels, according to Malone. He predicted that PPV "will to a large degree relieve some of the regulatory pressures" on

DILLER'S NEXT MOVES: CABLE NETWORK, PUTTING THEATRICALS ON PPV FIRST

Fox Inc. Chairman Barry Diller stirred up the Western Cable Show in Anaheim, Calif., last week when he divulged at the conference's opening session that Fox is contemplating two major cable moves: starting one or two basic cable networks in mid-1992 and releasing the studio's theatrical movies first on pay per view.

Diller said Fox has four to five ideas for a fulltime basic cable network, one being an information-based entertainment channel. Fox will narrow those down to one or two ideas that will be tested by the middle of next year. He dismissed concerns about not having enough channel capacity for the services, saying: "It seems to me if you've got a good idea, people will find room for it."

With its broadcasting network and FoxNet satellite service that serves cable systems without a Fox affiliate, Fox has at least two outlets (as well as its owned stations) on which to test programing concepts for the channels if it finds itself adversely affected by the channel crunch at cable systems, according to Fox executives.

Additionally, Diller offered the possibility that Fox would go so far as to "pre-open [a movie] on pay per view a week before it opens theatrically, for a huge price." While Diller said Fox had no specific PPV plans, he added that all the studios need to move more into PPV as a movie distribution route and experiment with the medium in various ways. **-SDM**

NEWS FROM THE WESTERN FRONT

Organizers say the Western Cable Show attracted 10,000 attendees at a convention that many exhibitors described as quiet. On the news front:

- As expected, SportsChannel America reached an agreement with Liberty Media's Prime Sports Northwest and Prime Sports Network/Intermountain West to carry the network's coverage of the 1991-92 NHL season. That adds 1.9 million more households to SCA's NHL reach, for a total of 19 million subscribers.

- Turner Cable Network Sales President Paul Beckham said TBS may be interested in bidding on the 1996 summer Olympics in Atlanta, and will be paying close to attention to how NBC and Cablevision do with their pay-per-view Olympics next summer in Barcelona.

- Showtime Event Television and Donald Trump are talking about getting together to sponsor a pay-per-view tribute to former L.A. Lakers star Earvin (Magic) Johnson that would also benefit AIDS research. Talk is that the event, which will probably air at the end of February, will be a one-on-one match-up between Julius Irving and Kareem Abdul-Jabar.

- The battle to create a regional news channel in Chicago may be slowing down. John Malone, whose Tele-Communications Inc. (along with partner, Fox affiliate WFLD there) is competing with Tribune to launch a 24-hour service, spoke positively about the broadcaster's efforts during the show's keynote session. "We continue to negotiate [with Tribune]."

- World One Inc., a global radio-TV network headquartered in Clearwater, Fla., has teamed with the Soviet Union's All-Union State Company for Television and Radio (Gostelradio) to form Global Television Network. Making the announcement from the Western Cable Show, Yegor Yakovlev, chairman, Gostelradio, said the network "will be the first truly independent Global Television Network that is free from any politicization." As evidence of that commitment, Yakovlev said he recently fired 20 Gostelradio employees who were suspected KGB agents or collaborators. According to Mark Gould, president, World One Inc., the venture has received a \$55 million letter of commitment from Communications Equity Association, of which \$25 million-\$50 million will be allocated to the launch of the network and approximately \$5 million will be spent on feasibility studies currently being undertaken. Gould anticipates the network will launch in between 15 and 25 international markets in mid-1993.

-SDM, SC

cable, since it will reduce cable's role as gatekeeper and allow consumers to purchase programing a la carte. PPV however, he emphasized, will be only a part of the cable landscape, not the dominant force. The core package of subscription services will remain cable's primary business, he said. ■

LBS SAID TO BE CLOSE TO ASSET SALE TO ALL AMERICAN

By Steve McClellan

Look for an announcement as early as this week on the future of LBS. The company has been struggling for months to come to terms with creditors regarding millions in outstanding debts (BROADCASTING, July 8).

According to one source, some 28 LBS staffers were let go last Friday, and last week media circles were buzzing with speculation that the company was close to an asset sale agreement with Los Angeles-based All American Communications. The same reports also had it that such an agreement could be linked to some kind of filing that seeks protection from creditors.

Neither LBS Chairman Henry Siegel nor Syd Vinnedge, president of All American Communications' television division, would comment last week. A spokesman would say only that an announcement on the future of LBS may be forthcoming. Privately, one source said LBS did not intend to submit a "stand-alone chapter 11 filing." But the source would not rule out such a filing made "in conjunction with an agreement favorable to all parties," including asset buyers and creditors. "There is an offer on the table but no signed deal," said a source. All American is a partner with LBS and Freemantle Television in this season's first-run weekly *Baywatch*. In addition, LBS distributes the weekly *Memories...Then and Now*, and the *Family Feud* strip, as well as children's shows, movies and specials. ■

New Love.

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7.3

NTI HH Rating



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8.4

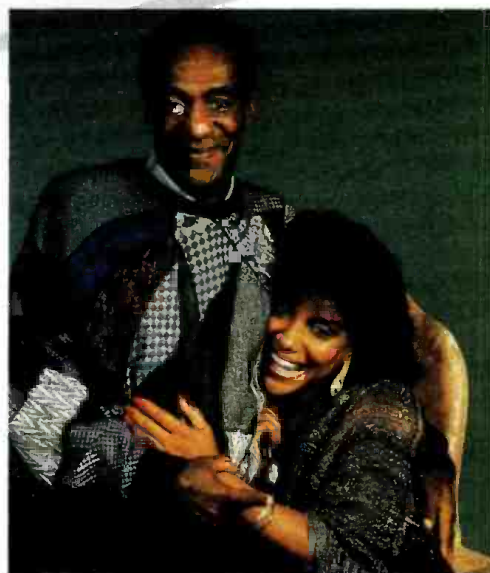
~~7.1~~

~~7.0~~

NTI HH Rating

7.3

**COSBY SHOW
MARRIED/W CHLDNRN**



Source: NTI GAA HH ratings,
9/23/91-10/13/91 and 10/21/91-11/3/91.

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INDIES, WARNER SIGN PROGRAM DEAL

Consortium reaches 50% of U.S.; studio will approach Fox affiliates to boost coverage; 1993 project perhaps most ambitious since Operation Prime Time in 1970's

By Mike Freeman

The Television Consortium, an ad hoc group of approximately 30 independent TV stations, cemented a long-awaited output agreement last week with Warner Bros. Domestic Television Distribution to produce two hour-long action-adventure series, as first reported by BROADCASTING (July 15, Aug. 5). The series will fill an 8-10 p.m. Wednesday block starting Jan. 20, 1993.

The syndicated prime time block, if it performs close to or above expectations, could have far-reaching implications beyond helping to secure independent stations' survivability: it could also serve as a lure to compensation-starved affiliates.

Initial plans call for WBDTD to produce 22-episode runs of *Time Trax*, an hour-long science-fiction adventure, and *Kung Fu: The Legend Continues*, which will mark the return of David Carradine as a great-grandson to his Kwai Chang Caine character from the original 1972-75 ABC series. Gary Nardino, former chairman of Orion Pictures Television, is heading up production of *Time Trax*. Warner Bros. has also received a March 1993 broadcast commitment from the consortium for *The Wild West*, 10 hour-long documentary specials, and a two-hour pilot presentation of *Babylon 5*, another sci-fi adventure up for consideration as a future series.

Under terms of the deal, WBDTD President Dick Robertson said the studio will underwrite 100% of the front-end production costs in return for seven minutes of national barter time and exclusive domestic and international sales rights. Stations retain five minutes of local barter time. The single-year deals also offer charter stations the flexibility to renew for a second season of first-run production; and, if they do, they will automatically pick up 44 episodes of repeats for 1993-94 and 66 episodes for 1994-95 back-end stripping.

Robertson and Barry Meyer, executive vice president, Warner Bros. Inc., stressed stations were able to pre-negotiate back-end license fees on an



Ending four months of negotiations and development last week, The Television Consortium became a reality with an agreement with Warner Bros. Domestic Television Distribution. Assembled for the signing: Scott Carlin and Dick Robertson, both with WBDTD; Evan Thompson, president, Chris Craft/United Television Group; Barry Meyer, Warner Bros. Inc., and Gregg Maday, WBDTD's programming executive for the consortium.

undisclosed per-episode cash basis.

Stations within the Television Consortium provide Warner Bros. with over 50% U.S. coverage off the top, and Robertson said that other unnamed individual station sales have pushed coverage up to the 60% level. Leading off the Television Consortium is Pinelands Inc.'s cable superstation WWOR-TV New York and Channel 50 TV Inc.'s WPWR-TV Chicago and other independents from Chris-Craft/United Television (KCOP(TV) Los Angeles, KBHK-TV San Francisco and KMSP-TV, Minneapolis, among two others), Paramount Stations Group (WDCA-TV Washington, D.C., KTXA(TV) Dallas and KTXH(TV) Houston), Renaissance, Cannell and ABRY broadcast groups.

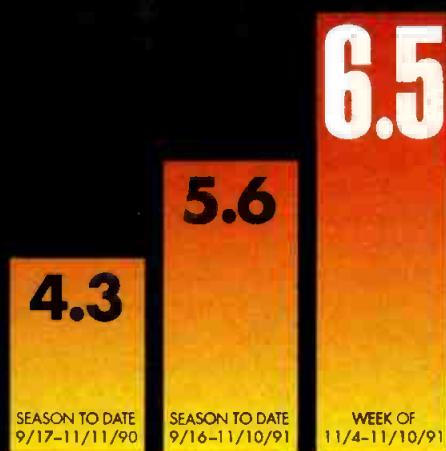
Critical to Warner Bros.'s plan is the prospect of achieving over 70% coverage to sell the national barter time, which means that the studio will approach Fox affiliates. They, however, may come under pressure from Fox

Broadcasting Co. officials not to fill non-FBC prime time Tuesday and Wednesday evenings (which are said to be Fox evenings next season). In any case, Scott Carlin, WBDTD's senior vice president of sales, said his studio will pitch smaller-market Fox affiliates as well as non-Fox affiliates on splitting the program block to clear in 7-8 p.m. or 10-11 p.m. time periods.

It may be the most opportune time to pitch network affiliates, says a New York station rep source, who says that ABC, CBS and NBC affiliates are growing increasingly wary of continuing cuts in network compensation.

"The loss of any more network compensation could make 1993 a watershed year for affiliates," said the rep source. "I think it is very likely that more affiliates are under pressure to generate alternate revenue sources, because they're not going to get it from two minutes of ad adjacencies [in network programming] and reduced compensation."

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OUTRIGGER SALES
Source: NTI as dated.
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Broadcasters offer their own house rules

In 'attic-to-basement' review, industry agrees multiple-ownership, duopoly regulations must go

By Harry A. Jessell

At the FCC's invitation, broadcasters buried the agency last week with their wishes for reform of television regulations.

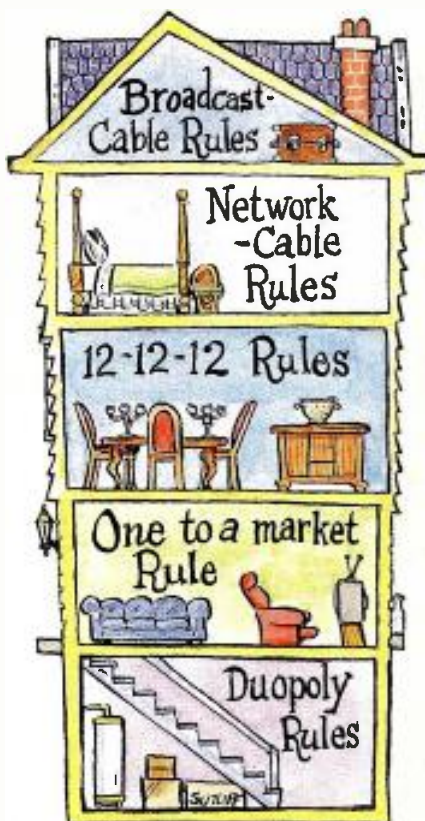
CBS asked for relaxation of the prime time access rule. Tribune Broadcasting called on the agency to water down the newspaper-cable crossownership ban. The Association of Independent Television Stations requested a new set of must-carry rules. And nearly everybody wanted to see the national multiple ownership and the local duopoly rules relaxed or repeal.

If the FCC were to grant all the requests, it will have turned its so-called "attic-to-basement" review of the rules into a gutting of the rules.

Not all broadcasters wanted to see every rule go, however. Indeed, the National Association of Broadcasters, INTV and a group representing network affiliates urged the FCC to retain the prohibition against broadcast networks owning cable systems, a position in direct opposition to the broadcast networks' call for repeal of the ban. (The National Cable Television Association said it would not oppose repeal.)

And there were voices calling on the agency to keep all the structural rules intact for the sake of diversity and localism. Leading the forces for the status quo was the Motion Picture Association of America, which questioned the justification for the FCC review and the broadcasters' pleading—that broadcasting is in jeopardy of failing due to its regulatory burden and the competition from cable. "Independent analysts project that broadcast TV will continue to thrive despite the emergence of many new video outlets," MPA said.

If there was a consensus among broadcasters, it was that the national multiple ownership and the local duopoly rules must go or at least be relaxed. The multiple ownership rule limits one company to owning just 12 stations or reaching 25% of the nation's TV homes. The duopoly prohibits common ownership of two TV stations in the same market.



In addition to modification of the ownership restriction, the networks also called for elimination of the dual-network rules, which prohibit networks from offering two or more programming services.

The networks also wanted relief for rules governing their dealings with affiliates. Networks should be allowed to "negotiate freely with their affiliates for reasonable financial incentives for clearance of network programming," CBS said.

Several broadcasters targeted the one-to-a-market rule, which prohibits common ownership of television and radio stations in the same market, and the ban against owning a TV station and daily newspaper in the same market. Tribune asked that waiver criteria be developed so that newspaper-broadcast crossownership could be allowed under some circumstances. Several other broadcast groups, some with newspapers in their non-broadcast markets, demanded flat-out repeal.

CBS did not call for repeal of PTAR but merely a modification to allow network affiliates to broadcast off-network programs during prime time access. Bonneville, a broadcast group, seconded CBS's request, while INTV argued against any changes in PTAR.

INTV and others made a pitch for rules requiring cable carriage of local broadcast signals, even though must carry is the subject of its own proceeding. "The lack of cable carriage would devastate" local broadcasters, the association said. ■

NETWORK CABLE OWNERSHIP BACK ON DOCKET

Responding to pressure from the broadcast networks, the FCC is planning to relaunch a rulemaking on Dec. 12 to relax or repeal its ban against networks owning cable systems.

FCC Chairman Alfred Sikes has been inclined to put the cable-network proceeding on a fast track, separate from the attic-to-basement inquiry. Commissioner Sherrie Marshall urged him on in a memo two weeks ago.

The FCC proposed and received comments on repealing the ban three years ago but never acted. Then-chairman Dennis Patrick favored repeal but could not persuade either of his co-commissioners, James Quello or Patricia Dennis, to go along. There were only three commissioners at the time.

The new rulemaking, which will include the earlier record, will call for another round of comments.

In their attic-to-basement comments, the networks urged the FCC to repeal or relax the ban. The National Association of Broadcasters and the network affiliates, fearing any coziness between the networks and cable operators, opposed any weakening of the ban.

—HAJ

TALK TALK TALK

With all this talk about talk, let's look at the facts.

	Nielsen Metered Markets			
	November '90		November '91 - Weeks 1 & 2	
	%	Share	%	Share
Oprah	10	27	11	29
Donahue	6	19	7	21
Sally	5	20	7	24

	%	Share	%	Share
Geraldo	5	15	4	14
Regis & Kathie Lee	4	15	5	19
Maury	4	12*	4	13

	%	Share	%	Share
Joan	3	11	3	12
Chuck	2	10*	2	9
Jenny	2	9*	2	7

Source: Nielsen 11/1-11/28/90 and 10/31-11/13/91

*Time Period

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

DIFFERENCE OF OPINION

Although both report to FCC Chairman Alfred Sikes, the Office of General Counsel and the Mass Media Bureau have been at odds over enforcement of lowest-unit-charge rules, according to agency sources. The bureau says its September 1990 statement of broadcasters' lowest-unit-charge obligations was mere clarification and, therefore, should apply retroactively. But the General Counsel's office maintains it contains new elements and should apply prospectively only. The issue will be resolved, probably in the General Counsel's favor, at a Dec. 12 open meeting, when the FCC is expected to adopt a new rules.

FALSE ALARM

Paramount Communications Chairman Martin Davis made the rounds at the FCC last Thursday, meeting with four of the commissioners. When he scheduled the visits, he touched off speculation at the commission that he may be paving the way for a long-rumored network buy or the launch of a fifth network. But, as it turned out, sessions were mere courtesy calls, although general talk of studio-network merger was broached in at least a couple of offices.

POWER OF THE PRESS

Much of the American newspaper industry's top brass collected at the Capitol building last Friday (Nov. 22) to woo Congressional support for H.R. 3515, Rep. Jim Cooper's (D-Tenn.) bill to restrict the regional Bell companies' entry into information services. Newspapers, currently among the major distributors of news, sports and other information via telephone, fear all-out Bell company information service introductions could dominate a market expected to boom in the 1990's. Some of the



Last Wednesday (Nov. 20), the Smithsonian's National Museum of American History received some of the works of Stan Freberg, the writer-performer-ad man-humorist who pioneered comedy as a creative approach to radio and TV commercials. Above, at a luncheon at the Museum of American History sponsored by ad agency DDB Needham, Charlie McGovern (l), curator of the museum's division of community life, accepts a collection of memorable commercials from the humorist.

top executives in attendance: Katharine Graham, chairman of the board, The Washington Post Co.; James C. Kennedy, chairman, Cox Newspapers, Atlanta; Charles T. Brumback, president, Tribune Co., Chicago; Donald Newhouse of Newhouse Newspapers, New York, and Frank Bennack, president, Hearst Newspapers, New York.

ANAHEIM

SHOP TALK

Sources say Home Shopping Network will likely produce a pilot in first quarter 1992 for NBC, in conjunction with Three of a Kind Productions. The show will apparently be a 30-minute, magazine-format, call-in shopping program.

LOS ANGELES

GAYLORD OUT

Although Gaylord Broadcasting Co.'s four independent stations were listed as charter members of The Television Consortium (see story, page 14), Gaylord President James

Terrell said that the station group sat in for initial discussions but decided to leave the consortium for "internal reasons." Paramount's KTXA(TV) Dallas and KTXH(TV) Houston stepped up in place of the Gaylord stations in those markets.

A general manager of one station within the consortium suggested Gaylord stations had been on the "block" for the past month and had been downscaling program acquisitions pending a sale. Terrell categorically denied the suggestion. "It's absolutely not true," he said, citing Gaylord's signing of a recent deal to become part of a syndication-cable movie package consortium with Tribune Entertainment.

NEW YORK

'RUCKUS' REVIEW

The fate of offbeat game show, *Ruckus*—currently being tested on WNBC-TV New York—was to have been decided by last week, but the decision has been postponed at least until a meeting this week. Producer Merv Griffin Enterprises is said to be interested in staying with and improving the show, which one party suggested could move back its first-run syndication launch from January to fall 1992.

VACANCY

Now that the Television Bureau of Advertising has reassessed its mission (see page 1), it can concentrate on rebuilding its board. With the defection of the CBS-owned stations (BROADCASTING, Nov. 18), Johnathan Rodgers, president, CBS Television Stations, is unlikely to remain on the board. A replacement will also be needed for NBC's Al Jerome, who announced last week he was leaving NBC, and for former Multimedia executive Bill Bolster. TVB plans to meet with Bill Grimes, Bolster's replacement at Multimedia, to discuss that open seat.

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In Los Angeles,
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From Work

MARRIED...WITH CHILDREN

1991 Standings – 7:00–7:30 pm

	<u>Station</u>	<u>Program</u>	<u>Rating</u>
1	KTTV	MARRIED...WITH CHILDREN	9.0
2	KCBS	WHEEL OF FORTUNE	8.9
3	KNBC	ENTERTAINMENT TONIGHT	7.2
4	KABC	INSIDE EDITION	6.0
5	KCOP	STAR TREK	5.0
6	KCAL	LOVE CONNECTION	4.2
7	KTLA	NOW IT CAN BE TOLD	4.2

1990 Standings – 7:00–7:30 pm

	<u>Station</u>	<u>Program</u>	<u>Rating</u>
1	KCBS	WHEEL OF FORTUNE	8.1
2	KNBC	ENTERTAINMENT TONIGHT	7.0
3	KCOP	THE COSBY SHOW	6.0
4	KCAL	LOVE CONNECTION	5.6
5	KTLA	OUT OF THIS WORLD	5.5
6	KABC	INSIDE EDITION	4.9
7	KTTV	PERSONALITIES	3.0

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THE FIRST SIXTY'S FIRST NINETEEN

On Monday, Dec. 9, in its 60th anniversary issue, BROADCASTING magazine will inaugurate a Hall of Fame, recognizing contributions to the Fifth Estate by an outstanding group of individuals who led the radio, television, cable and satellite industries to their present eminence.

On Tuesday, Dec. 10, BROADCASTING will recognize the first 60 Hall of Fame honorees with a black-tie dinner in the Mayflower Hotel, across from BROADCASTING's headquarters on DeSales Street. Nineteen of that number (pictured below) have indicated they will be on hand for the award ceremonies. They are:

At right: Bill Daniels, chairman, Daniels & Associates. Top row (l to r): Chuck Dolan, chairman and CEO, Cablevision Systems Corp.; Joseph Flaherty, senior vice president, technology, CBS Inc.; Leonard Goldenson, chairman of the executive committee, Capital Cities/ABC; Mark Goodson, president and chairman, Mark Goodson Productions; Ralph Guild, chairman, Interep Radio Store, and Jack Harris, longtime leader of KPRC-TV Houston and other Houston Post properties, and a founder of the Association for Maximum Service Television.



Middle row: Ragan Henry, owner, Ragan Henry Broadcast Group; Amos (Bud) Hostetter, chairman and CEO, Continental Cablevision; Stanley S. Hubbard, chairman, president and CEO, Hubbard Broadcasting Inc.; Eugene Katz, founder of Katz Communications; Brian Lamb, chairman and CEO, C-SPAN, and Gerald Levin, vice chairman and chief operating officer, Time Warner.

Bottom row: Al Masini, president and CEO, Telerep Inc.; Tom Murphy, chairman, Capital Cities/ABC; Ward Quaal, president, The Ward L. Quaal Co.; Robert Rosencrans, former president and CEO, UA-Columbia Cablevision; Frank Stanton, president emeritus, CBS Inc.; Grant Tinker, former chairman, NBC.

ABC News correspondent Sam Donaldson will be master of ceremonies. The event will benefit the Museum of Television and Radio and the Broadcast Pioneers Library. Tickets (at \$350) may be obtained through BROADCASTING's offices in Washington (Pat Vance) and New York (Joan Miller).

Broadcasting

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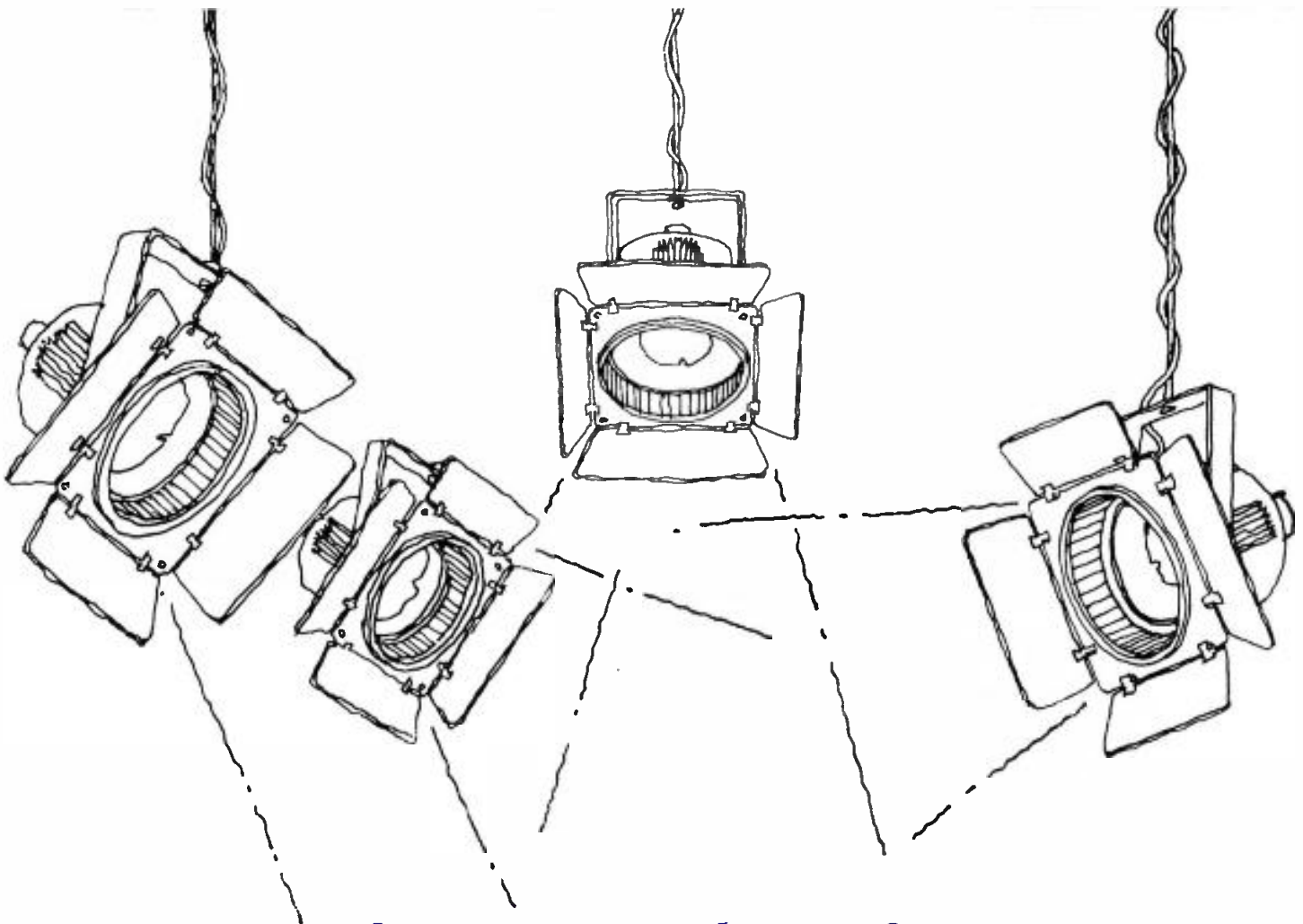
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Source: Marketing Evaluations, May/June 1991.

*Not available in current report - May/June 1990 reported.

National Advertising: Group W Productions Media Sales
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Broadcasting

Television

WARNER CONFIRMS ALL-BARTER FAMILY OFFER

WBDDT will require six-day-a-week, double runs of sitcom

By Mike Freeman

Warner Bros. Domestic Television Distribution confirmed that *Family Matters*, as previously reported (BROADCASTING, Nov. 18), is being marketed for fall 1993 on an all-barter, two-year contract basis rather than through a straight cash license arrangement. WBDDT is requiring stations to provide six-day-a-week double runs for the off-network sitcom, which is being offered on a four-minute local/three-minute national barter split.

Although WBDDT President Dick Robertson said that stations in the New York and Los Angeles markets turned in "firm [cash] offers" as part of the initial bidding process last month, Tribune Broadcasting Co. and Paramount Stations Group officials apparently found the restructured barter offering much more palatable. Warner Bros. has secured clearances in over 30% of the U.S., signing Tribune Broadcasting independents WPIX(TV) New York, KTLA(TV) Los Angeles, WGNO(TV) New Orleans and WGNX(TV) Atlanta; Paramount's KTXA(TV) Dallas, KTXH(TV) Houston, WDCA-TV Washington, D.C., KRRT-TV San Antonio and WLFL-TV Raleigh; Fox O&O station WFLD-TV Chicago; Combined Communications' WGBS-TV Philadelphia and WBFS-TV Miami, and Group W's WJZ-TV Baltimore.

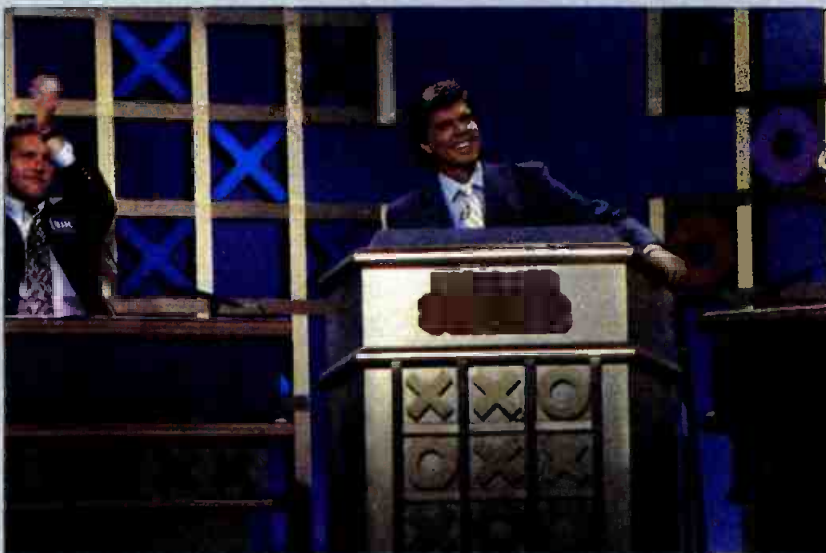
Also, as speculated earlier, WBDDT is placing in the contracts "primary" time-period requirements, between the hours of 5:30 p.m. and 8 p.m. Monday-Friday and 4-8 p.m. Saturday or Sunday, and "secondary" weekday insertions between 9 a.m. and 8 p.m. and weekend provisions falling inside noon-8 p.m.

Robertson stressed that the studio is "taking a huge risk" on the two-year

barter plan but is basing the strategic marketing change on October demo ratings for *Full House*, which, like *Family Matters*, is produced by Miller/Boyett Productions in association with Lorimar Television. Robertson said that *Family Matters* is projected to garner cost-per-thousand advertising dollars "equal to or better" than what *Full House* generated in cash li-

cense fees.

"If the producers didn't want to do it [barter], we wouldn't have done it," Robertson said. "The data [network ratings for *Family Matters*'s Friday 8 p.m. airings on ABC] are convincing enough for us to realize that we have something special here. Everybody is looking to market sitcoms in a way that has least impact on the stations'



KING GETS THE SQUARE

King World Productions, in a much-anticipated acquisition ("Closed Circuit," Aug. 12), has bought the rights to *Hollywood Squares* from Orion Pictures' defunct first-run TV division and may distribute the revived game show strip for fall 1992. King World President and CEO Michael King declined to divulge how much it cost to buy the rights from Orion Pictures, which is battling to shrink over \$700 million in long-term debt. King World already syndicates long-time top-rated game shows, *Wheel of Fortune* and *Jeopardy!*. While King acknowledged that prime access availabilities have narrowed considerably over the last five years, he asserted that King World's sales effort on *Hollywood Squares* will emphasize early fringe, prime access and late fringe clearances for its initial season. *Squares* had a 14-year run on NBC (1966-80) and two syndicated incarnations: 1972-80 and 1980-86.

-MF



All smiles at a press conference last week announcing the all-barter offering of 'Family Matters' were (seated, l-r) program's executive producers Bob Boyett and Tom Miller (in association with Lorimar), backed by (standing, l-r) Dick Robertson, president, Warner Bros. Domestic Television Distribution; Scott Carlin, senior VP, sales, WBTD; Leslie Moonves, president, Lorimar Television, and Barry Meyer, executive VP, Warner Bros. Inc.

bottom line. In weighing the two [cash and barter], we believe we can do materially better" through barter.

"For us, as producers, it has always been disconcerting that people would pay so much for a sitcom," Bob Boyett added. "Yes, everyone came out money-wise, but didn't come out performance-wise with the product. Barter will shift the emphasis to performance. If [Family Matters] doesn't work after two years, get it off. We're confident enough to believe Family Matters has strong enough legs to go well beyond the initial two years of barter."

'LOVE LIFE' PICKS UP SUITORS

Gamedy from Viacom Katz clears 25% of country

By Steve McClellan

How's Your Love Life?, the first show from the Viacom Katz consortium, has been picked up by stations covering about 25% of the country, including the United Chris Craft station group, WWOR-TV New York and KUSI(TV) San Diego.

The United Chris Craft stations clearing the show include KCOP(TV) Los Angeles, KBHK(TV) San Francisco, KMGP(TV) Minneapolis, KUTP(TV) Phoe-

TERENZIO TO 'AFFAIR'

John Terenzio has been named executive producer of Twentieth Television's syndicated strip, *A Current Affair*, filling the vacancy created by the departure of Anthea Disney to editor of *TV Guide* in September. Ian Rae, executive vice president of news for the Fox O&O stations, had been serving as interim producer of *Current Affair*. Terenzio, a 15-year veteran broadcast journalist, was most recently executive producer of NBC's weekend *Nightly News* and NBC News specials. He was also vice president of ABC prime time news specials prior to joining NBC.

FIGHTING CLEARANCES

SNI Sports Network has cleared *The Legend Sports of Notre Dame*, a pair of 90-minute specials, on 110 stations covering over 73% of the U.S. Its current broadcast window, which runs through Dec. 31, has averaged a 5 rating (NSI) in Nielsen metered markets, according to an SNI spokeswoman. Cleared on NBC O&O's WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago to tie-in with NBC's exclusive broadcast rights contract for Notre Dame football games, the special, featuring Fighting Irish gridiron history, is being offered on a 10 minute local/10 minute national barter split. SNI, an independent St. Louis-based sports programing

syndicator, will also be offering *Billy Packer's College Basketball*, a 10-episode series on NCAA basketball triggering Jan. 18, 1992 (cleared in 95 markets) and six hour-long *Hale Irwin's Golf in America* specials set to debut in March 1992.

TROOP CARRIERS

Claster Television reports that 121 CBS affiliates and 82 Fox affiliates aired special two-part episodes of *G.I. Joe—The Greatest Evil*, half-hour specials tied to the 1991 National Red Ribbon Anti-Drug Campaign. As part of the campaign, Claster also offered a second barter-free run of the episodes to the 100 client stations (mostly independents) that already carry the *G.I. Joe* animated series. Of these, 49 stations ran the specials, representing 51% of the country.

DIC DEALS

DIC Enterprises signed a series of distribution deals last week on four individual series with three different syndicators for distribution in fall 1992. Bohbot Communications has picked up distribution of *Inspector Gadget and Goo Goo*, in which DIC is adding newly produced three-minute animated segments to its preexisting library of 65 off-first-run syndication episodes. DIC has also optioned distribution rights to *Captain N: The Game Master*, 63 off-network episodes of the series currently airing on NBC's Saturday morning lineup. LBS Communications has picked up fall 1992 distribution rights to 13 half-hour episodes of *ProStars!* and a yet-to-be named companion half-hour from DIC's series library for 1992-93 weekly first-run distribution.

ZOO TIME

Litton Syndication will be offering the half-hour weekly, *Zoo Life with Jack Hanna*, on a straight barter basis beginning in April 1992. The new series, which has been cleared in over 80% of the U.S., follows the December 1990 airing of *Zoo Life Magazine Specials*. Litton will be producing 26 weeks of original episodes (with 26 weeks of repeats).

NSS Pocketpiece

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations.% coverage)

1. Wheel Of Fortune	14.7/222/98
2. Star Trek	13.4/244/98
3. Jeopardy	12.5/216/98
4. Oprah Winfrey Show	11.2/223/99
5. Entertainment Tonight	9.8/183/96
6. Current Affair	8.9/171/93
6. Wheel of Fortune (Wknd)	8.9/193/85
8. Cosby Show	8.3/207/98
9. WKRP In Cincinnati	8.2/241/98
10. Married...With Children	7.6/167/93
11. Donahue	7.2/230/99
12. Inside Edition	6.9/124/87
13. Hard Copy	6.5/169/92
14. A Current Affair Extra	5.1/169/91
15. Love Connection	5.1/188/94

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Broadcasting's Ratings Week Nov 11-17

	ABC	CBS	NBC	FOX
MONDAY	15.9/24	16.7/25	15.5/23	7.0/10
8:00	53. MacGyver 10.6/16	19. Evening Shade 15.8/23	18. Fresh Prince 15.9/24	80. Fox Night at the Movies—Working Girl 7.0/10
8:30		13. Major Dad 16.7/24	35. Blossom 13.7/20	
9:00	9. NFL Monday Night	4. Murphy Brown 19.7/28	19. NBC Monday Night Movies—Deadly Medicine 15.8/24	
9:30	Football—Chicago Bears at Minnesota Vikings	11. Designg Wmn 17.3/25		
10:00	17.6/29	22. Northern Exposure 15.4/24		
10:30				
TUESDAY	18.3/28	11.0/17	13.6/21	NO PROGRAMING
8:00	3. Full House 21.4/32	30. Rescue: 911 14.1/21	38. In the Heat of the Night 13.0/19	
8:30				
9:00	2. Roseanne 22.9/33	58. CBS Tuesday Night Movie—Who Framed Roger Rabbit? 9.9/16	33. Law and Order 13.9/21	
9:30	5. Coach 19.4/29			
10:00	43. Homefront 12.2/21		34. 1st Person/Maria Shriver 13.8/24	
10:30				
WEDNESDAY	14.1/23	10.6/17	13.0/21	NO PROGRAMING
8:00	40. Dinosaurs 12.5/20	59. Brooklyn Bridge 9.7/15	10. Unsolved Mysteries 17.5/28	
8:30	47. Doogie Howser 11.9/19	75. Royal Family 7.8/12		
9:00	25. ABC Movie Special—Backfield in Motion 15.0/24	48. Jake and the Fatman 11.8/18	41. Night Court 12.4/19	
9:30			49. Seinfeld 11.2/17	
10:00		50. 48 Hours 11.1/19	59. Quantum Leap 9.7/17	
10:30				
THURSDAY	9.0/14	10.7/17	16.5/26	13.1/20
8:00	67. Pros and Cons 8.3/13	54. Top Cops 10.5/16	15. Cosby 16.4/26	26. Simpsons 14.9/23
8:30			14. A Diffnt. World 16.5/25	57. Drexell's Class 9.7/15
9:00	67. FBI: Untold Stories 8.3/12	62. Trials of Rosie O'Neill 9.5/14	6. Cheers 19.3/29	38. Beverly Hills 90210 13.0/20
9:30	63. American Detect. 8.9/14		23. Wings 15.2/23	
10:00	55. Primetime Live 10.1/17	45. Knots Landing 12.0/20	19. L.A. Law 15.8/27	
10:30				
FRIDAY	14.2/25	7.6/14	9.4/17	5.4/9
8:00	27. Family Matters 14.8/26	73. Secrets from the Unknown 8.0/14	41. Matlock 12.4/21	82. America's Most Wanted 6.6/11
8:30	30. Step By Step 14.1/24			
9:00	37. Perfect Strngs 13.1/23	67. Carol Burnett Show 8.3/15	77. Flesh 'n' Blood 7.5/13	90. Best of the Worst 4.4/8
9:30	51. Baby Talk 11.0/19	83. Trials of Rosie O'Neill 6.5/12	73. Dear John 8.0/14	91. Totally Hiddn Video 4.1/7
10:00	16. 20/20 16.1/29		71. Reasonable Doubts 8.1/15	
10:30				
SATURDAY	8.2/14	7.8/14	13.7/24	5.9/10
8:00	61. Who's the Boss? 9.6/17	71. CBS Saturday Movie—Planes, Trains and Automobiles 8.1/14	32. Golden Girls 14.0/24	76. Cops 7.6/13
8:30	70. Growing Pains 8.2/14		36. Walter/Emily* 13.3/23	65. Cops 2 8.6/15
9:00	79. The Young Riders 7.1/12		16. Empty Nest 16.1/28	92. Charlie Hoover 4.0/7
9:30			27. Nurses 14.8/25	94. Get A Life 3.2/5
10:00	64. The Commish 8.7/16	78. P.S. I Luv U 7.3/14	45. Sisters 12.0/22	
10:30				
SUNDAY	12.1/18	19.3/29	11.8/18	6.8/10
7:00	65. Life Goes On 8.6/14	1. 60 Minutes 23.7/38	89. Adv Mark & Brian 6.0/10	87. True Colors 6.1/10
7:30			87. Eerie, Indiana 6.1/9	85. M. Jackson Spec. 6.3/10
8:00	12. Am Fun Home Vid 17.0/25	7. Murder, She Wrote 18.0/26	86. Night Court 6.3/9	52. In Living Color 10.7/16
8:30	29. Am Fun People 14.2/21			81. Roc 6.7/10
9:00	44. ABC Sunday Night Movie—The Woman Who Sinned 12.1/18	8. CBS Sunday Movie—In a Child's Name Pt. 1 17.8/27	23. NBC Sunday Night Movie—Back to the Future Part III 15.2/23	55. Married w/Childn 10.1/15
9:30				83. Herman's Head 6.5/10
10:00				93. Sunday Comics 3.9/6
10:30				
WEEK'S AVGS	13.1/21	12.3/20	13.3/21	7.5/12
SSN. TO DATE	12.2/20	13.9/23	12.8/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

nix, KPTV(TV) Portland, KMOL(TV) San Antonio and KTVX(TV) Salt Lake City.

The marketing plan for the show has been changed. It will now be offered for straight barter instead of cash-plus, while the debut date has been pushed back to fall 1992 from March (BROADCASTING, Nov. 18).

"We have deals on the table that will take us over 30%," said Michael Gerber, president, first run, international distribution and acquisitions, Viacom Enterprises.

Most, but not all, of the stations signed to date are Katz-represented stations. A notable exception is Chris

"We have deals on the table that will take us over 30%."

Viacom's Michael Gerber

Craft's KUTP, which is repped by Petry. "We never intended that every Katz station would sign up," said Gerber. "No one show will fill the needs of any one rep list."

As to the change in terms for the show, Gerber said, asking for cash it "went away, given the economy." The economy is forcing other distributors to give up hopes of receiving cash for their shows as well. Earlier this year, Columbia came out with an all barter plan for the off-network *Designing Women*, and last week Warner Bros. confirmed it was changing its sales terms for *Family Matters* from cash-plus barter to all barter (see story, page 26).

How's Your Love Life?, one of about a dozen so-called "gamedies" being pitched to stations, was originally scheduled for a March 1992 launch. But Viacom's Gerber said the show was pushed back because of a perception that the program was a "summer show." "We wanted to make it clear that this is a mainstream program compatible with a lot of other shows and not just a summer replacement," said Gerber.

Love Life is being hosted by Pat Bullard and produced by game show vets Bob and Sande Stewart (*The Price Is Right*, among others). Stations retain 3½ minutes to sell in the strip, while Viacom gets 3 minutes to sell nationally. No word yet on who Viacom will tap to sell the time for them. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Ness news

Eliot Ness may be taking on his toughest assignment next year—the syndication marketplace. Well-placed sources say Paramount is trying to put together a deal to remake *The Untouchables* as a one-hour syndicated weekly for next season. "It's in discussion," said one company insider. "In the current economy, it's very difficult but doable." The source said the company hoped to have a deal in place in the next couple of weeks. The original program ran on ABC from 1959 to 1963 and starred Robert Stack in the role of Ness. Two weeks ago, Stack reprised his role in a made-for-TV movie on NBC, *The Return of Eliot Ness*, which finished third in three-network competition with a 12.7/19. Paramount is also looking at another possible new weekly syndication series for next season, a spin-off of *Star Trek: The Next Generation*, described as a "prequel" to the original network series.

Cowboy Dan

CBS Evening News anchor Dan Rather is brimming with pride over a new hat that was given to him by his staff as a birthday present a couple of weeks ago. The native Texan said the black cowboy hat, which features three rattlesnake heads sticking out of the band, is by far "the baddest hat in America." The hat was commissioned by executive producer Erik Sorenson, reknowned in the *Evening News* fish-



Mystery solver Stack may reprise crimebusting role

bowl for his collection of wild hats and ties.

Smile, you're fixing the show

King World Productions' president and CEO, Michael King, has moved senior VP of programming and development, Erni Di Massa, from other first-run projects to "concentrate full-time" on fixing *Candid Camera* as supervising producer of the half-hour strip, which has been a slow starter in first-run. King said the show has picked up steam—going from a season-low 2.7 rating (NSS) to a 3.5 rating in the latest Nielsen Pocketpiece (week ending Nov. 10)—and he is confident the show will continue to build sampling. But, "if it [*Candid Camera*] doesn't do it by the February books," he says, "we won't do [distribute] it next season."

Reynolds rap

While we're on the subject of King World game shows, Hollywood agency sources say that Burt Reynolds, already familiar with X's

and O's in his role as a high school coach on *Evening Shade* is being considered as host of the King's newest game acquisition, *Hollywood Squares* (see page 26). According to Michael King, however, no talks with the star's agency have been initiated. "John Davidson [the host of the syndicated version from 1986-88] will not be host of the show," King confirmed, "but I can't say if it will be Reynolds or someone else."

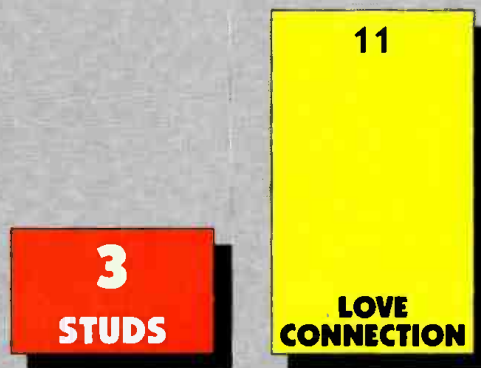
Teammates?

Taking a cue from partnerships like Carsey-Werner and Shu-kovsky-English, Fred Silverman and Dan Enright are considering forming their own syndication distribution company. Silverman, president of The Fred Silverman Co. (producer of *Matlock* and *Perry Mason* specials), and Enright, president of Barry & Enright Productions, are prepping for pilot production on a game show, *Life Begins At 80*, Nov. 30, which will be pitched to station groups for syndication once the pilot is completed. "We may want to distribute it ourselves," said Silverman. "We have someone working on a business plan and hope to make a decision in the next couple of weeks." I think what Carsey-Werner is doing [forming Carsey-Werner Distribution Co. to syndicate Bill Cosby's *You Bet Your Life*] is an example of how producers can be better compensated outside of the traditional studio system. ■

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NBC LEADS SWEEPS, CLOSES SEASON GAP

CBS remains in lead for season, but NBC, trying for its seventh win in row, has picked up ground in first weeks of sweeps

By Steve Coe

NBC's prospects for a seventh straight prime-time season victory have been given a moderate shot in the arm by the network's performance thus far in the November sweeps, although CBS remains comfortably in the lead season-to-date, and has yet to fire its biggest missiles of November.

With nearly three weeks played out in the November rating month as of last Tuesday, NBC was in first place with a 13.2 rating and 21 share, followed by ABC with a 12.6/20, and CBS with a 12.5/20. However, although ABC has aired nearly all of its sweeps-type programming, CBS has yet to air the expected anchor of its November programming, the *Classic Weekend II* on

Nov. 23, 24, and 25.

Nine weeks and one day into the season, CBS leads in the ratings with a 14.0/23, followed by NBC with 12.8/21, and ABC's 12.3/20. NBC's performance during November has narrowed the gap between it and first-place CBS considerably since the beginning of November. Following the week of Oct. 28-Nov. 3, NBC trailed CBS by 1.8 rating points, 14.4 versus a 12.6 average. As of last Tuesday, the deficit had been shaved by six-tenths of a rating point.

CBS may make up some of that lead with the *Classic Weekend II*, which features the *Bob Newhart 19th Anniversary Special* on Saturday, Nov. 23, the *Very Best of Ed Sullivan II* on Sunday, and *Memories of M*A*S*H* on Monday. As of Tuesday, CBS also had the second part of its four-hour

mini-series, *In a Child's Name*, left to air. The first part, which aired on Sunday, Nov. 17, ranked eighth for the week scoring a 17.8/27.

NBC got solid numbers for the broadcast premiere of "Back to the Future III," which got the first of two November airings on Sunday, Nov. 17. The movie averaged a 15.2/23 for its first airing, with the second slated for this past Friday, Nov. 22.

November sweeps programming, which as of last week had yet to air, in addition to *The Classic Weekend II* includes a CBS two-hour special for Richard Pryor set to air last Saturday, and NBC's two high-profile made-for: Steven Weber and Katherine Helmond in *A Mother's Secret* on Sunday Nov. 24, and Meredith Baxter and Carrie Hamilton in *A Mother's Justice* on Monday, Nov. 25.

WNET-TV TAPS INTO LOCAL AD BUDGETS

Noncommercial station works hard to woo commercial dollars

By Rich Brown

Broadcasters appear to have a new competitor in their battle for local ad dollars: public TV. PBS flagship WNET-TV Secaucus, N.J. (New York), has kicked off an aggressive marketing campaign to attract many of the same dollars that have traditionally been earmarked for local stations. If things work out, say WNET executives, the same strategy is likely to take hold at other public TV stations around the country.

"We see advertisers trying to understand how the new media world works and looking for niches, and we clearly occupy one," said Jonathan Olken, vice president, director of marketing and development, WNET. "We are now trying to figure out ways to capitalize on that."

WNET advertisers providing local underwriting dollars grew from 36 to 47 in the last year, representing a 20% increase in revenue for the station, said Audrey Koota, executive director of marketing. WNET would like to see

that client list grow to as many as 60 in the next year, she said. Local funds support the local broadcast of virtually everything on WNET-TV; they are not used in the production of the many national PBS programs produced by the station.

"Certainly, there has been a cut-back in state funding and there's more and more of a challenge to become fiscally sound and self-sufficient," said Koota. "We're trying to be as creative as we can to meet that goal."

The station has spent more than a year studying the commercial TV business and developing packages with advertiser appeal, according to Olken, who joined the station 16 months ago following stints at ABC and the Della Femina ad agency.

Many of the deals have involved off-air tie-ins. In one case, the station distributed a health care kit to the city's public schools tied to the Health Insurance Plan of Greater New York, local underwriter for the *Childhood* series. In another case, WNET arranged to send transcripts of *Adam Smith's*

Money World to clients of Deloitte & Touche, a local underwriter.

WNET in September printed its first edition of *Thirteen & Company*, a thrice-yearly publication highlighting such deals. WNET sent 3,000 copies directly to corporations and ad agencies, and plans to boost that mailing list to 5,000 by May. The publication is among a list of new station marketing tools that range from media kits to agency presentations.

WNET-TV is also looking at opportunities to develop joint ventures with cable, radio and print media. The station already has trade arrangements with all-news WINS(AM) and classical station WQXR-FM, said Koota, and has a major proposal on the table involving Time Warner City Cable.

"We have restructured ourselves to look like the real world," said Olken. "We've recognized that there's a changed media environment out there and it's okay for people in the commercial world to have a win-win relationship with people in public broadcasting." ■

Broadcasting Cable

OPERATORS SCALE BACK MULTICHANNEL PPV HOPES

Although no one knows how much income will be generated by pay-per-view expansion, some tests show that additional channels pull in less and less revenue

By Sharon Moshavi

The cable industry is heralding the advent of the 150-channel cable system that is supposed to be commonplace by the end of the decade. A large portion of those channels, according to cable executives, will be dedicated to pay per view, but some in the industry believe the big-profit prospects of multiple PPV channels may be overly optimistic.

The Cable Television Administration and Marketing Society's Western regional PPV conference in Anaheim, Calif., last week offered insight into the PPV tests that TCI, KBLCOM and GTE are conducting (see box). None are technology-driven tests. They use existing hardware, with some featuring the none-too-state-of-the-art method of having tapes hand-inserted into VCR's. Time Warner's launch next month of a 1 ghz system in Queens, N.Y., with 50 channels of PPV is the only example of a company spending money on technology to test PPV, and that test has implications beyond PPV as well (see box).

The rest of the industry is loath to spend money on multiple PPV channels because no one knows ultimately how much revenue will be generated. The purpose of tests such as those of TCI and KBLCOM is to figure out if enough revenue will be generated to support capital investments. No one is quite sure if it will, but some think expectations may be too great.

Each additional PPV channel brings in less and less revenue, and perhaps even less than some expect, according to Scott Kurnit, president, Showtime Event Television. Said Kurnit: "The diminishing returns of increased pay-per-view channels will be greater than most people conducting the tests believe. However, the tests are worth-

while, because not since the Qube days [Warner Amex's PPV test in the 1970's in Columbus, Ohio] have we seen what multiple channels actually look like."

According to research by the multiple system operator KBLCOM, revenue diminishes dramatically with each additional channel. The first channel brings in 50 cents per addressable subscriber per month; the second channel, 30 cents, and by the 12th channel, is down to five cents per subscriber.

KBLCOM's Minneapolis system,

currently a four-channel PPV service, is adding nine more channels (plus one adult channel) in mid-1992. "We're quadrupling the number of our channels, but we're only [projecting] getting 85% additional revenue," said Phil Laxar, KBLCOM's vice president, programing and PPV. "Digital compression sounds great until you start to look at the numbers," he said. KBLCOM, which is testing the expanded PPV service on a system that has sufficient capacity, will wait and see how the test fares before deciding

THE SERIOUS BUSINESS OF COMEDY

Nearly a year has passed since Comedy Central was created via the merger of HBO's The Comedy Channel and MTV's HA!, a year the service's president Bob Kreek describes as "okay." But, he says, "we're poised to be terrific." By the end of the year, the network will be in 21 million-22 million homes, lower than initial projections of 23 million-25 million. Losses for the year will be \$50 million, on target with projections. Kreek said he expects the network to halve its losses in 1992, and is poised to break even in two years.

As Comedy Central continues to vie for cable distribution, the network is likely to wind up placed on tiers above the standard basic package of services. Although only 10% of Comedy Central's current distribution is on tiers, "tiering will be a major problem going forward," that could hurt the network's potential penetration, and ergo advertising support and ratings, said Mark Rosenthal, executive vice president, affiliate relations for Comedy Central and MTV Networks.

Prime time ratings for Comedy Central so far are averaging a .4. About 27% of all households that have Comedy Central have sampled the service, and Kreek wants to raise that number to 45%, which the network hopes to do through market-by-market promotional campaigns. Comedy Central is aiming to develop a core of a half-dozen personalities around which to build programing that will help create a network identity. —SDM



Comedy Central scales new tiers.

whether the expenditures required in its other systems are worthwhile.

The only ongoing test of multichannel PPV has been GTE's three-year test of video-on-demand in Cerritos, Calif. But GTE refuses to make its results public. The only numbers that GTE would share, during the CTAM conference, showed that 4,300 of 7,300 (60%) subscribers were using the 27-channel service, according to Mike Morrison, GTE's manager, advance testing operations.

With the trial of PPV by people who have never used it critical to its success, some find GTE's numbers disturbing. KBLCOM, one of the best performing

MSO's in PPV, averages use of its four-channel PPV service by 50% of its addressable subscribers. "KBLCOM's getting a 50% take rate with only four channels and GTE's getting just 60% with nearly 30. That tells you something about just what a multitude of PPV channels will do," said one PPV executive, who requested anonymity. Although "there may be a point of diminishing return on pay-per-view channels," according to Hilda Chazanovitz, Viewer's Choice vice president, marketing, testing is being confined to movies, and has not yet expanded to events and additional types of programming. "Right now, we're only looking at

the current environment," she said.

GTE's Cerritos test began making use of special-interest programming on topics such as golfing and cooking in November of last year. After eight months and 32 titles, the test was discontinued. "Results fell below our expectations," said Maggie McDermott, principal, McDermott & Associates, which is working on the GTE test. McDermott said such titles require extensive promotion, since they do not have the built-in marketing value of Hollywood movies. The unanswered question to many is whether the marketing costs for niche, special interest PPV would outweigh revenue. ■

HBO MULTIPLEX TEST OFF TO GOOD START

By Sharon Moshavi

Early results from HBO's first multiplexing test in two TeleCable systems show improvement in subscriber attitudes toward pay TV that HBO executives hope will lead to fewer disconnects and a higher acquisition rate among basic households.

According to Dan Basnight, Telecable's vice president of marketing, telephone surveys of 550 Telecable HBO subscribers following two months of the three-channel multiplexed service reveal that complaints that HBO costs

too much dropped from 30% to 22%. Those sharing the perception that HBO has too many repeats dropped from 52% to 35%. "We call that the multiplex paradox—increasing the number of showings decreases the perception of repeats," said Basnight.

After the test, 50% rated HBO a better buy than video rentals, compared with 30% before. HBO use increased by 11%.

Basnight said one surprise of the research is that multiplexing not only improved HBO's image, but contributed to consumers' looking more fa-

vorably on cable in general and TeleCable specifically. According to Basnight, subscribers with favorable perception of Telecable increased by 20%, and satisfaction with the entire cable package jumped from 54% to 65%.

John Billock, HBO executive vice president, marketing, said despite the favorable research findings, it is too early to tell whether multiplexing will help reduce churn. Nor does TeleCable's test reveal whether subscribers will disconnect other pay services if given three HBO channels. TeleCable has been offering the three-channel HBO (as well as three-channel Cinemax) package only to customers with several pay services, and is mid-way through marketing it to consumers with two pay services. Those with two pay services will be most likely to disconnect their second pay service, but Betsy Bruce, HBO vice president, said consumers are being dissuaded from that by the offer to single-pay households of only one additional HBO channel.

Bruce said there is evidence already that multiplexing is helping with acquisitions. A Columbus, Ohio, system that is offering two channels of HBO to basic-only subscribers is doubling the upgrade rate, and has grown pay units 8% since launching the multiplexing test nearly eight weeks ago.

Billock said HBO will likely try to roll out the service nationally in the next six to eight months. ■

QUANTUM TO INCLUDE LOW-PRICED PPV

Time Warner New York City Cable Group last week offered details on its ground-breaking 150-channel system, Quantum Service, scheduled to debut in a limited number of area homes in mid-to-late December. Plans call for 55 channels of pay-per-view offerings, with movie prices ranging from a possible low of \$1.95 to a \$3.95 retail.

As planned, five recent box office hits will each be made available on multiple channels to allow for each title to start every half hour. Other pay-per-view offerings, including children's, foreign, action and adult titles, will each be scheduled to start every hour.

Time Warner is considering offering some of the PPV titles, such as the kids' programming, at prices as low as \$1.95, according to Richard Aurelio, president, Time Warner New York City Cable Group. The company on Dec. 1 is dropping its standard PPV movie price from \$4.95 to \$3.95 on all area systems.

Quantum Service will double the number of channels currently available, allowing for the addition of the Monitor Channel, the Nostalgia Channel, the International Channel, Telemusica, VHSN, Mind Extension University and other networks not already on the system. Quantum Service will also accommodate HBO multiplex channels, said Aurelio.

The company expects to have Quantum Service available in 3,000 area homes by late January 1992, he said. ■

INTERACTIVITY SEEN AS KEY TO FUTURE GROWTH

Cable well positioned to beat impending telco move into new technology, panelists say; bulk of income gains likely to come through direct marketing potential

By Steve Coe

Exploiting the various uses of interactive technology can provide additional revenue to cable operators and give the cable industry a foothold in the next major growth area of the industry, participants in a Western Cable Show forum predicted last week.

Executives from different areas of the interactive marketplace gathered at the convention in Anaheim, Calif., to discuss the technology's applications and its growth potential at the panel "Making Interactive Services Work For You."

Moderated by Joyce Hemmen, publisher and editor-in-chief, *The 4th Media Journal*, last Wednesday's panel consisted of Andre Chagnon, chairman and chief executive officer, Le Groupe Videotron, Montreal; Barry Demant, account manager of Pacific Bell's California 900976 division; John Lack, president, ACTV Inc., and Joe Candido of Home Shopping Network's 800900 Corp.

Chagnon's Videoway, an interactive system that is part of the Videotron cable system, has seen growth of more than 100,000 subscribers in a little over a year. Chagnon said interactive technology will provide three sources of income to cable operators: customer-generated revenue through a la carte selections such as pay per view, upstream revenue through direct marketing, and revenue through reduced operating costs. He said the majority of the increased income will come through the direct marketing potential of the technology.

In addition to the advantages of increased revenues, Chagnon said the cable industry can gain a 7-10 year advantage over the telephone companies' possible entry into interactive programming because cable is already in place.

On the subject of interactive programming, Lack said games and information services will make up the bulk of the future menus. "With the decline of pay TV and other programming, the revenue of the future will be games and education," he said. He suggested that viewers in the future will be able

to get personalized golf lessons or take college entrance exams via interactive programming. "Cable has the opportunity to be first here because the wire is already in place. Interactivity will be the way that cable can maintain a leadership position," he said.

Demant said interactive 900-number technology also has public service potential. One use he suggested was allowing callers to use 900 numbers to find out information about city council meetings. Proceeds from the calls

could go to local school budgets.

Candido, of Home Shopping Network's 800900 division, said the company is preparing a cable-ready product line. He said HSN is working carefully on the new line because other properties have not been properly readied. He emphasized to cable operators that interactive technology offers new revenue but that operators should contact a company familiar with the programming prior to beginning operations. ■

TCI TO TEST PPV, VIDEO ON DEMAND

Tele-Communications Inc. revealed further details of its 18-month pay-per-view test planned for early 1992 (in association with U.S. West and AT&T) last week at the CTAM PPV conference. Another player, MSO KBLCOM, announced plans to test a 14-channel PPV service in one of its systems.

In a United Artists system in a Denver suburb, TCI is testing both scheduled PPV and video on demand. Each will be made available to 300 subscribers (only 150 in each will be able to participate); and after six to nine months, the two test cells of 300 will switch services, so TCI can monitor the demand between the two different offerings.

The scheduled PPV test, called Hits at Home, offers 24 channels, with most hit movies taking up four channels to allow start times every half-hour. The video on demand service, called Take One, will offer 1,000 titles, and unlike Hits at Home, will allow viewers to pause viewing for a total of 10 minutes. The Take One service will take up just one channel but will have a 47-channel bandwidth. That means 47 homes will be able to view a Take One title at any time.

TCI plans to put Nielsen meters in some homes a few months prior to the test to monitor TV viewing habits before and during the PPV test. In addition to researching four different price points for individual movies, TCI is also considering offering the services on a subscription basis.

In July 1992 KBLCOM plans to turn its four-channel PPV service in its Minneapolis system into a 14-channel service. That system was built with a dual cable function (it has both A & B cables) so no upgrade is necessary. The only hardware change is that 42,000 of the system's 70,000 subscribers that still have a telephone-based ANI ordering system will join the rest of the subscriber base which has two-way impulse technology that lets them order PPV services via a remote control. That will require changing the in-home converter box.

The channels will be programed as follows: the first four channels will remain the same—one with hit movie-of-the-week scheduling; one with hit movie-of-the-day scheduling; the third with discounted and regularly priced titles (and adult programming on weekends) and the fourth offering a movie during the day and adult programming at night.

Three additional channels will offer staggered start times of the movie-of-the-week channel and another three will do the same for the daily movie channel. Two more channels will be devoted to hit movies, one to action titles and the last to adult programming. The movies will be aired via 3/4-inch VCR's and will be automatically inserted.

-SDM

Special Report



BROADCASTERS NO FANS OF SPORTS FEES

Beating taken on rights to big ticket sports has networks calling for lower fees and looking for help in defraying costs

By Rich Brown

In some ways, the past year has marked a turning point for sports on TV and radio. Financially strapped broadcasters, saddled with more than \$2 billion in rights fees in 1991, have been forced to rethink their strategies. Virtually all broadcasters are calling for a reduction in rights fees. And, increasingly, the networks are avoiding the rights fees question altogether by selling their air time to sports promoters.

"When companies are losing money on their major properties, they're much more likely to go out and grab a kind of out-of-the-way golf champion-

ship that has a major sponsor behind it that's going to guarantee them a profit for giving up their airtime," said Kevin O'Malley, senior vice president, TBS Sports. "Those time-buy kinds of deals are becoming much more frequent just because people are anxious to put some black ink up there."

CBS Sports earlier this month reported losses totalling \$604 million on its TV sports contracts with Major League Baseball and the National Football League, which are each in the second of four-year, \$1.06 billion deals with the network. CBS executives continue to herald the promotional value of their baseball contract, but outside criticism of the much-ma-

ligned deal is mounting.

Some network executives appear to be ready to play hardball on rights negotiations. ABC President Daniel Burke earlier this month said that his network would rather pass on the high post-season MLB ratings than face the long-term losses that CBS is expected to show on the deal. By saying "no" to baseball and the Olympics, said Burke, ABC has sent a message that sports rights fees have gotten out of hand (BROADCASTING, Nov. 4).

"There has to be a readjustment; there's no question about that," NBC Sports Executive Vice President Ken Schanzer told BROADCASTING. "In the absence of a readjustment, there

won't be bidders. There is a willingness, I think, on the part of at least the network buyers, if push comes to shove, to live without the properties."

Schanzer said it was "conceivable" the MLB would cut its price in half after the current contract expires in 1993. He said cuts would also be likely on the NFL contracts, which expire that same year.

"I truly can't think of a situation in which there would not be an adjustment," said Schanzer.

Major League Baseball is certain to show a "very significant" decline in rights fees when its current contracts expire, agreed Roger Werner, president, Prime Sports Ventures. But baseball will not be alone, he said, adding that the NBA and the NFL will also be hit.

"I think it's safe to say across the board that the major sports will probably see flatness—if not some downturn—in their television rights revenues," said Werner.

A number of sports executives have pointed to this year's National Hockey League TV deal as a possible harbinger of sports rights deals to come. Following months of negotiations, the NHL last October finally hammered out a \$5.5 million agreement with SportsChannel America for the 1991-92 season, representing about one-third what the network had previously been spending on its NHL contract.

"The NHL was a bellwether of what subsequent deals could be like," said Steve Bornstein, president and CEO, ESPN. "I don't know if you'll see that same kind of percentage decrease because hockey is unique, but I think you'll see reductions in major sports. Television broadcast rights have to go down; there's too much inventory out there."

Of particular concern to ESPN executives are the costs associated with its MLB and NFL contracts, which represented the bulk of the \$260 million spent by the cable network this year. Rights fees on other sporting events represented only a portion of the remaining \$60 million, which has included money spent on marketing, transmission, administration, engineering and all other overhead costs. Most of the remaining ESPN rights fees were spent on college football and basketball, followed by boxing, auto racing and certain major golf events. ESPN also features a number of "time buys" on its schedule.



The Hollyfield-Douglas bout was a PPV knockout for cable operators

The past year has seen an increasing number of time buys by the smaller-sport properties, which need the exposure but are not able to command a rights fee. The time buy truly came of age last July when independent producer/syndicator Raycom signed a deal to pay ABC about \$1.5 million in exchange for distribution of 26-30 Sun-

day afternoon college basketball games. Industry observers are closely watching the deal, which could make more and more sense to networks as they are faced with spiraling rights fees, shrinking ad revenues and the skyrocketing salaries of in-house producers.

"I don't understand what it is that

PREDICTED LOSSES ON '92 OLYMPICS SHOULD LOWER FUTURE RIGHTS FEES

It could be tough going on future rights negotiations for the Olympics and other single sports events which, like the perennial sports deals, are adjusting to changes in the marketplace.

Industry observers are predicting significant losses on the 1992 Olympics, which cost the networks almost \$650 million in rights fees (CBS paid \$243 million for rights to the Albertville winter games; NBC paid \$401 million for the Barcelona summer games). While CBS has already picked up rights to the 1994 winter Olympics for \$300 million, the prices of other future rights remain a question mark.

"The single events, like the Olympics, are going to feel the pressure in a very considerable way," said Kevin O'Malley, senior vice president, TBS Sports. "I don't think you'll see all of the networks in lock step pursuing a property like the Olympics in the way they have done before."

Despite months of trying, organizers of the 1994 World Cup at press time had still not been able to come up with a U.S. TV network. They had hoped to lock up a deal last summer for the games, which, ironically, will be held in the U.S. in 1994. Now World Cup organizers are reportedly looking toward a possible network time buy.

A time buy might also be in the works for organizers of the next Pan American Games. ABC Sports, which carried the quadrennial competition in August, is said to no longer be showing interest in the games. As with many sports events today, said agency executives, the Pan Am Games were not a particularly easy sell for the network (see story).

—RB

Raycom has that someone else doesn't have," questioned one network executive. "Raycom at some point will get hit with the same kind of rights problem that we have. Until something is changed in the marketplace, the leagues are going to continue to try to hold up broadcasters for big rights increases."

Nevertheless, time buys are becoming increasingly prevalent. Another syndicator, New York-based Trans World International, two weeks ago signed a deal with CBS Sports to pay the network about \$300,000 for two hours of airtime to telecast the National Invitational Dog Championships. TWI annually buys at least 25 broadcast network hours and 25 cable network hours for various sporting events.

Outside the major contracts, NBC Sports over the past year has aired a number of time buys, including everything from auto racing to bowling. In the past, said Schanzer, NBC would have paid rights fees on a number of those events.

ABC executives are said to no longer be interested in paying for TV rights to the Pan American Games, the quadrennial competition which aired on the network in August. Last summer's Pan Am Games from Cuba were not a particularly easy sell for the network and cable rightsholder Turner Broadcasting, said one TV sports executive, adding that it is conceivable that the Games could pay ABC to air the next competition.

"There's a big retrenchment in sports on television and what they will pay on rights fees," said Monica de Hellerman, executive director of the International Sport Summit. "More and more television broadcasters are saying they're not interested in taking the risk. In the last year, with the recession and sponsors being very selective, a lot of the networks have said let's do this, but let's see how we can hedge our downside risk."

Sports franchises outside of the majors tend to be experiencing fewer problems than the larger sports, explained one TV sports executive. "They've got their rights costs and their production costs and their player salary costs reasonably well under control," he said.

Some of the smaller sports events offer appealing opportunities for specialty advertisers, according to Matt George of Grey Advertising, who said

that he has known suntan lotion companies willing to pay top dollars to advertise on volleyball tournaments on ESPN.

Whether the events are big or small, the TV sports landscape is changing. If you want to know what will happen to rights fees in the future, say network executives, just take a look at what happened in 1991.

"I'm very optimistic about the future of sports on television, because I think our partners, the leagues, understand the basic economic realities of what has occurred over the past several years," said Schanzer. "The network television business has learned there's no need to have a product that loses \$100 million a year. It doesn't fill any purpose. It's not worth it." ■

ECONOMY, AD BAN THREATS DEPRESS SPORTS

Excess inventory also makes it tough for broadcasters and cable to make a profit

By Joe Flint

Even if the networks get tough during the next round of sports rights negotiations, it won't affect the overcrowded sports advertising market. The fact remains that there is a glut of sports inventory that will likely continue to keep unit rates low, making it hard for broadcasters and cablecasters to turn a decent profit on sports no matter what the rights fees.

There are also other factors out of the industry's control that may severely depress the sports market. One factor is beer advertising. The movement to ban beer and wine advertising on television is again picking up speed. Surgeon General Antonia Novello has attacked the beer industry's advertising tactics in recent weeks and that may, in turn, give a boost to members of Congress who would like to see regulations passed banning all alcohol ads. Beer manufacturers have been the backbone of sports programming and their loss would leave a gap unlikely to be filled.

"There is a fear on the part of the networks that they are going to be legislated out of certain categories of advertising that are mainstays on sports and certainly the beer advertisers are very concerned about this," said Aaron Cohen, senior vice president, director, broadcast programming, N W Ayer. Jerry Dominus, senior vice president, director, network negotiations, J. Walter Thomson, said, along with Cohen, that he thinks it is a real possibility that beer ads may be

banned.

Even if beer advertising is not restricted, beer manufacturers may take a low profile until the latest controversy blows over. And should beer advertising not be regulated, the beer wars are still pretty much a thing of the past. Even though Anheuser-Busch recently pulled money out of promotion and put it back into television, no one is anticipating huge expenditures by brewers.

While any ban is a few years away, the current problems with the sports market may not be cured by any economic turnaround. Said Cohen: "Even if things were great, prices would still be cheap and the pressure would be there for those people with sports to move their inventory. There is no reason why an advertiser has to go racing to the market."

The other major sports advertiser is the auto industry, which has been stung by the recession. Auto manufacturers have also been shifting budgets away from media and into dealer promotions.

At a recent panel by the International Radio and Television Society, media buyers debated network sports strategies. Much of the talk focused on CBS's Major League Baseball contract and whether it was worth it for one network to control a sport. Robert Silberberg, vice president, Backer Spielvogel Bates, and a former CBS and ABC advertising executive, said he thought it was too much for one network to have both the playoffs and the World Series. Dominus, also a for-



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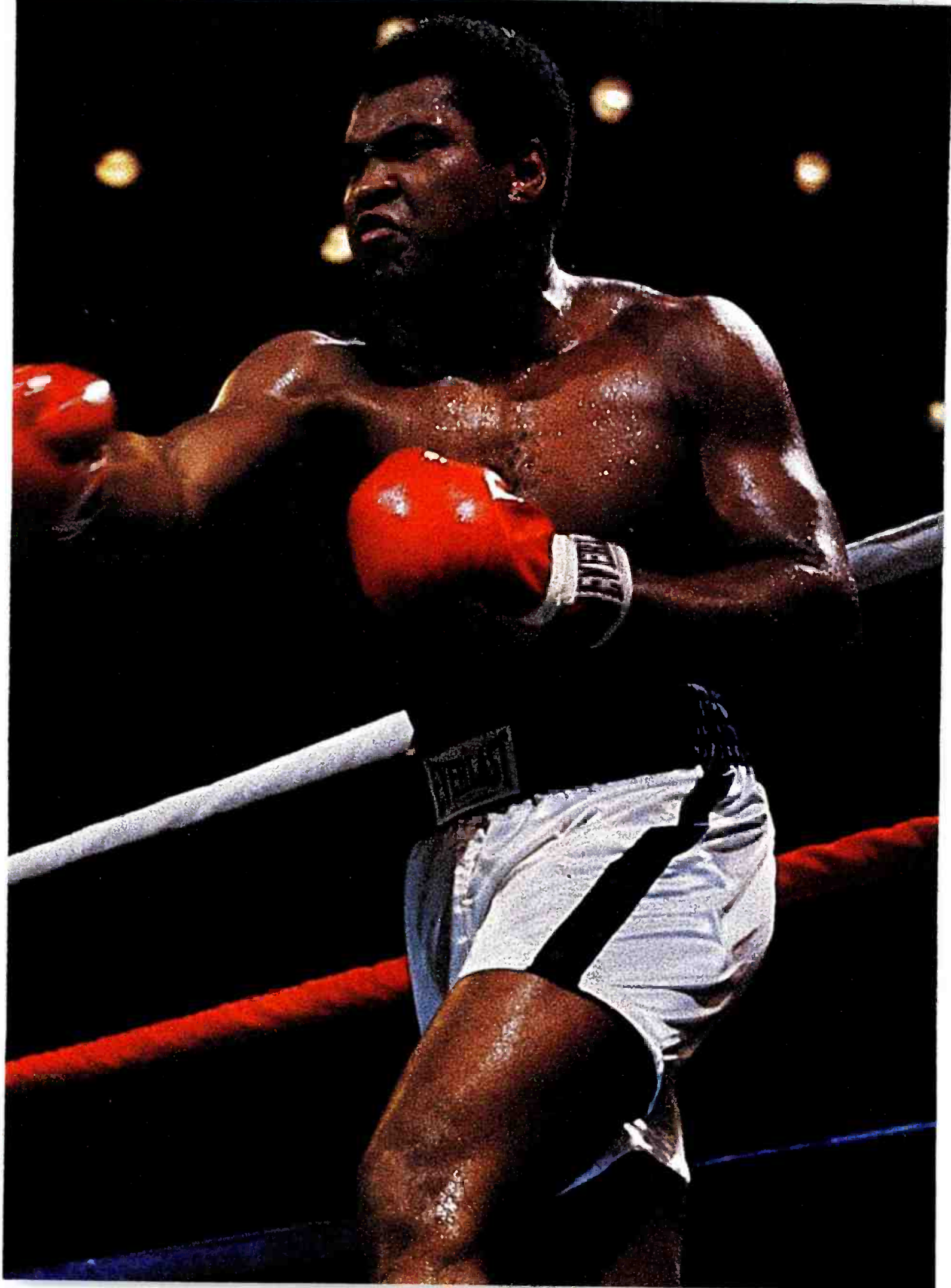
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GE American Communications

mer CBS executive, disagreed, pointing out that CBS enjoyed "great success" with the NCAA basketball championship because it was not a split property. "We wanted to corner the market," he recalled. The problem with baseball, Dominus speculated, had to do with errors CBS made about what the other networks achieved with the sport. "They were cooking their books to make sports look good," he said. Broadcasting more regular season games is not the answer for CBS's baseball shortfall, the panelists said. Only more post-season games could possibly help the network make a turnaround on its contract.

Dominus wondered whether Raycom, the sports syndicator with an agreement with ABC to pay the network \$1.5 million in return for distribution rights for some 20 college bas-

"There is a fear on the part of the networks that they are going to be legislated out of certain categories of advertising that are mainstays on sports."

N W Ayer's Aaron Cohen

ketball games, might not look for advertiser backing before signing its next contract and whether the networks might do likewise. "My prediction is that the next time Raycom does that, they will come and before they spend their rights they will visit advertisers and say: 'We're prepared to as-

sume this risk, will you cover and pay at this rate?' " Dominus said in the past advertisers have said "let us go buy the rights" at a reasonable price. "I wonder if the networks, having been sufficiently burned, will be receptive to that because the downside these days for a network is so much greater than the upside."

While there has been much talk of how the growth of pay-per-view will affect viewers, less is said about what it will do to sports advertising. While there is some optimism about the concept of professional leagues charging subscribers on a per-event basis, doubts remain over whether it can be pulled off with events like NBC's pay-per-view Olympic triplecast. Said Dominus: "I have a philosophy about the pay-per-view Olympics. I think NBC paid their \$401 million and then looked around and said: 'How can we cover this?' I'm incensed and my clients feel the same way—that NBC will be offering a pay option to probably the most affluent consumers and the most avid viewers of the Olympics opposite that which they are asking my clients to sponsor at exorbitant prices. It's called eating with both hands and it is not right."

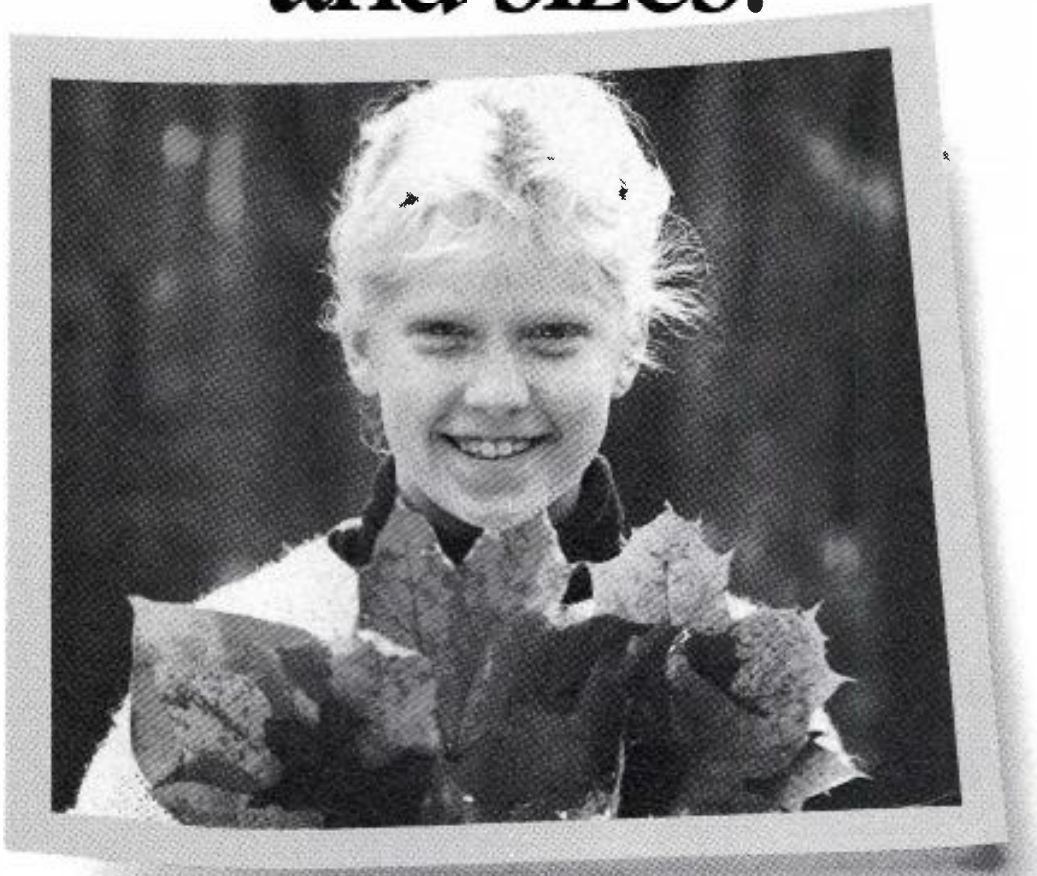
However, when it comes to other sports, some media buyers are optimistic that pay per view will work. Backer's Silberberg suggested that when the time comes that all NFL games are available on PPV, audiences will have a choice of rates depending on whether they want to view games with or without commercials.

While many sports rightsholders may look at what happened to the National Hockey League this year when, after long negotiations, the NHL signed a one-year, \$5.5 million contract with SportsChannel America that represented about one-third of what the cable network previously spent for the NHL and smile, they may also want to remember what happened the last time sports rights were flat. After signing agreements with the big three for the National Football League that did not have substantial increases, then NFL Commissioner Pete Rozelle added cable to the pool and created more competition and cut into the advertising pie. In two years it may be pay-per-view's turn to further fragment the sports advertising marketplace. That's assuming that major sports advertisers have not been regulated out of the market already. ■

MAJOR SPORT RIGHTS FEES PAID IN 1991

Sport	Est.'91 Ave. Rts. Fee	Outlet
BASEBALL		
Major League Baseball	\$250,000,000	CBS
	\$100,000,000	ESPN
	\$250,000,000	Local radio, TV, cable
	\$12,500,000	CBS Radio
FOOTBALL		
National Football League	\$265,000,000	CBS
	\$225,000,000	ABC
	\$188,000,000	NBC
	\$111,000,000	ESPN
	\$111,000,000	TNT
	\$40,000,000	Local radio
NCAA—CFA	\$35,000,000	ABC
	\$25,000,000	ESPN
NCAA—BIG 10, PAC 10	\$17,000,000	ABC
NCAA—NOTRE DAME	\$7,000,000	NBC
WIAF	\$12,000,000	ABC
	\$4,500,000	USA
SEC	\$4,000,000	WTBS
BASKETBALL		
NBA	\$150,000,000	NBC
	\$104,000,000	Local radio, TV, cable
	\$68,750,000	TNT
NCAA Tournament	\$143,000,000	CBS
BIG 10	\$4,700,000	CBS
OTHER		
US Open	\$17,000,000	CBS
	\$9,000,000	USA
NHL	\$5,500,000	Sportschannel America
PGA CHMPSPH	4,750,000	CBS

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Broadcasting Radio

RADIO EXECUTIVES OPEN TO CONDOM SPOTS

Growing health concerns, recent developments have caused radio operators to review commercial policies; many broadcasters would run "safe sex" spots

By Reed E. Bunzel

With the announcement last week that Fox Broadcasting had decided it would accept paid condom advertising (BROADCASTING, Nov. 18), radio networks, spot reps and broadcasters also have begun to reexamine their policies re-

garding contraceptive commercials.

Both CBS Radio Networks and ABC Radio Networks are covered by "umbrella" corporate policies that currently prohibit any contraceptive advertising, but each company is reviewing those policies. Ann Morfogen, vice president/media relations at CBS, told BROADCASTING: "We do

not accept contraceptive advertising, but this policy is part of a general conversation we are having with our advertisers and our affiliates." She declined to speculate on if and when a decision on the condom issue might be made, or what the resolution of the policy review might be. A spokesman for CapCities/ABC similarly said discussions are being conducted regarding ABC's policy on condom advertising, but said any speculation about a change in policy would be "premature."

Westwood One Radio Networks, which operates NBC Radio Networks and the Mutual Broadcasting System, has accepted condom commercials since 1989 and, according to President Bill Battison, was the first radio network to do so. He said Westwood One requires ad agencies to submit a number of sample spots, from which the network makes a subjective evaluation based on copy content and good taste. "Some manufacturers try to use very heavy scare tactics, some of which we keep off the air if we feel it's not in keeping with the context of the programming or the stations we deal with," he said. "Typically, the agencies are very cooperative and understand that we don't want to air commercials that are too heavy. We want to focus on the positive benefits, not the negatives."

Battison said condom spots, which have aired on all Westwood One networks, are placed on the various networks depending on the demographic target designated by the agency. Affiliate criticism has been minimal, largely because stations are not obligated to air the spots, a fact that is explained up front to condom manufacturers and ad agencies. "We do our best to get the spots cleared, but we don't force stations to carry them," Battison said.



At the announcement of the Radio Creative Fund (from left): Alan "Barz" Barzman of Bert, Barz & Co.; Ralph Guild, Interep Radio Store; Joy Golden, Joy Radio; Bert Berdis, Bert, Barz & Co., and Jim Thompson, Group W Radio.

NEW AWARDS PROMOTE RADIO AD EXCELLENCE

The Radio Creative Fund, founded by Group W Radio and including The Radio Advertising Bureau, Radio Network Association and radio station groups, announced last week the establishment of the Mercury awards competition designed to promote creative excellence in radio advertising.

The Mercury awards, named for Orson Welles's *Mercury Theater*, will be, according to the Radio Creative Fund, the largest awards program with total prize money of \$200,000. The first prize of \$100,000 will be paid to the advertising team that produces the best radio spot of the year.

The awards are the result of a survey of 70 advertising agency creative directors nationwide who were asked whether the establishment of such an award would help promote radio as a medium.

Winners will be selected from 20 finalists. The awards program will begin Dec. 1 and the deadline for entries is Jan. 27, 1992. The first Mercury Awards will be presented May 11, 1992, in New York. —JF

Unistar Radio Networks has resisted condom advertising in the past, but company Chairman/CEO Nick Verbitsky said: "If and when the time comes for us to evaluate condom advertising, we will consider it." He said any condom commercial would have to be in good taste, and must stress safe sex and prevention of disease. "Obviously we would want to make sure the majority of our affiliates would clear [the spots]," he said. "The times have changed in the last five years, and there's a different awareness of AIDS today"—especially in the wake of Earvin (Magic) Johnson's announcement that he has tested positive for the HIV virus.

Condom advertising also would be acceptable on the newly combined Sheridan Broadcasting Networks and National Black Networks, Sheridan President Jay Williams said. "We had conversations three or four years ago with condom manufacturers when we became involved with [AIDS] public service efforts in conjunction with the Centers for Disease Control in Atlanta," Williams recalled. "At that time, we advised them and their agencies that, if the copy was health-related, we would accept it because AIDS is a tremendous problem that exists in the country, particularly within the black community." Williams said that in the last few weeks, several agencies have approached the networks, inquiries which Sheridan account executives are pursuing.

Williams said commercial content remains a sensitive issue, particularly for Sheridan, which has a number of affiliates that program gospel, inspirational or contemporary Christian formats. "We would be sensitive to copy that moved outside the health-related issue area," he explained. "We certainly are aware of the sensitivities of each of these formats and, while, so far, we haven't noticed any resistance, we're trying to remain very close to the issue."

The industry's major spot reps have yet to field inquiries from condom manufacturers, but executives generally feel most radio stations would be receptive to such commercials if the copy promoted safe sex. Jeff Dashev, executive vice president/regional executive, Interop Radio Store, said he would expect only slight resistance from certain stations that might object on political and/or religious grounds, but on the whole, most stations proba-

bly would accept condom spots, "depending on the copy and creativity." Thus far, however, Interop had not been approached by condom manufac-

"We have no ban on condom advertising. Our only caveats are that [they] have to be tasteful and that they promote safe sex rather than sex."

**Steve Berger, president
Nationwide Communications**

turers or their agencies, "at least not in Los Angeles," Dashev said.

Ken Swetz, president of Katz Radio Group in New York, also said his company has not been approached, and agreed resistance would be spotty. Swetz told BROADCASTING he tried to sell condom spots in 1969, "but no one would touch them" at that time. Times have changed, and stations that

have objections to airing condom spots would reserve the right to reject specific copy, just as they do with any commercial they might consider objectionable, he said.

How would condom commercials play across America? The issue is largely one of market-by-market sensitivities and tastes, according to Steve Berger, president of Nationwide Communications, which operates 15 radio and four TV stations. "We have never believed that we in Columbus can dictate the wants and needs of any community other than Columbus," Berger said. Some five years ago, Nationwide received some "litmus test" inquiries regarding corporate policy on condom advertising, but spot buys failed to materialize at that time. Since then, some Nationwide stations have aired condom commercials, always at the discretion of local station management, Berger said.

"We have no ban on condom advertising," Berger continued. "Our only caveats are that [they] have to be tasteful and have to promote safe sex rather than sex. But as long as commercials are done in a tasteful manner

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and deal with the prevention of disease and don't promote promiscuity, we have no problem."

Group W Radio President Jim Thompson said "there's no way people can continue to keep their heads in the sand" about AIDS and the growing issue of condom advertising. Thompson said Group W currently runs public service announcements promoting the use of condoms for safe sex; he said the company will review the situation of paid commercials on a market-by-market basis. "Increasingly, this is becoming an important issue, and our policy is that we want to serve the public. We're not in business to get rich on condom advertising, but it is something we're going to continue to review," he said.

Cox Broadcasting Executive Vice President/Radio Mike Faherty said his company has no objection to running

condom commercials, but would leave the decision up to individual general managers. Faherty said he personally would accept condom spots "for obvious health reasons" and said that at least one Cox station was approached

"Years ago, people were just as horrified about running spots for Preparation H. This is the same sort of situation."

**Richard Buckley, president,
Buckley Broadcasting**

last week for a spot buy. The general manager of that station said he probably would accept them, Faherty said.

Richard Buckley, president of

Buckley Broadcasting and board chairman of the Radio Advertising Bureau, said he has no objections to condom advertising, although the demographics and formats of most of his stations probably would preclude them from running condom spots. "Our stations aren't very teen-oriented, and teens primarily are the target audience for these commercials," he said. "But if these spots are going to save lives, it's worth it." Buckley said the growing acceptance of condom commercials indicates a maturation of the industry and audience. "Years ago, people were just as horrified about running spots for Preparation H," he recalled. "This is the same sort of situation. Obviously, we have a major health problem today; and if we can get youngsters and everyone else to practice safe sex, it makes all the sense in the world." ■

BOSLEY INTRODUCES NEW 'PD PROFILE'

Customized profiles use Arbitron data to track key and secondary listeners

By Reed E. Bunzel

Former Arbitron sales and marketing executive Rhody Bosley, president of Baltimore-based Bosley Associates, announced the release of *PD Profile*, a new radio ratings analysis system that examines specific diary listener habits and traits.

PD Profile is a 27-report document that uses raw and processed Arbitron ratings data to help programers better understand how key and secondary listeners use their radio stations. According to Bosley, the customized station profiles "take all the best reports available in Arbitron's Fingerprint, Programers' Pack, and AID, and puts them all in one place under one cover. We look at the health of the radio station based on the input from the diary keepers. We look at diary distribution, how many diaries a station received for specific days of the week, what days a station gets most mentions, how weekends compare against weekdays, whether a station recycles by listening location and how a station shapes up in terms of quarter-hour-by-quarter-hour flow."

According to Bosley, the local ratings analysis provided by *PD Profile* has become increasingly important as

the ratings book has become de-emphasized as a sales tool. "As the radio business becomes more local, stations have entered into a high-pitched marketing battle against each other," he explained. "In order to conduct the heavy marketing that this sort of battle

requires, programers need to measure how well they're doing against their marketing goals."

By looking at reports that micro-analyze listening habits, a PD can better understand those programming elements that work and those that don't,

VARIAN, RICHARDSON PAY ANTITRUST FINES

Varian Association Inc. of Palo Alto, Calif., and Richardson Electronics Ltd. of LaFox, Ill., accused of fixing prices on the carcasses for rebuildable power-grid tubes, will each pay \$2 million in fines and compensation to settle criminal and civil antitrust charges.

The tubes are an essential component for all broadcast radio transmitters and other radio frequency devices.

The government's suit claimed Richardson attempted to control the market for specialized socket-interchangeable tubes that were produced only by Varian and Amperex Electronic Corp. prior to Richardson's acquisition of some of Amperex's assets in August 1988.

After a two-and-a-half-year Justice Department investigation, Richardson pleaded guilty in U.S. District Court in Northern Illinois to one violation of Section 1 of the Sherman Act and agreed to pay a \$500,000 fine. Varian, which was officially an uncharged co-conspirator after the investigation, also agreed to plead guilty and pay the same fine.

Under a separate consent agreement, the two companies also agreed to pay \$1.5 million each to the government in compensation for overpayments on power-grid tube carcasses by various federal agencies. Richardson will also have to seek Justice Department approval before acquiring a company in the business of manufacturing, rebuilding or distributing power-grid tubes. VASCO, a Richardson-Varian joint venture, was dissolved under the consent agreement.

-RMS

Bosley said. To do this, *PD Profile* expands on information introduced by Arbitron in its Fingerprint report, which was developed in 1988 to examine radio on the basis of brand preference. "Our system provides information on radio stations' preference levels, based on amount of listening, so programmers can know where their listening is coming from." *PD Profile* specifically analyzes such data as exact age of listeners, strategic zip codes, monthly listening trends, diary distribution by county, week, month, day, age, sex, race and ethnicity, and provides a comparison of weighted and unweighted diary information, Bosley said.

PD Profile was developed by Julie Heath and Marc Greenspan of Arlington, Va.-based Breakthrough Marketing. It is available for analysis of past Arbitron surveys, and will be available for similar analysis of the ongoing fall 1991 book. The finished report is culled from information provided on the station mechanical supplied by Arbitron, so stations wishing to use *PD Profile* must also subscribe to that ratings service. ■

RIDING GAIN

HIGH SCHOOL COMPETITION

Finger Lakes Productions, producers of the daily 60-second environmental radio feature *The Environminute*, has launched a national program for high school students interested in broadcast journalism. The Environminute Course and Competition is an educational initiative and outgrowth of *The Environminute*, and is sponsored by Eastman Kodak Co. The course and competition are available at no cost to any high school with a broadcast or closed-circuit radio station.

Entries will be judged by a panel of broadcast journalists, communications professionals and environmental specialists.

CANCER UPDATES

Washington-based North American Network will produce and distribute the American Cancer Society's

weekly radio reports starting Dec. 2. The 60-second reports, with actualities, will cover the latest news on the cancer front. They will change every Monday and can be accessed by calling 202-387-NEWS.

TALKNET MARKS 10TH YEAR

This month NBC Radio's Talknet celebrates its 10th anniversary of nightly call-in broadcasts. The talk radio network debuted in November 1981 on some 20 stations.

Heading into his 11th year, original host Bruce Williams is joined on Talknet by hosts Myrna Lamb, a "common sense" counselor whose topics range from family life to travel tips; Lee Marabal, who offers advice on how listeners can take personal and professional control of their lives, and Dr. Harvey Ruben, who invites listeners to share their medical and psychiatric problems with the rest of the audience.

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Business

MOST TV PAY LAGS INFLATION, STUDY FINDS

Annual survey of salaries and fringe benefits says news directors and anchors fare best

By Randy Sukow

Salaries for most TV station employees are not increasing at the rate of inflation, according to the 1991 *Television Employee Compensation and Fringe Benefits Report*, released last week by the National Association of Broadcasters and the Broadcast Cable Financial Management Association.

Only news director salaries (up 13.7%) and anchor salaries (up 23.9%) kept pace with or topped the combined 1989-1990 inflation rate of 10.7%. Base salary increases for general managers (9.7%), program directors (6.3%) and chief engineers (8.1%) lagged behind.

The 42-page report allows commer-

cial TV station managers to gauge their salary, benefit and bonus expenditures with the national averages, broken down according to ADI ranking, 1990 revenues and status as either an affiliated or independent station.

About 51% of 1,079 stations surveyed responded to NAB-BCFMA questionnaires asking each station for a list of base salaries, starting annual salaries, bonuses, fringe benefits and the number of full-time employees.

The national average paid vacation time is two weeks for employees with under five years service with a station and three weeks for five to 15 years. Employees are granted an average of eight paid holidays and nine days of paid sick leave. Most stations (59%) do not allow accumulated sick leave. ■

NATIONAL AVERAGE COMPENSATION

Department heads

General manager	\$133,930
Assistant general manager/ Station manager	\$76,488
General sales manager	\$91,848
Operations manager	\$46,605
Program director	\$45,737
Director of engineering/Chief engineer	\$49,200
News director	\$60,501
Marketing director	\$56,464
Promotion/Publicity director	\$36,488
Production manager	\$34,919
Business manager/Controller	\$46,534
Traffic manager/Supervisor	\$27,782
Community/Public affairs director	\$33,329
Art director	\$31,726
Research director	\$39,767
Human Resources director	\$38,768

Support staff

National sales manager	\$74,431
Local sales manager	\$70,487
Account executive	\$44,565
Operator technician	\$22,136
Maintenance technician	\$28,280
Technical director	\$24,705
Floor director	\$22,594
Film/Tape editor	\$22,379
Film director	\$24,310
News anchor	\$64,763
News producer	\$26,169
News reporter	\$29,035
News photographer	\$22,637
Sportscaster	\$46,066
Weathercaster	\$48,158
Assignment editor	\$27,109
Production assistant	\$17,734
Producer/Director	\$26,410
Staff artist	\$23,539
Traffic/Computer operator	\$17,457

DEADLINE NEARS ON REVISING CREDIT CRITERIA

The regulatory criteria that some executives think hinder loans to TV stations and cable systems are still being worked on. And some federal banking authorities last week said they will not make the Dec. 1 target for revising—presumably easing—the “highly leveraged transaction” (HLT) definition. Their new target, it was suggested, is now the end of the year.

Seeking to correct the impression of a delay, the Federal Deposit Insurance Corp. Director of Supervision, John Stone, sent a letter last week to NAB President Eddie Fritts: “I can assure you that staff at each of the three bank regulatory agencies...continues to work together in order to reach an interagency agreement on changes to the HLT definition by Dec. 1.”

Broadcasters and cable operators submitted more than three-quarters of all recent comments received by federal banking regulators. Despite such disproportionate lobbying, one regulator told BROADCASTING the media industry will not receive a “carve out” exclusion from the rules; rather, the industry may benefit from whatever new rules are adopted for everyone.

The HLT criteria essentially seek to categorize the risk to banks of loans made for “buyout, acquisition or recapitalization” (BROADCASTING, June 4, 1990), and when such loans can be delisted from HLT status. There is no limit on the proportion of a bank’s portfolio that may comprise HLT’s but the HLT designation affects the image of the bank, and thereby, it is said, its willingness to make such loans.

—CF

LAZARD FUND HITS \$170 MILLION

Lazard Freres last week was on the verge of a first closing on a fund dedicated to making equity investments in media companies. Providence Media Partners LP, which reached \$170 million in commitments, will be managed by Gregory Barber and Jonathan Nelson, who previously managed media investments for Narragansett Capital. Lazard General Partner Steven Rattner said since the fund was first announced the perception of the attractiveness of the broadcasting industry has changed.

JEROME LEAVING NBC

Al Jerome, one of the last senior executives at NBC remaining from its pre-GE period, said last week he was leaving to become president of Spectradyne Inc. The announcement set off speculation about whether the company would seek Jerome's replacement as president of the owned-TV stations division from within NBC or go outside the company. Richardson, Tex.-based Spectradyne is the largest provider of pay-per-view and free cable TV service to the lodging industry, serving more than 750,000 hotel rooms in the United States and Canada.

A 17-year veteran of NBC, Jerome said he was approached by a search firm about the Spectradyne job four weeks ago and had an interview with Marvin Davis and his son, John, who control a majority of SPI Holding, Spectradyne's parent company.

He told BROADCASTING that he liked Spectradyne's "growth opportunities" and new challenges. Among the latter are expanding the customer bases beyond hotels, possibly to include hospitals, colleges and apartment buildings. Spectradyne is also on the verge of providing hotel guests with a channel offering 200 different feature-viewing options. He said he did not know if he would be negotiating with NBC to provide pay-per-view coverage of the Olympics. —CF

Advertising Marketing

TVB WANTS TO MOVE FORWARD

By Joe Flint

Jim Joyella is tired of having to look over his shoulder. The Television Bureau of Advertising President has spent the last several months behind his desk trying unsuccessfully to fight mass membership defections. Now, with a restructuring in the works that will reduce the trade association's expenses and overhead, Joyella is hoping to hit the road and start pitching the value of spot and local television to major advertisers and agencies. The question facing him



TVB's Joyella: "I'm supposed to be out selling TV—not in here selling stations."

and the association is whether the membership will react positively to the restructuring or whether more dropouts will force TVB to consider what—if any—long-term options it has left.

Before Joyella can talk to advertisers and agencies, he has one more road show with stations. Joyella wants commitments from stations and groups that are currently members that they will not drop out. "We are responding to what the industry is directing us to do," Joyella said, referring to a survey that the association sent out last spring asking both members and non-members what they wanted from TVB. Now, he hopes the industry will keep its word.

The impact of eliminating local services may be lessened by outside sales and marketing consulting services,

such as Leigh Stowell and Marshall Marketing, who provide research and information that TVB does not have the manpower to provide. "Most stations did not use the TVB for their training services," said Gary Chapman, president, LIN Broadcasting. Peter Desnoes, managing general partner, Burnham Broadcasting, agreed the association can survive without station services, as did Michael Finkelstein, chief executive officer, Renaissance Communications.

Still, some, particularly in smaller mark may not be happy with the decision to do away with much of the association's membership services. Paul Brissette, president of the TV division of Adams Communications, questioned what the return of a TVB membership would be for his stations.

Harry Pappas, TVB board member and president of Pappas Telecasting, also had hoped to keep some of the association's services intact. But Pappas does not anticipate a membership fallout.

That is what Joyella is counting on. The association hopes to have an ad campaign aimed to advertisers in the weeks after the new year. Said Joyella: "Everyone is concerned about accountability. There will be no problem with accountability for TVB in 1992. We will be so visible, noisy and assertive that you will have to be out of the business entirely not to be aware of what TVB is up to. We will live or die by the judgments that get made after that period of time."

In the meantime, Joyella is also working on a plan to restructure dues. Now, he said, the 350 member stations are paying for the rest of the industry. The association hopes to offer a membership plan that encourages groups to enlist all their stations and that will allow rates to be lowered for everyone across the board.

Once all that is done, Joyella is hoping that, for once, he can concentrate on the future instead of worrying about the past: "I'm supposed to be out there selling television—not in here selling stations." ■

Local TV Sales: Making Money on Main Street



By Joe Flint

Third of a four-part series

While cable and syndication have made dents in network television as well as the national spot market, when it comes to local stations, the newspaper is still the number-one competition for advertising dollars. And even with the well-publicized decline in readership of newspapers, it is a battle that many broadcasters feel the press is still winning.

Where they are winning is with the major, well-established retailers that have always relied on newspapers and still are wary of advertising on the junior medium. "It is a situation we all face: the retailers and the department stores still look to the newspapers as a major portion of the retail budget," said Cliff Fisher, general sales manager, WKBW(TV) Buffalo, N.Y. The competition is especially difficult, he said, in a one-newspaper town. "There is a lock on the print outlet," he said. Indeed, many broadcasters describe their competitors in print as the "monopoly."

"It is real hard to go after them on our own," said Dana Fitzgerald, vice president, general sales manager, WJZ-TV Baltimore, adding that "right or wrong, a lot of retail people still want a tear sheet in their hands. A lot of retail owners were not born in the TV generation. They still think of the newspaper as the major source."

Mike Kelly, general sales manager, WNUV-TV Baltimore, agreed. "We are

working against 100 years. TV still has not come up with an effective way to compete."

And if some things don't change, TV may never be able to stand with print on a level playing field. One reason for that is supermarkets.

Most supermarkets, broadcasters in various markets said, make money on print advertising that they would not get on television. Stores, according to broadcasters, often buy ad space in print at a local rate, then charge all the vendors that appear in that ad the national rate, which is sometimes as much as 10 times the local rate. Said one broadcaster: "It is a revenue source for supermarkets. The vendors are aware of it; it's no secret." Added another broadcaster: "It is a profit center and if I am a businessman, what is my motivation to lose that profit center? We need to find an easy way to get co-op dollars approved."

While there may be some markets that will remain cornered by print, television, advertisers and station executives said, could make a bigger dent by improving its selling methods. Said Kelly: "Retailers may not care about households reached. Newspapers talk to them in their language and retailers have grown up being accustomed to newspapers helping them, not TV sales people coming in and saying how great their station is."

John Friend, general sales manager, WUHF-TV Buffalo, N.Y., agreed television sales pitches need to change. Said Friend: "Most of the great sales operations in the country have a very scripted, constructed systematic approach to selling. IBM has that. They

send people to school and drill sales people until they can counter objections. In television, we don't do that, as a rule, and I think our business is a result of that. It is no longer a seller's market. There are more spots than there are people who want to buy them. We have to stop selling our audience and start selling our power."

Some station executives, while not giving up on the big and established retail outlets, have found success going after newer players that are not as entrenched in print. Brian Holmes, vice president and general sales manager, KOIN(TV) Portland, Ore., said the "most immediate impact we can have in this town is with smaller and medium-size advertisers. We have had less success with the major players because there is still a great deal of tradition with the newspapers."

But what do the advertisers want to hear from their respective media? Dave Henry, vice president, advertising, Price Chopper Supermarkets, said: "It is discouraging to hear that newspaper readership is going down from the electronic media and newspapers saying network viewership is down. Don't talk down to me. I can read circulation numbers and a Nielsen or Arbitron report. Don't tell me the obvious; tell me how to stop the bleeding."

Henry's views were echoed by other advertisers and media buyers who emphasized the need for partnerships. Said one advertiser: "Over the long haul, advertisers will work and respond best to people with the ability to work instead of pointing out negatives."

Of course, over the long haul, there may be dramatic changes. When asked, most broadcasters still thought that five years from now, newspapers would remain the number-one competition.

However, everyone is also anticipating what will happen when the seven regional Bell operating companies enter into the information services businesses. While it is at first a more immediate threat to newspapers, it will also impact local television's ability to chase retail dollars. Said Price Chopper's Henry: "Ad managers right now are reluctant to use database and electronic marketing [but down the road] television and newspapers, which probably get the lion's share of the business, are probably most at risk. This stuff is not that far away." ■

Changing Hands

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

WTVQ-TV Lexington, Ky. □ Sold by Shamrock Broadcasting Inc. to Park Communications for \$11 million ("Closed Circuit," Nov. 4). **Seller** is headed by Bill Clark and is owned by Roy E. Disney family; it also owns five AM's, nine FM's and two TV's. **Buyer** is headed by Roy H. Park, and also owns 10 AM's, nine FM's and seven TV's. WTVQ-TV is ABC affiliate on ch. 36 with 2,100 kw visual and 210 kw aural and antenna 1,029 feet above average terrain. **Broker: The Ted Hepburn Co.**

WBOS(FM) Brookline (Boston), Mass. □ Sold by Ackerley Communications to Granum Communications for undisclosed price, industry sources estimate price at \$9 million ("Closed Circuit," Nov. 11). **Seller** is headed by Barry Ackerley, and owns two AM's, four FM's and five TV's. **Buyer** is headed by Herb McCord, former manager of Greater Media Inc.; it owns KXMZ(AM)-KCDU(FM) Dallas, and recently purchased WMMO(FM) Orlando, Fla. ("Changing Hands, Sept. 16). WBOS has AOR format on 92.9 mhz with 8.8 kw and antenna 1,100 feet above average terrain.

KKCY(FM) Colusa, Calif. □ Sold by Monument Media Inc. to Phoenix Broadcasting Inc. for \$390,000. **Seller** is headed by Mark P. Guidotti, and has no other broadcast interests. **Buyer** is headed by Gary Katz (77%), and is also licensee of KCEZ(FM) Coming, Calif. KKCY has AC format on 96.5 mhz with 3 kw and antenna 39

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$69,000 □ 2

FM's □ \$9,395,001 □ 4

AM-FM's □ \$370,000 □ 2

TV's □ \$11,000,000 □ 1

Total □ \$20,834,001 □ 9

Year to Date:

AM's □ \$70,117,999 □ 240

FM's □ \$209,492,609 □ 257

AM-FM's □ \$301,673,574 □ 189

TV's □ \$1,053,854,400 □ 76

Total □ \$1,635,138,582 □ 762

For 1990 total see Jan. 7, 1991 BROADCASTING.

feet above average terrain.

WWSJ(AM)-WQON(FM) St. Johns-Grayling, Mich. □ Sold by Ditmer Broadcasting Co. Inc. to WSJ-WQON Inc. for \$320,000. **Seller** is headed by Robert D. Ditmer, who will retain 19.99% interest in licensee. **Buyer** is headed by D. Ray James (40.05%), and has no other broadcast interests. WWSJ has news-talk format on 1580 khz with 1 kw day. WQON has AC format on 100.1 mhz with 1.65 kw and antenna 389 feet above average terrain.



The \$10.5 million sale last April of WOOD-AM-FM Grand Rapids, Mich., from United Artists Broadcast Properties to Wood Radio Ltd., owned by general partners Primedia Inc. and Fleet Venture Partners, and backed by senior lender Greyhound Financial Corp., closed in Grand Rapids.

Pictured (l-r) are Robert M. Van Degna, general partner of Fleet Venture Partners; Bruce Holberg, president of Primedia Inc.; Glenn Serafin of Communications Equity Associates; Jim White, general manager of WOOD-AM-FM; Gary Howard, UA senior vice president, and Bill Futera, UA director of corporate development.

SOLD!

KWIZ-FM, Santa Ana, California from Liberman Broadcasting, Inc., Jose and Lenard Liberman, Principals to International Radio, Ltd., N. John Douglas, Principal for \$8,750,000.

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CABLE SEEKS CHANGES IN INTANGIBLE ASSETS BILL

With modifications, industry thinks H.R. 3035 would be beneficial; broadcasters are more wary, fear change in status of broadcast licenses

By Randy Sukow

The cable industry is expected to take an active interest in one of the more complicated questions on the 1992 legislative calendar: Should the tax code consider cable franchises and other government licenses (including FCC licenses) as depreciable assets?

House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) authored a bill (H.R. 3035) designed to simplify reporting of government licenses and other "intangible assets" (BROADCASTING, Aug. 5).

But the bill as it is now written could increase the cable industry's tax

burden, according to the National Cable Television Association. With minor adjustments, NCTA believes H.R. 3035 could instead provide significant tax relief.

While cable is expected to be out front on the intangible assets issue, broadcasters will likely keep it at arm's length. The National Association of Broadcasters has, so far, taken no position on H.R. 3035.

The revisions to the bill the cable industry seeks could potentially mean lower taxes for broadcasters, as well. But H.R. 3035 could also open them to other, more ominous developments later. Definition of broadcast licenses as depreciable assets could be used,

for example, as justification of fees or taxes on spectrum or for auctioning of renewable licenses or for future high-definition television or digital audio broadcasting spectrum.

The House is not likely to take further action on the bill during the 1991 session, which will probably end this Wednesday (Nov. 27). Some are looking for H.R. 3035 to be folded into a larger tax package. A pending tax-incentives package favored by the White House could be a likely vehicle.

"The present tax treatment of intangible assets has long been a source of controversy between taxpayers and the Internal Revenue Service," Rostenkowski said last July after introducing the bill. "H.R. 3035 would eliminate much of this controversy and reduce the need for costly appraisals by providing a more uniform, predictable set of rules for amortizing intangible assets."

Attorney John E. Chapoton fully endorsed Rostenkowski's goals in comments to the Ways and Means Committee prepared on NCTA's behalf last October. "One feature of H.R. 3035, however, seriously undermines the benefits of the bill," Chapoton said. "The bill excludes governmental licenses from the new 14-year amortization period for intangible assets if the license is of indefinite duration or is likely to be renewed in the future for an indefinite duration."

The 1984 Cable Act put in place new license renewal procedures for cable systems. It is generally believed that the IRS would interpret cable licenses under the Cable Act as "indefinite." NCTA argues that extending the 14-year amortization period to government licenses of all durations would more closely fit Rostenkowski's goal of simplification. ■

TRIBE FINDS FAULT WITH TELCO ENTRY BILLS

Congressional proposals to regulate the regional Bell operating companies' entry into information services, especially H.R. 3515 introduced by House Telecommunications Subcommittee Member Jim Cooper (D-Tenn.) and a draft of a bill authored by Subcommittee Chairman Edward Markey (D-Mass.), would violate the First Amendment if enacted, according to Harvard Law School Professor Laurence H. Tribe, a specialist on constitutional law.

The Cooper bill would replace the information-services restriction (lifted by District Court Judge Harold Greene's July 25 decision) for RBOC's not meeting a "bottleneck test" for adequate competition for local telephone service areas (BROADCASTING, Oct. 14). Both the Cooper and Markey proposals would require RBOC's to form separate information-services subsidiaries.

"If Congress blocks or burdens such Bell Co. speech activity merely because of concern that otherwise the companies may be tempted to shirk or abuse their common carrier transmission duties...then it will run straight into the First Amendment, which requires maximum latitude for speech by insisting that any dangers that speech might pose must be targeted narrowly and directly," Tribe said in a paper released last Wednesday (Nov. 20) in Washington.

Both the Cooper and Markey proposals also violate the constitution's separation of powers because they focus on the RBOC's rather than setting generic antitrust rules and "step across the line that separates making the laws from adjudicating and executing the laws," Tribe said.

-RMS

SILVER STAR CAN KEEP LICENSES, FCC RULES

Commission overturns review board, sees no misrepresentation in distress sale

By Patrick Sheridan

Silver Star Communications won't lose its licenses for WMJM(AM)-WFAV(FM) Cordele, Ga., after all. Despite a dissenting vote from Chairman Alfred Sikes, the FCC overturned a review board decision that called for revocation of the two licenses.

The commission action was prompted, in part, by Commissioner Andrew Barrett's letting other commissioners know that he would dissent to any action affirming the review board decision.

The FCC action has the effect of reinstating the original administrative law judge ruling, making Silver Star liable for \$20,000 in forfeitures. It also means, from a practical point of view, that Silver Star President John Robert E. Lee can move forward with plans to sell the stations and devote his full energies to the four other stations he controls. "It's been a long struggle. We felt all along that we had done things the proper way...but I can certainly see where I could have, maybe, done things a little better" to avoid the "perception" of wrongdoing, said Lee, a former president of the National Association of Black Owned Broadcasters.

Lee's problems began in 1984 when Silver Star bought the stations along with WJYZ(AM)-WJIZ(FM) Albany, Ga., through the FCC's distress sale policy from James S. and Ronald Rivers and Sara Howell. Following FCC approval of the sale, Silver Star hired the Rivers family to manage the stations. A subsequent FCC investigation determined that the Silver Star management agreement with the Rivers was tantamount to relinquishing control of the station, and the sale from Rivers to Silver Star was possibly conditioned on the latter "secretly agreeing to resell the stations to the Rivers."

Although the ALJ found that there was not clear and convincing evidence that Silver Star had misrepresented itself during the distress sale process, a \$20,000 forfeiture was levied. In reviewing that decision, the review board said that a clear and convincing standard of proof was not necessary,

and, in any case, such a standard was nevertheless met.

"It was a close case," said an adviser to Barrett. "No one's going to argue that it wasn't. But when it's a very close case, and this one involves taking a license away from a minority broadcaster, there really isn't any right answer. In close cases, the commission normally goes with the broadcaster. The ALJ, who was best able to delineate the facts because he had the people in front of him, didn't see misrepresentation or a smoking gun. Besides, when was the last time we've taken a license from someone?"

Sikes's office saw things differently. "The issue that [the proceeding]

"We felt all along that we had done things the proper way...but I can see where I could have done things a little better."

Silver Star's John Robert E. Lee

involved a black-owned station was raised, [but] the whole thrust of the matter was to determine if in fact this is a black-owned station," said one Sikes adviser. "You can make the argument that the administrative law judge view was entitled to more weight than the review board. He had the actual witnesses and, presumably, more of a basis for making a judgment."

"The review board had a different view of the facts, possibly motivated by the personalities involved, than the administrative law judge. Mr. Sikes, and others, tended to agree with the review board. Other [commissioners] looked at the facts and didn't agree. This is an adjudicatory case driven by facts, and there's not a whole lot of policy involved. It's a legitimate disagreement among people on what weight to attach to the evidence....The commissioners have learned to disagree without being disagreeable," said the Sikes adviser.

Another factor weighed heavily in

Silver Star's favor: both the National Association of Black Owned Broadcasters and the National Black Media Coalition lobbied heavily at the FCC to overturn the review board decision. "Those efforts," said Barrett's aide, "helped the others realize Lee wasn't a fast-buck artist. He's a legit broadcaster who made some mistakes. He's not here abusing the process."

Pluria Marshall, NBMC chairman, said, "The review board decision was racist [and] an overreaction to the process....The ALJ did a good job. He did an on-site investigation. The review board was way off track. It doesn't surprise me that justice prevailed."

The commission action renders moot Silver Star's distress-sale application to sell the Cordele stations for \$350,000 to Radio Cordele, although Lee still plans on selling the stations.

Silver Star is also licensee of WKCN(AM) Dorchester Terrace-Brentwood and WDXZ(FM) Mt. Pleasant, both South Carolina.

In other FCC news, the commission reversed a review board decision involving a new FM at Fresno, Calif., and upheld a decision involving a new FM in Trussville, Ala. In the Fresno case, the FCC granted John Edward Ostlund's application while denying competing applications from Laura H. Norman, Fresno FM Ltd. and Valley Radio Ltd. The review board had granted the application to Norman because she had a "decisive integration preference" over Ostlund and the others. The FCC said, however, that Ostlund was entitled to 100% local residency and full-time integration credit in addition to prior broadcast experience credit, and thus was the preferred applicant. Fresno FM was denied integration credit by the review board, while Valley sought only 15% credit.

In the Trussville proceeding, the FCC upheld the dismissal of Lawson Communication Inc.'s application, citing Lawson's failure to adhere to commission rules. During pre-trial discovery, Lawson prevented competing applicants from determining if Sonrise Management Service, which was under FCC investigation, had interest in Lawson. ■

NEGATIVE POLITICAL ADS WILL BE BACK IN '92

By Randy Sukow

Negative political TV advertising will be back again for the 1992 presidential campaign and it will be as prominent as it was in 1988, two veteran strategists of past national campaigns said last week.

"There is no question that negative advertising is here to stay," Robert Squier, partner of the lobbying firm of Squier & Eskew Communications and a strategist in Democratic presidential campaigns since 1964, said during a Washington conference sponsored by the American League of Lobbyists.

The Democratic nominee, Squier predicted, will be the first to begin airing the negative commercials early next summer. "I think a lot of Democrats feel that their nominee last time [former Massachusetts Governor Michael Dukakis] was willing to get into the heavyweight ring, but wasn't willing to put on the gloves. A lot of people in this party would like to fire the political shot first this time," he said.

"It is much easier to motivate people to be against something than to be for something and there's not that much difference between most candidates because they aren't going to take strong stands on controversial issues," said Edward Rollins, former co-chairman of the National Republican Congressional Committee, who worked on past campaigns for Presidents Nixon, Ford and Reagan.

In the next round of political TV ads, "the negative shrill commercial will be maybe knocked aside...It will be more subtle," Rollins said. But emphasis will continue to be on an opponent's weaknesses.

Negative political advertising, if done correctly, can be accomplished without distorting the issues, Squier said. "It seems to me we ought to have a politics that is rough and tumble as our real life and political history has been."

An earlier era of "soft-core," irrelevant political advertising, Squier said, was perhaps worse: "You'd have [the candidate] walking along by a body of water and he's got his three kids, a dog and his wife. He throws a stick in the water and the dog brings the stick back to the candidate because I rubbed hamburger on his hand."

The focus of next year's commercials and the campaign in general, Squier and Rollins agreed, will be on the economy and other domestic issues and not on the Bush administration's several foreign policy initiatives. "If they don't get into that kind

of a mix, they can put on all the fancy commercials on television that they want about soldiers coming back and homecoming. It will remind everybody about how good they felt then, but not how good they feel today," Rollins said. ■

Panelists See Court Challenge of Telco Entry Without Franchises

Allowing RBOC's into video business, if upheld, could spell the end to current municipal cable regulation, some say

By Sharon Moshavi

Representatives of the cable industry, the FCC and the Senate all predicted last week that the cable industry will challenge in court the legality of allowing RBOC's to enter the video business without requiring a local franchise. No one could predict what the outcome of such a suit would be, and what will happen to municipalities' franchising authority.

Speaking at a Western Cable show panel last week, Robert Corn-Revere, legal assistant to Commissioner James Quello, said "the inevitable court challenge of whether franchising applies to telcos and to cable...will put cable in the ironic position of endorsing franchising."

Corn-Revere said it is important for cable to "settle on what its litigation strategy will be," and decide whether it wants to argue for franchising for the telcos or against franchising for cable.

But Steven Effros, executive director of the Community Antenna Television Association, argued that the cable industry does not need to take one stand or the other on franchising. "It seems to me we win either way," he said.

If it is determined that the telcos do in fact need a franchise, then they will be under the same restrictions as cable, said Effros. And if a court decides that the telcos do not need a franchise to operate video, "it might mean the end

of city regulation of cable," he said.

While Effros maintained that there is no difference between cable and the telcos providing video service, Corn-Revere outlined the FCC's position that as a common carrier, the telcos do not require local franchise approval. But he noted as well that the FCC has concluded that local franchises should be limited to matters of health and safety. He agreed with Effros that the dispute over telco delivery of video might "create the avenue for loosening up municipal restrictions on cable."

None of the panelists predicted a loosening up on the legislative front, however. Despite the Senate's shelving of cable reregulation bill S.12 until early next year, the panelists predicted that congressional handling of the cable bill will be dictated in large part by the fact that 1992 is an election year. According to Alan Thomas, an aide to Sen. Alan Cranston (D.-Cal.), other priorities will surface during the election year: "I believe Congress will put its hand on the legislation before the year is out."

Effros predicted cable would become "a political football" during the election year, with legislators up for reelection looking to use cable reregulation as a pro-consumer issue. Effros blamed the industry itself for not communicating its positions well to either consumers or legislators as the reason why cable would become an election issue. And if cable reregulation becomes too politicized, he said, "that will lead to bad legislation."

Technology

SATELLITE INTERFERENCE: SEEING DDOOUUBBLE

Double imaging and ghosting remain fallout of heavy satellite traffic, although problem appears to be getting better

By Harry A. Jessell

Hundreds of thousands of people along the East Coast tuned in to their local Fox affiliates promptly at 9 o'clock on Nov. 9 to catch the premiere of *Charlie Hoover*. But what they got for the first minute and 17 seconds was what appeared to be two noisy pictures competing for the screen. It was, as one Fox executive put it, "unwatchable."

A few weeks earlier, on Oct. 22, cable viewers noticed a peculiar double imaging or ghosting on ESPN, Home Box Office, CNN and some of their other favorite cable networks. The annoying effect was visible most of the afternoon.

The fuzzy picture undoubtedly touched off some set banging and angry calls to the local cable operator, but neither the sets nor the operators were at fault. Like their viewers, Fox and the cable networks were victims of accidental satellite interference, a problem that has plagued the domestic satellite industry since its inception in the mid-1970's.

According to the FCC and to satellite operators, with hundreds of uplinks lighting up hundreds of satellite transponders every day, the problem is not going to go away any time soon. But, they agree, it has gotten better and the combination of new FCC rules and industry procedures should further reduce the incidents of disruptive interference and their duration.

Charles Magin, the FCC Field Operation Bureau official charged with policing the satellite spectrum, said incidents reported to his office declined from 156 in fiscal 1990 to 135 in fiscal 1991, which ended Sept. 30.

Just as important, Magin said, the duration of the incidents appears to be declining. In 1990, 54% of the incidents lasted fewer than 15 minutes; in 1991, 63%, he said. And the incidents lasting longer than an hour dropped from 26% to 25%, he said.

Most of the interference comes from a satellite operator or one of their customers beaming a signal to the wrong satellite or the wrong transpon-

The real menace for satellite users is not video signals...but unmodulated signals.

der or with the wrong polarization, Magin said. Faulty antennas, transmitters and other technical glitches also contribute to the problem, he said. Uplinkers of video are responsible for most of the incidents—76% in 1990 and 67% in 1991, he said.

Charles Fedorko, manager, network operations, Hughes Communications, one of the four major satellite operators, agreed with Magin that satellite interference is a small, but manageable problem. However, according to Fedorko's accounting, it may not be as small as Magin suggests. Hughes alone averages 17 incidents a month, which works out to more than 200 incidents a year, he said.

The Fox incident was a classic example of what Magin calls an operational or human error. An uplinker inadvertently bounced another signal off the same transponder on AT&T's Telcom 301 that Fox was using to send programing to its East Coast af-

filiates. Since two video signals cannot peacefully co-exist on the same transponder, the result was the "unwatchable" signal. Fox claims to know who the offending uplinker is, but declines to divulge the name.

Magin believes interference is not nearly the problem it was in the early 1980's, when satellites were being launched on a regular basis and new earth stations—fixed and mobile—were popping up all over the place.

"The service is finally maturing," Magin said. Uplink operators are more experienced today, he said. "We now have people with 10 years of experience at the controls," he said.

John Christopher, vice president, space programs, GE Americom agrees. When the satellite news gathering vehicle first went on the road in the mid-1980's, he said, satellite operators were experiencing a lot of problems. Today, there are relatively few. "The industry knows what it is doing now," he said.

Magin attributes the decline in the duration of interference incidents to FCC rules that went into effect last May requiring video uplinkers to put an identifier into each signal they transmit. The so-called Automatic Transmitter Identification System (ATIS) places the uplink's call letter and telephone number in morse code on one of the video signal's audio subcarriers.

Because of the identifier, Magin said, those receiving the interference can quickly contact the uplinker of the offending signal and tell them to turn it off. If not for the identifier, he said, Fox's East Coast feed might have been effectively wiped out for a lot longer than a minute, 17 seconds.

The satellite operators have implemented their own procedures designed to prevent double-illuminations. Harley Shuler, director, satellite services, GTE Spacenet, said GTE works hard to keep on top of the 60,000 satellite feeds that come up on its satellites each year to make sure they don't bump into each other.

Recognizing that much of the interference is caused by human error, Shuler said, GTE puts a lot of time and money into making sure its own technicians and those in the field are properly trained. GTE's contracts with its customers includes contracts that penalize customers for causing interference, he said. The penalties mount with each incident, he said. "If they keep it up we will not take them as

customers anymore."

Despite ATIS and all the precautions the satellite operators and their customers take, satellites are vulnerable and interference will continue to occur at some level. Not all eventualities can be foreseen.

Case in point was the interference to the cable networks. After nearly a day of scratching their heads, the FCC and the satellite operators finally figured out what was interfering with the cable programers on Hughes's Galaxy I and GE Americom's C-1: one of NASA's four TDRSS satellites used for communicating with the space shuttles and other unmanned spacecraft.

Jim Scott, frequency manager, Goddard Spaceflight Center, said NASA is still trying to figure out how

the C-band switch got turned on. It is also implementing procedures to prevent a recurrence, he said. For one thing, he said, the next time NASA moves one of the birds, the FCC or the industry will be notified.

The real menace for satellite users is not video signals, which are relatively easy to identify, but unmodulated signals, Magin said. Such "alien carriers," he said, "may last for days and then disappear."

Magin speculates that much of the interference may be coming from malfunctioning V-SAT, small, two-way earth stations designed to transmit data. The V-SAT's are usually unprotected from the weather, he said. Once damaged, he added, they are capable of causing "all sorts of problems." ■

PBS + COMPRESSION = THE EDUCATION SATELLITE

Likely to adopt the same digital system as Cable Labs, PBS could quadruple its services and be able to reach 'every educational institution' nationwide

By Peter Lambert

PBS unveiled a plan last week to open the door for every schoolhouse in the nation to deploy a single satellite antenna to receive potentially all the nation's educational programming from PBS's replacement bird, AT&T's Telstar 401, scheduled for launch in mid-1993.

Key to the vision, said Howard Miller, senior vice president of broadcast operations and engineering for PBS, is medium power Ku-band satellite technology—allowing reception by small, affordable antennas—and compression technology, allowing delivery of eight or, eventually, more signals in the place of one.

The press conference, in part, constituted an invitation to programers to come aboard the proposed national "education satellite."

With \$148 million to spend, PBS purchased six transponders (five Ku) aboard Telstar two years ago, satisfied that its services could be expanded and that affiliates could deploy Vertex-built three- to four-foot dishes to receive the most powerful network signals yet (60 watts).

But when manufacturers began last year to demonstrate digital compression of NTSC video, said Miller, "we

had to look again and found that we were not talking about a six-channel system but, probably, a 25-channel system."

Via each of four 60-watt, and one 120-watt, transponders, PBS will deliver up to four high-quality broadcast signals, eight "lower-motion video—news anchors or classroom teachers," or two high-definition television signals.

That means capacity will be available not only for multiplexed, staggered or HDTV prime-time programming, but also for "the Math Channel or Science Channel or Language Channel," he said.

PBS "is in lock step with Cable Labs" on plans to select a satellite compression system by next summer, likely the same or, certainly, a compatible system, Miller said. PBS will supply all its member stations with digital receiving equipment over a several-year transition to compressed delivery, but colleges and K-12 schools will need to find their own funding for dishes and decoders.

Although a university might be able to afford a \$1,000 decoder, Miller said the ideal is to put the system in reach of the smallest rural school able to afford no more than a several-hundred-dollar decoder. "It could be a

disaster for rural schools if direct broadcast satellite, cable and other distributors choose different systems," forcing schools to purchase two or three decoders to receive all the programming, he said.

The Ku technology is also a plus. If they choose, stations and other non-commercial users could not only avoid cost and zoning impediments with small dishes, they could also upgrade the antennas to uplink their own programming for national or regional distribution more economically than could be possible in C-band.

And those parties could participate in two-way, interactive digital data exchange.

PBS stations have invested \$950,000 in developing the data network software, and the Corporation for Public Broadcasting has matched that figure. Miller said there are plans to develop an "extensive database" with scheduling, program descriptions and other information at PBS. And there are hopes that other major databases, such as the Library of Congress's, could be linked in.

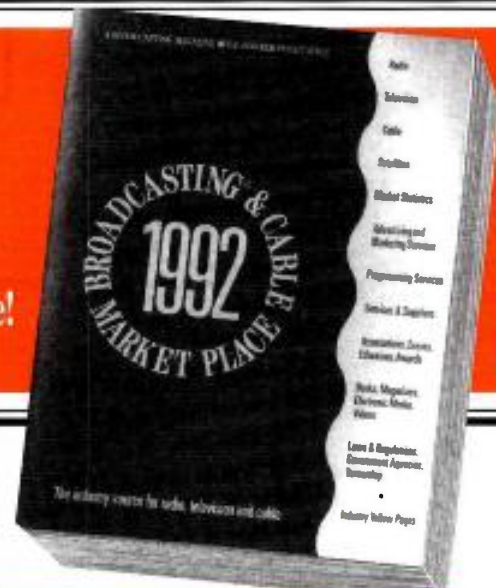
Initial targets for the lease of PBS satellite capacity are existing "distance learning" programers, such as the Satellite Educational Resources Consortium and Kentucky Educational Satellite. ■

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THIS WEEK

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.

■ **Nov. 26**—"Developments in Soviet Intellectual Property Law," conference sponsored by *Communications Media Center of New York Law School*. Information: (212) 431-2160.

DECEMBER

■ **Dec. 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Ken Auletta, author, "Three Blind Mice," will discuss his book with Charlie Rose, host of Charlie Rose Show on WNET-TV, New York. Copacabana, New York. Information: (212) 768-7050.

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. 5**—*International Radio and Television Society* seminar. Theme: "The Sports Listener: Who are they? Where are they? How do we know?" Gannett Conference Room. 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—"Newsroom Technology: The Next Generation," technology seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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—*New York Association of Black Journalists* fifth annual scholarship and awards celebration. Synod Hall of The Cathedral of St. John the Divine, New York. Information: (212) 481-8484.

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**—*CBS Inc.* meeting for prospective minority purchasers of KLOU(FM) St. Louis. CBS Headquarters, New York. Information: Mark Perlman, (212) 975-6339.

■ **Dec. 9-13**—*PaineWebber* 1991 media conference. McGraw-Hill Building, Mezzanine level, New York. Information: (212) 713-1460.

MAJOR MEETINGS

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.

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 12-16, 1992**—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

April 22-24, 1992—*Broadcast Cable Financial Management Association* 32nd annual conventions. New York Hilton, New York. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

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

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

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

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

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

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

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

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

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

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

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**—BROADCASTING magazine 60th anniversary dinner and Hall of Fame inauguration. Mayflower Hotel, Washington. Information: Joan Miller, (212) 599-2830.

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 Mehlman Innovator/Leadership Award. The Hudson Theatre, Hotel MacLowe, 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—*Women in Cable, Greater Philadelphia chapter* and *Philadelphia chapter of Cable Television Administration and Marketing Society* annual Christmas celebration. Merion Tribute House, Bala Cynwyd, Pa. Information: Cathy Schmidt, (215) 668-2210 or Lisa Stuchell, (215) 443-9300.

Dec. 12—*International Radio and Television Society* Christmas benefit. Featuring entertainment by The Temptations. 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.

■ **Dec. 19**—*New York Women in Film* 14th annual Christmas luncheon. Guest speaker: Academy award actress-director Jodie Foster. Waldorf-Astoria. Information: (212) 679-0870.

■ **Dec. 31**—Deadline for applications for advanced management training for public broadcasting executives being held in February. Sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Information: Karen Cox, (907) 277-2776.

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-

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.

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.

Jan. 7-10—*Association of Independent Television Stations* annual convention. San Francisco. Information: (202) 887-1970.

Jan. 8—Deadline for 11th annual *Northern California Radio and Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

Jan. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Anne Sweeney, senior vice president, program enterprises, Nickelodeon/Nick at Nite. Copacabana, New York. Information: (212) 768-7050.

Jan. 8—Deadline for entries for ADDY Awards, sponsored by *The Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

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

Jan. 9-10—"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. 9-10—"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.

Jan. 10-16—*National Association of Broadcasters* joint board meeting and legislative forum. Palm Springs, Calif.

Jan. 13—Deadline for entries for the Anson Jones Award competition honoring excellence in health communication to the public. Sponsored by *Texas Medical Association*. Entries must have been broadcast between Jan. 1, 1991, and Dec. 31, 1991. Information: (512) 370-1389.

Jan. 14-15—14th annual *International Sport Summit*. New York Marriott, New York. Information: (212) 239-1061 or (301) 986-7800.

Jan. 15—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, executive vice president, national programming and promotion services, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 16—*Federal Communications Bar Association* luncheon. Speaker: Dr. Thomas Stanley, FCC chief engineer. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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| ☐ TV/Independent | ☐ Radio Station | ☐ Other (please describe) |
| ☐ Radio Network | ☐ Advertising Agency | |
| ☐ Cable TV Operation | ☐ 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 | |

OpenMike

WHO'S ON-AIR FIRST?

EDITOR: In the last few copies of BROADCASTING, a two-page ad for the upcoming 60th anniversary issue gives the impression that "...the First Airwave..." can be attributed to Guglielmo Marconi. The evidence cited by Margaret Cheney in her book "Tesla: Man Out of Time" (1981, Dell Publishing) shows this not to be the case.

Cited in her writings is the following: "The confusion...was officially cleared up in 1943 when the U.S. Supreme Court reversed an initial finding in Marconi's favor to rule that Tesla had anticipated all other contenders with his fundamental radio patents.

"The...court found that Tesla's patent No. 645,576, applied for Sept. 2, 1897, and allowed March 20, 1900, anticipated the four-circuit tuned combination of Marconi.

"Tesla...published in *Electrical World and Engineer* (March 5, 1904)...the clearest statement by any pioneer working in the wireless art of what radio was to become and as we know it today.

"Tesla said his "World Telegraphy constitutes...a radical...departure from what has been done heretofore. I have no doubt that it will prove very efficient in enlightening the masses, particularly in...less accessible regions and that it will add materially to general safety, comfort and

convenience, and maintenance of peaceful relations."

Your ad further mentions the creation of the BROADCASTING Hall of Fame, with the first inductions occurring on Dec. 10. It is my sincere hope that the first person to be so honored will be Nikola Tesla—not only for his contributions to the science of radio but for realizing that his "World Telegraphy" was the concept of broadcasting as we know it today.—*Dick Young, news maintenance supervisor, WUSA-TV, Washington.*

MORE FAN MAIL

EDITOR: Congratulations on your new format; it is innovative and makes the book more readable and informative.—*Ralph M. Baruch, consultant to Viacom International, New York.*

EDITOR: Congratulations to you and your team on the face-lift. The typefaces and headlines make the book an easier read, and the restructuring to put the top editorial content at the front is a welcome change.

As important as the changes you have made are the things that haven't changed: the depth and quality of your coverage, reporting and writing on our industry. On that score, hopefully you won't fix what isn't broken.

It's been nearly 20 years since I first subscribed to BROADCASTING,

and over that time, it has continually gotten better.—*John D. Hillis, president, Newschannel 8, Springfield, Va.*

EDITOR: The new BROADCASTING is a winner. I've been an avid reader of the magazine for over 20 years, and the premier issue with the new format caught my immediate attention. After I read your editorial I realized I'm a backward/forward, forward/backward reader (a compulsive flipper in both directions). Now, I have some real serious problems—in which direction do I start?

The new graphics, color tints, use of bylines (too long overdue) and new running heads, etc. all blend to further enhance the industry's prime publication. Since I am involved with the equipment side of the industry, the Technology department is particularly relevant and is an area that you may want to review for further expansion. On this note, it has always been my contention that BROADCASTING does the best post-NAB wrapup of any magazine, while the show is current and before it becomes ancient history.

Again, congratulations.—*Robert J. Estony, manager, communications, Ikegami Electronics, Maywood, N.J.*

EDITOR: Congratulations on BROADCASTING's new look, "designed for an ever-new television/radio/cable/satellite universe," from the newest medium in that universe.

Everything you've done works!—*Holland Cooke, vice president, radio, USA Today Sky Radio, Arlington, Va.*

EDITOR: I am delighted with the new format of my favorite trade magazine. The "new" BROADCASTING very definitely has the look of the 1990's.

I am glad you have added bylines to your stories. This gives long overdue recognition to a talented staff.—*J.T. Snowden Jr., Snowden Associates, Greenville, N.C.*

ATTEN HUT!

Military broadcasters are seeking material for a book commemorating the 50th anniversary of the Armed Forces Radio and Television Service. The Armed Forces Broadcasters Association, a nonprofit international organization, is asking for photographs, histories and information on AFRTS stations and people to include in a yearbook.

Submissions should include the sender's full name and address and a description of the items provided. Information on photographs should include location, date and names.

Association officials promise to safeguard the material, give credit if used in the publication and return them as soon as possible.

Mail submissions to the AFBA Alamo Chapter, P.O. Box 37381, San Antonio, Tex. 78237-0381. Publication is scheduled for April 1992 and submissions must arrive by Jan. 15, 1992.

Classified

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

RADIO

HELP WANTED MANAGEMENT

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: 3070 Skyway Drive, Suite 501, Santa Maria, CA 93455. EOE.

No VA FM seeks exp. sales mgr. Solid growing AC/news station. Excellent opportunity. EOE. Box R-24.

Working sales manager: Small market Northern California combo requires an aggressive idea person to direct local and regional sales efforts. If you've been trained by a pro & believe in yourself... send resume to: KARZ/KHTE Manager, PO Box 492890, Redding, CA 96049. EOE.

Mid-size group is looking for general manager candidates. If you are an overachiever with a successful sales history, strong moral conviction and the ability to lead through example, send your resume and references to Box R-43. EOE.

GSM, top 5 Classic Rocker in Pacific northwest is searching for a GSM with strong leadership and teaching ability. Will carry a list and lead by example. KKZX, S. 5106 Palouse Hwy., Spokane, WA 99223. EOE.

GM's/GSM's needed for expanding group. Must be computer literate and love to teach. Send your resume, a sales kit, your earnings history and an overview of your sales and management philosophies to: 723 Lari Dawn, San Antonio, TX 78258. EOE.

Wanted: Sales manager for small to medium size market in the Atlantic Coast region for an AM and FM facility. Starting salary will be in the \$50,000.00 range with override on increased sales that should increase income to \$75,000.00 or \$100,000.00. We are looking for an aggressive, well organized, experienced sales person who can lead by doing as well as showing, in a proven successful market, with 2 highly rated stations. Please no sitters should apply. This is for a dedicated, active sales person who wishes to be in the sales manager role for several years. We are an equal employment opportunity employer.

Need exceptional Country 3-station group PD. Mid-West based PD for new Country FM, ready to take on established Country giant. Resume ASAP. EOE. Reply Box R-35.

HELP WANTED SALES

Sales manager of Midwest medium market AM/FM. Prior sales manager experience. Excellent opportunity with growing station. Send resume and references to: DBS, 2250 N. Illinois, Carbondale, IL 62901. EOE.

Highly rated radio station in South Texas is seeking a GSM with at least 3+ years exp. in radio sales mgmt. Generous salary and benefit package offered. Send resume to Human Resources Director, 649 Galveston Rd., Brownsville, TX 78521. EOE M/F.

AE's: Big commissions, established list. 50,000 watt AOR covering four states. Resumes: WEQX-FM, PO Box 1027, Manchester, VT 05254. EOE.

HELP WANTED TECHNICAL

Metro traffic control is looking for 2 regional broadcast engineers; one for the west coast, one for the east. Candidates should have at least 5 years previous experience. Travel required. Send resume and work history to: David Foster, Metro Traffic Control, Suite 1400, 2700 Post Oak Blvd., Houston, TX 77056. EOE.

KQQL FM Radio Minneapolis, Minnesota has an immediate opening for a chief engineer. Expert technical skills combined with knowledge of FCC rules and regulations. Resume to: Kevin McCarthy, VP/GM KQQL Radio, 100 Washington Square, #1319, Minneapolis, MN 55401. EOE.

HELP WANTED NEWS

Business reporter to cover the large range of business issues in the Twin Cities area. Ideal candidate will have a BA and 3-5 years experience in business radio news production. Professional on-air delivery skills & demonstrated writing skills. Position is located in our St. Paul facility. Send letter describing specific business reporting experience, resume & demo audio tape to: Human Resources/BR, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. AA/EEO employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Classical programing producer for the afternoon drive and produce national/regional broadcasts of Minnesota Orchestra concerts. Responsibilities include: Overseeing all program activities; studio direction; supervising selection of music; plan and edit features, interviews; arrange guest appearances and recording schedules. Ideal candidate will have broad knowledge of Classical music, ability to distinguish performance quality in orchestral music, minimum three years radio production experience, strong editing and writing skills, excellent communication skills. Experience in concert production and direction of talent preferred. Send letter, resume and demo tape of production work to: Human Resources/Music, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. AA/EEO employer.

Announcer/production coordinator: WWFM Classical music. 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 20's. Send letter and resume to: Mercer County Community College, Personnel Office, Dept AW, PO Box B, Trenton, NJ 08690. AA/EEO.

News director needed for a very active 12 person news department. Chicagoland station is locally oriented, news/talk format. Must be currently or very recently employed as a news director. Send employment and compensation history to Box R-34. EOE.

SITUATIONS WANTED MANAGEMENT

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.

CFO/controller/CPA. Former radio group CFO & international CPA firm background. Christian: 12 years experience. 218-751-5498.

Take-charge GM: Sales, programing, new construction, upgrades, revenue - ratings! 25 years experience. Prefer South - all considered. John Parker 502-247-0090.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation dealing ASCAP, BMI and SESAC. Bob Warner, 914-634-6630.

Interim general manager: Watch over your property in transition. Improved ratings and profit while station had three different owners in 12 months. Strong people skills, heavy on sales. Also available for long term situation. Phone Ken Brown, 317-574-9088.

SITUATIONS WANTED PERSONALITY/TALENT

Radio personality. Looking for morning drive or PM drive. 20 yrs. radio experience. Hatter, 319-752-0394.

SITUATIONS WANTED TECHNICAL

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.

Lifetime broadcast engineer 31 years. Experience all phases radio. Must relocate. Salary open. Leave message for resume 318-387-2001.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program director with top 20 programing experience. 16 years in radio, 11 major market. CHR/AC, AOR/Classic Rock. Research/marketing expert. Gifted gut feel. Aggressive approach; exceptional human relations skills. Master announcer. If you are not satisfied with your current ratings, I will come to your market, at my expense, for market analysis. Please call Jack Hicks. 612-422-8621.

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

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.

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.

Top 30 market seeking a local sales manager with a minimum of three years local television sales management experience. Successful applicant will be a creative and motivational leader who has a thorough knowledge of ratings, pricing, inventory control, and budgeting. Send resumes to Box R-37. EOE.

Local sales manager wanted for group owned Fox affiliate in top 40 market. We're looking for someone who dares to dream with the determination to make those dreams a reality. We want a proven leader with strong planning and organizational skills and a commitment to training, both yourself and your staff. You must be able to sell beyond the ratings — strong developmental and value-added skills a must. Independent and sales management experience preferred. If you're committed to excellence, send resume and salary history to Box R-38. EOE.

National sales manager: Two dominant NBC affiliates on California's Central Coast are looking for the right individual to continue a tradition of sales excellence! Candidates must possess outstanding leadership skills, enthusiasm and superior organizational qualities in addition to a knowledge of inventory control, proficiency with research data and a minimum of five years broadcast television sales or two years national sales experience. Send resume to: Mark Libby - General Sales Manager, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. All inquiries handled in a confidential manner. Stations are equal opportunity employers. Any offer of employment contingent upon a screening for drugs of abuse.

WISH-TV seeking back to basics local sales manager. Must be able to lead strong local staff. Sales management experience preferred. Resumes: General Sales Manager, WISH-TV, 1950 N. Meridian, Indianapolis, IN 46202. No phone calls please. M/F EEO.

Program/production manager: Midwest network affiliate seeks experienced individual to manage program/production area. Skills must include program acquisition, scheduling, contracts, ratings analysis and an understanding of FCC rules and regulations. Applicants must have strong production backgrounds along with good people and organization skills. Reply to Box R-36. EOE.

Traffic manager: Leading South Florida independent is seeking an individual with 2-3 years top 20 market experience. Knowledge of Columbine traffic system required. Resumes only: General Manager, WBFS-TV, PO Box 4633, Miami, FL 33014. EOE.

LSM, CBS/WBMG-TV in Birmingham, Alabama, looking for assertive and innovative manager to lead 6 person staff. Terrific opportunity in a great city. Experience preferred. Candidate must be able to start 1/6/92. Send resume with references and salary requirements to GSM, WBMG-TV, PO Box 59496, Birmingham, AL 35209. No phone calls, EOE.

HELP WANTED SALES

WBFF Fox 45 in Baltimore is looking for a general sales manager. This highly organized individual will be leading our entire sales efforts. Applicants should have 3-5 years sales management experience. The position requires leadership and motivational skills. If you are ready to become part of a winning team, we want to hear from you. Send resumes Att: General Manager, WBFF Fox 45, 2000 W. 41st St., Baltimore, MD 21211. WBFF is an equal opportunity employer.

Job of a lifetime. GSM wanted to SKI Vail. Take charge, workaholic, successful candidate to increase sales for area's #1 Rock station. Write: Debbie Varecha, KSKI-AM/FM, PO Box 610, Vail, CO 81620. EOE.

WCNC-TV, the Emmy winning NBC affiliate in Charlotte, NC, seeks top-notch TV account executives to join our salesforce, which competes in the nation's 26th metered market. Our ideal candidates are motivated to succeed and know today's tough television environment. New business development ability is mandatory. Minimum three years TV sales experience along with excellent communication, presentation and innovation skills required. Degree required. EOE. M/F. Send resume to Hope Brown, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217.

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.

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.

Chief engineer, Bloomington, Illinois WYZZ-TV channel 43, a Fox affiliate, needs a hands-on chief with UHF transmitter experience and good people skills. Resume to Mike Lennon, GM, WYZZ-TV, 2714 E. Lincoln Street, Bloomington, IL 61704. Or call 309-662-4373. EOE.

Senior engineer required for fly-away Ku-Band uplinks, based in Pittsburgh, operations primarily in Europe. Must have proven track record in international satellite operations with specific fly-away experience and be prepared to travel at short notice. Field maintenance ability to component level essential. Salary reflects responsibility and flexibility. Send resume with references in confidence to: Synergistic Technologies, Inc., Three Parkway Center, Suite 102, Pittsburgh, PA 15220. EOE.

Location/technical manager: Independent sports production company seeks experienced remote department supervisor. The ideal candidate will possess extensive experience in the setup of large scale remote production sites, great people skills, an understanding of budgets and solid technical knowledge. While engineering wizardry is not required, you'll know how to manage your people to achieve results. Send resume and salary requirements to Box R-39. M/F EOE.

Immediate opening for mountain top transmitter operator working week on/week off. Respond to WMTW-TV, PO Box 8, Auburn, ME 04210. Att: Dick Cushman. EOE.

Maintenance engineer needed for state of the art facility. Position requires thorough knowledge of studio maintenance and UHF transmitters. FCC and/or SBE certification required with a minimum of 2 years experience. Send resume to: WHSL-TV, 1408 N. Kingshighway, Suite 300, St. Louis, MO 63113. No telephone calls. EOE.

TV RF maintenance engineers needed: Shall maintain UHF facility with (7) translators and microwave interconnect system, currently under outside maintenance contract. Aggressive PBS station in university town. Rural setting near major urban areas. State of the art transmitter system being purchased for mid-92 installation. General Class or SBE TV certification required. TV RF maintenance manager: Minimum 5 years experience in UHF TV maintenance required. Salary, mid-thirties, plus good benefits. TV RF maintenance engineer: Minimum 3 years experience in UHF TV maintenance required. Salary, mid-twenties, plus good benefits. Send resume to: WNPB-TV Personnel, PO Box TV 24, Morgantown, WV 26507-1316. 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: Looking for aggressive story-teller with two years experience. No beginners. Non-returnable tape and resume to Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No phone calls. EOE.

Reporter: Hard working general assignment reporter. Must have at least one year experience at commercial station. Send non-returnable tape and resume to: Steve MacDonald, News Director, KTVA, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Assistant news director/assignment manager: Need a real newshound. Seeking an experienced producer or reporter with strong writing and management skills to lead aggressive weekday coverage. Absolutely no beginners. No phone calls. Tape, letter and resume to: ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

News director: Can you get us written up in TV Guide? Our last ND did: see March 23 '91 edition, p. 20. Now we need another pro who knows news, newsrooms, producing, consultants, computers and viewers. Hands-on job, great station, news leader for 15 years. Job opens December 1. Tapes, resumes, references to Jim Waterbury, GM, KWWL, 500 East Fourth Street, Waterloo, IA 50703. No calls, no beginners. EOE.

Weathercaster/reporter: Southwest affiliate seeks weathercaster who can also report three days a week. Require strong skills in preparing & delivering computer-generated weathercast. Degree in meteorology, journalism or related field required. Knowledge of Kavours-Triton computer desirable. Particularly interested in hiring qualified female and minority applicants. EEO. Reply to Box R-40.

Executive producer: We are looking for a team leader with great news judgment, excellent people skills, superb writing ability, and extraordinary producing talents. Successful candidate should have a college degree and significant experience as large market producer or previous experience as an executive producer, managing editor, or news director. Send resume and cover letter to: Bob Cashen, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. 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-41. MF EOE.

Assignment editor: Award winning Gulf Coast network affiliate looking for an assignment editor. Individual should have sound news judgment and organizational skills. At least two years experience in television news preferred. Send resume and salary requirements to Veronica Bilbo, EEO Compliance Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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

Director: Number one station in U.S. seeking talented, creative and flexible director to work weekends. Must have heavy experience in news, public affairs and entertainment. Needs to be a team player and have the ability to work in high pressure environment and under tight deadlines. Previous experience a must, and AD experience preferable. No calls or faxes please. Send tape and resume to: Joseph Cook, Production Manager, 7 Lincoln Square, New York, NY 10023. We are an equal opportunity employer.

Producer/director. Entry level, PBS station programming staff. Responsibilities include creating/producing/directing television productions, supervision/training of staff/students/volunteers, preparing budgets/reports. Successful candidate will have some experience in lighting, set construction, editing, studio/field camera, audio. Bachelors degree in Communications preferred. Salary: \$18,800 - 28,300. Cover letter and resume no later than December 7, to: Art Starkey, WQLN-TV, 8425 Peach Street, Erie, PA 16509. No phone calls, please. Affirmative Action/EOE.

Writer/producer, promotion: NBC affiliate, 17th market, seeks writer/producer with topical experience in news promotion. Metered-market experience real plus. If you like to be in the fray of the daily news battle with a station moving up, send tapes with resumes to: Steve Riley, Promotion Director, 11 Television Hill, Pittsburgh, PA 15214. EOE. No calls!

Producer/director: NBC affiliate in top 100 market is looking for an experienced producer/director. Creativity and ability to work with staff and clients a must! Experience in all facets of television production required. Minimum 2 years producing/directing experience. Send resume and salary requirements to: Box R-42. EOE.

Producer/director. PBS station programming staff. Responsibilities include creating/producing/directing television productions, supervision/training of staff/students/volunteers, preparing budgets/reports. Successful candidate will have experience in lighting, set construction, editing, studio/field camera, audio. Knowledge of FCC standards required. Bachelors degree in Communications and two years in a production facility required. Public television experience preferred. Salary: \$18,800 - 28,300. Cover letter and resume no later than December 7, to: Art Starkey, WQLN-TV, 8425 Peach Street, Erie, PA 16509. No phone calls, please. Affirmative action/EOE.

SITUATIONS WANTED MANAGEMENT

Consulting: Manager highlighted in WSJ article about LPTV available for consulting. More than seven years experience managing profitable LPTVs. For rates contact Ken Shapiro 312-951-0871. 1636 North Wells Street, Chicago, IL 60614.

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 me put my talent to work for you! Reply to Box R-21.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newperson. 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. 512-590-7356 mornings.

Experienced reporter who's able to bring the news home to your viewers. I can do it all! Medium market. Susan 216-871-5189.

Experienced anchor/producer/reporter: Energetic, creative and outgoing female ready to work for your station and community. Medium market. Call 409-758-3577.

Hardworking, talented sportscaster: Can anchor, report, edit and shoot. Looking to relocate anywhere, call Ron Brusehi at 406-761-4939 or 761-1313.

Motivated U. MA grad seeks challenging position in Seattle area TV industry w/ advancement possibilities. Top market news writing exp. Sports broadcasting background. Scott Kavanagh 206-447-0990.

AMS weather personality available soon. Experience in top 10 & top 20. Looking for "lifestyle" move. Call 305-536-0146 for tape.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: Assignments for qualified MA candidates. NPR public radio station or student operated radio station; involvement in programming, news, marketing, audio production; TV/film production; monitor performance, production, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1992. Contact - Dr. William R. Rabin, School of Communications, Northeast Louisiana University, Monroe, LA 71209-0320. 318-342-1390. EOE/AA.

University of Illinois, Urbana-Champaign: Assistant professor in broadcast news, tenure-track. Significant professional broadcast news experience in reporting, writing, and field production; teaching experience; and master's degree required. Ph.D. preferred. Academic year, full-time position, beginning Aug. 21, 1992. Salary \$30,000 range. To ensure full consideration, applications with full details on qualifications and names and phone numbers of three references should be received by Jan. 31, 1992, by Jerry Landay, Chair, Search Committee, Department of Journalism, 119 Gregory Hall, 810 S. Wright St., Urbana IL 61801. EOE.

Bowling Green State University has two position announcements. Position 1: **Anticipated assistant professor** - BGSU especially seeks minority candidates for an anticipated tenure-track assistant professor position. Ph.D. in communication is preferred. Advanced Ph.D. candidates including those from allied fields (sociology, psychology, history, political science, economics) considered. Duties include teaching undergraduate and graduate courses in area of specialization, research activity and service. Subject to funding, the position will begin August, 1992. Application deadline: December 2, 1991. Position 2: **Assistant professor** - tenure-track assistant professor to teach undergraduate and graduate courses in mass communication theory and quantitative methods to begin August, 1992. Candidates need a demonstrated commitment to scholarly productivity and teaching excellence. Ph.D. required. Application deadline: February 15, 1992. Both position salaries are very competitive. Qualified individuals should send letter of application, vita, three letters of recommendation and transcripts by February 15, 1992 to Department of Telecommunications, School of Mass Communication, Bowling Green, OH 43403. Position 1 should be addressed to Dr. Bruce Klopfenstein and position 2 to Dr. S. Melkote. AA/EOE employer.

Media specialist, senior. ASU West Media Services. ASU West has an exciting opportunity for you to blend high touch with high tech. Let your experience in the classroom and in the studio blend. Introduce hightech instructional media to faculty and staff using your high touch personality and media-related background. Bachelor's degree required in a media-related field and 7 years experience in media production and design. Master's degree, classroom teaching & some public television experience a plus. Salary \$23,453-\$37,855 DOE. Applicants interview at own expense. Applications accepted through 12/1/91. Apply to ASU West, Human Resources, 4701 W. Thunderbird, PO Box 37100, Phoenix, AZ 85069-7100, 602-543-8400. AA/EOE.

EMPLOYMENT SERVICES

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads" today. 5 issues for \$15.00/10 issues for \$20.00. Send check or money order to: WWW Publishing Company, 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.

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.

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Colorgraphic Systems Inc. Live Line III graphics unit. Includes computer mainframe (Cremco). Terminal w/keyboard. Digipad 5 includes power supply, Palette interface and stylus. \$5,000 contact Brenda 317-552-0804.

RADIO

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Gregg Filandrinos,
General Manager,
KDNL Fox 30
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St. Louis, MO 63106

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Operations Manager CABLEVISION INDUSTRIES

P.O. Box 887, Industrial Drive
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(Subject to FCC Approval)

Offers and Proposed Contracts Considered
Until D.C. Bankruptcy Court Hearing
Dec. 4, 1991

For Further Information Contact:
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(202) 775-0108

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Deadline is Monday at noon Eastern
Time for the following Monday's issue.

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.**

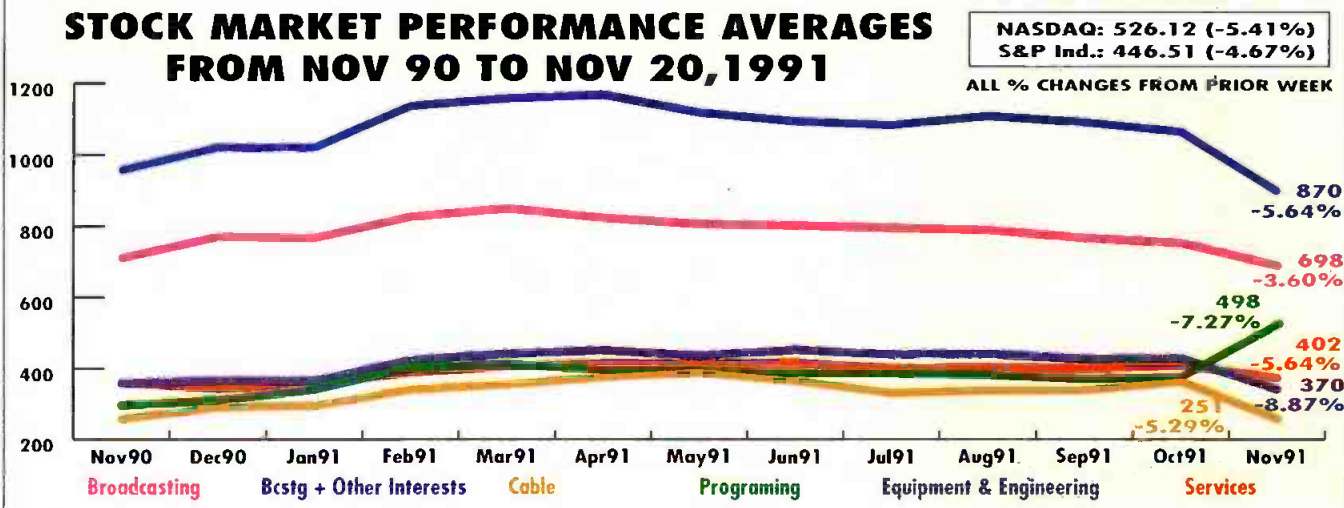
Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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.

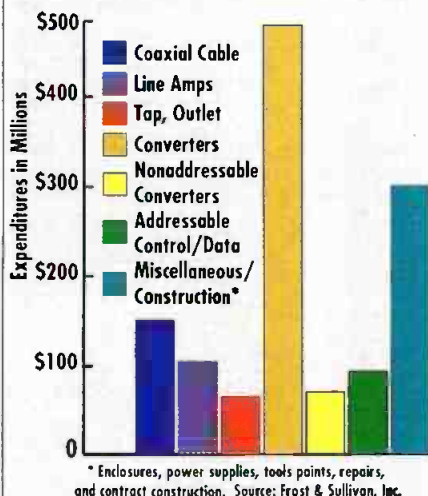
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Broadcasting's ■ By The Numbers

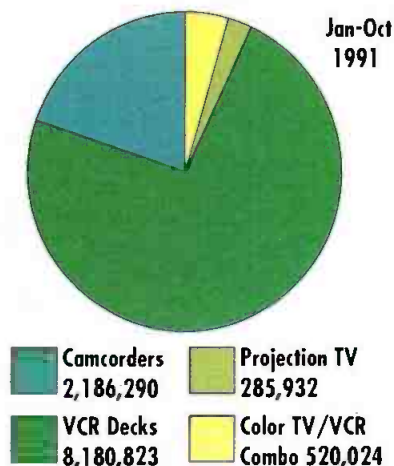
STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 20, 1991



1990 U.S. CABLE TV HARDWARE MARKET



SALES TO DEALERS OF SELECT VIDEO PRODUCTS



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

As compiled by BROADCASTING from Nov. 11 through Nov. 15 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WACQ-AM-FM Tallahassee, AL** (AM: BAL911105EA; 1130 khz; 1 kw-D; FM: BAL911105EB; 99.9 mhz; 850 w; ant. 607 ft.)—Seeks assignment of license (AM) and CP (FM) from Double H Broadcasting Inc. to Tiger Broadcasting Co. Inc. for \$50,000. **Seller** is headed by Fred Randall Hughey, and has no other broadcast interests. **Buyer** is headed by Terrell W. Daughtrey, and has no other broadcast interests. Filed Nov. 5.

■ **KKCY(FM) Colusa, CA** (BALH911031GY; 96.5 mhz; 3 kw; ant. 39 ft.)—Seeks assignment of license from Monument Media Inc. to Phoenix Broadcasting Inc. for \$390,000. **Seller** is headed by Mark P. Guidotti, and has no other broadcast interests. **Buyer** is headed by Gary Katz (77%), and is also licensee of KCEZ(FM) Corning, CA. Filed Oct. 31.

■ **KSJX(AM)-KSJO(FM) San Jose, CA** (AM: BAL911030EC; 1500 khz; 10 kw-D, 5 kw-N; FM: BALH911030ED; 92.3 mhz; 50 kw; ant. 464 ft.)—Seeks assignment of license from Narragansett Broadcasting Co. of California Inc. to Baycom Partners Ltd. for \$5.4 million ("Changing Hands," Nov. 4). **Seller** is headed by Greg Barber, and is affiliate of Narragansett Capital Inc., licensee of WYNN-AM-FM Baton Rouge; KEZO-AM-FM Omaha and KAYI(FM) Muskegee (Tulsa), OK. It also owns cable and newspaper properties. **Buyer** is headed by John McSorley, Edward Canty and limited partner (99%) CableSouth Inc. of Birmingham, AL, which owns and operates cable systems. Filed Oct. 30.

■ **WJIL(AM)-WJVO(FM) Jacksonville-South Jacksonville, IL** (AM: BAL911031GN; 1550 khz; 1 kw-D, 10 w-N; FM: BALH911031GO; 105.5 mhz; 3 kw; ant. 340 ft.)—Seeks assignment of license from Morgan County Broadcasting Co. Inc. to USA Radio Partnership. Assignor is forming partnership with USA Radio Corp., licensee of WTIM(AM)-WTJY(FM) Taylorville, IL (see below). **Seller** is subsidiary of Huntco Inc., headed by B.D. Hunter; liabilities to be contributed to new partnership are not to exceed \$360,000. Partnership will be owned by Morgan County Broadcasting (543 class A units, 300 class B units) and USA Radio (457 class A units, 300 class B units). Filed Oct. 31.

■ **WTIM(AM)-WTJY(FM) Taylorville, IL** (BAL911031GP; 1410 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from USA Radio Corp. to USA Radio Partnership. Assignor is forming partnership with Morgan County Broadcasting Co. Inc. (see WJIL(AM)-WJVO(FM) Jacksonville-South Jacksonville, IL, above). **Seller** is headed by James E. Green; liabilities contributed to new partnership are not to exceed \$375,000. Filed Oct. 31.

■ ***WJSO(FM) Pikeville, KY** (BALED911101GT; 90.1 mhz; 3.8 kw; ant. 455 ft.)—Seeks assignment of license from Bible Truth Hour Inc. to The Moody Bible Institute of Chicago as donation. **Donor** is headed by Fairenda Wood, and has no other broadcast interests. **Donee** is headed by Joseph M. Stowell, and has interests in noncommercial educational stations WMBI-AM-FM Chicago; KMBI-AM-FM Spokane, WA; WDLM-AM-FM East Moline, IL; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon's Mills,

Abbreviations: APC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; 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; khz—kilohertz; kw—kilowatts; lic.—license; m.—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or un—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.

AL; WXYB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida, and WGNR(FM) Grand Rapids and WGNB(FM) Zeeland, all Michigan. It has been issued CP for new non-commercial FM at Kokomo, IN. Filed Nov. 1.

■ **WQRC(FM) Barnstable, MA** (BALH911024HV; 99.9 mhz; 50 kw; ant. 378 ft.)—Seeks assignment of license from Development Specialists Inc. to Treasure Coast Broadcasting Co. for \$4.445 million; sale includes WTTB(AM)-WGVL(FM) Vero Beach, FL ("Changing Hands," Nov. 18). **Seller** is headed by William A. Brandt Jr., receiver, and has no other broadcast interests. **Buyer** is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, FL. Filed Oct. 24.

■ **WWSJ(AM)-WQON(FM) St. Johns-Grayling, MI** (BAL911101EB; 1580 khz; 1 kw-D; FM: BALH911001GL; 100.1 mhz; 1.65 kw; ant. 389 ft.)—Seeks assignment of license (selling 80%) from Dittmer Broadcasting Co. Inc. to WSJ-WQON Inc. for \$320,000. **Seller** is headed by Robert D. Dittmer, who will retain 20% interest in licensee. **Buyer** is headed by D. Ray James (40.05%) and James C. Norcross (40.05%); they have option to purchase Dittmer's share's within 10 years. Filed Nov. 1.

■ **WZQA(AM) Flowood (Jackson), MS** (BAP911106EM; 1240 khz)—Seeks assignment of CP from CSB Communications Inc. to PDB Corp. for assumption of debt of \$4,000. **Seller** is headed by Steven Bunyard, and is also licensee of WKXI(FM) Jackson, MS. **Buyer** is owned equally by Donald B. Brady and William W. Fulgham. Brady owns WUMI (FM) State College, MS. Fulgham owns KBRA(FM) Freer, TX. Filed Nov. 6.

■ **WOXD(FM) Oxford, MS** (BALH911104GU; 95.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Belle Communications Corp. to Lafayette County Broadcasting Corp.; asset purchase agreement will be filed as amendment pending revisions. **Seller** is headed by Diane Bell, and has no other broadcast interests. **Buyer** is headed by Melvin E. Chrestman (100%), and has no other broadcast interests. Filed Nov. 4.

■ **KHLC(FM) Bandera, TX** (BALH911030GS); 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Big Pine Broadcasting Inc. to James G. Withers for \$5,001. **Seller** is headed by Steven S. Monroe, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Oct. 30.

■ **KCTX(AM) Childress, TX** (BAL911106ED; 1510

khz; 250 w-D)—Seeks assignment of license from Golden West Broadcasting Co. Inc. to Greenbelt Broadcasting for \$65,000. **Seller** is headed by George Morey, and has no other broadcast interests. **Buyer** is headed equally by general partners Stephen R. and Mary White, husband and wife, W.J. Hubanks and R. Herold Kitchens. Stephen and Mary White own licensee of KSRW(FM) Childress, TX. Filed Nov. 6.

■ **KOOV(FM) Copperas Cove, TX** (BALH911022GV; 103.1 mhz; 760 w; ant. 630 ft.)—Seeks assignment of license from Cove Broadcasting Co. to Centroplex Communications Inc. for no monetary consideration. Licensee is headed by Ted C. Connell and Gaylon W. Christie, each 50%. Connell is giving his 50% share to wife Margaret Connell. Ted Connell and Jacqueline Christie, wife of Gaylon Christie, will be directors of Centroplex. Filed Oct. 22.

■ **KTEO(FM) Wichita Falls, TX** (BALH911031GW; 90.5 mhz)—Seeks assignment of CP from Criswell Center for Biblical Studies to Red River Educational Media Foundation Inc. for \$1. **Seller** is headed by Carl Singer, and also has interests in KCBI-FM Dallas, KAGN(FM) Abilene, KBUB(FM) Brownwood, KTDN(FM) Palestine and KCRN-AM-FM San Angelo, all Texas; it is also expecting to air KSYE(FM) Frederick, OK, in near future. **Buyer** is headed by Charles E. Coldwell, and has no other broadcast interests. Filed Oct. 31.

■ **WJJO(FM) Watertown, WI** (BTCH910926GZ; 94.1 mhz; 50 kw; ant. 476 ft.)—Seeks transfer of control within licensee Joyner Radio Inc. Transfer is stock swap; no valuation of stock is disclosed. Transfer includes WROV-AM-FM Roanoke-Martinsville, VA, and WZFX(FM) Whiteville, NC. Filed Sept. 26.

Actions

■ **KAYY(FM) Fairbanks, AK** (BALH910910HL; 101.1 mhz; 25 kw; ant. 131 ft.)—Granted assignment of license from Interior Broadcasting Inc. to North Country Wireless Inc. for \$600,000. **Seller** is headed by Jay Lewis, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tiemey, who has interests in Cobb Communications Inc. licensee of KZXX(AM) Kenai, KLAM(AM) Cordova, KSWD(AM) Seward, KVAK(AM) Valdez and KVOK (AM)-KJJZ(FM) Kodiak, all Alaska. It holds consent to acquisition of KBCN(AM) in Fairbanks, AK. Tiemey also heads TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. Action Nov. 1.

■ **KHRA(FM) Mariposa, CA** (BAPH910905GL; 103.9 mhz; 3 kw; ant. -115 ft.)—Granted assignment of CP from Mariposa Grizzly Radio Inc. to Fuller-Jeffrey Broadcasting Corp. for \$100,000. **Seller** is headed by William F. Hammett, and has no other broadcast interests. **Buyer** is headed by Robert F. Fuller and Joseph N. Jeffrey, and is licensee of WOKQ(FM) Dover, NH; WBLM(FM) Portland, ME; KRCX(AM)-KRXQ(FM) Roseville (Sacramento), CA; KSRO(AM)-KHTT(FM) Santa Rosa, CA, and KKSO(AM)-KJJY-FM Des Moines, IA. Action Nov. 1.

■ **WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL** (AM: BAL910617GU; 570 khz; 5 kw-U; FM: BALH910617GV; 102.5 mhz; 100 kw; ant. 1,776 ft.)—Granted assignment of license from Susquehanna Radio Corp. to Paxson Broadcasting of Jacksonville Inc. for \$6.4 million. **Seller** is headed by Louis J. Appell Jr., and is licensee of KNBR(AM)-KFOG(FM) San Francisco; KPLX(FM) Fort Worth; KKZR(AM)-KRBE-FM Houston; WAPW(FM) Atlanta; WRRM(FM) Cincinnati; WGH-AM-FM Newport News, VA; WFMS(FM) Indianapo-

lis; WARM(AM)-WMGS(FM) Scranton-Wilkes Barre and WSBA(AM)-WARM(FM) York, both Pennsylvania. Buyer is headed by Paxson Enterprises Inc. (10%) and Lowell W. Paxson (90%). Paxson is also attributable shareholder (approx. 32%) of Home Shopping Network Inc., parent of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; WHSW(TV) Baltimore; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(TV) Aurora, IL; KHSX(TV) Irving, TX; WYHS(TV) Hollywood and WBHS(TV) Tampa, both Florida. Action Oct. 24.

■ **WXRS-AM-FM Swainsboro, GA** (AM: BAL910827GU; 1590 kHz; 2.5 kw-D; 25 w-N; FM: BALH910827GT; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Crossroads Radio Inc. to Lacom Communication Inc. for \$448,773. Seller is headed by Roy A. Thompson, and has no other broadcast interests. Buyer is headed by Owen L. Studstill, and has interests in WXKO(AM)-WKXK(FM) Fort Valley, GA, and WGLC-AM-FM Mendota and WXKO-FM Pana, both Illinois. Action Oct. 28.

■ **KHHI(FM) Hilo, HI** (BAPH910607HD; 92.7 mhz; 3 kw; ant. -584 ft.)—Granted assignment of CP from Irving A. Uram to Visionary Related Entertainment Inc. for \$55,000. Seller has no other broadcast interests. Buyer is headed by John Detz Jr., and has interests in KAOI-AM-FM Kihei-Wailuku, HI. Action Nov. 1.

■ **KLSN(FM) Jefferson, IN** (BALH910906GV; 98.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Lyon Company Inc. to Breakthrough Broadcasting Ltd. for \$90,000. Seller is headed by Jack J. Lyon; he has 33.3% interest in assignee. Buyer is headed by Van G. Harden, and has no other broadcast interests. Action Nov. 4.

■ **KXPX(FM) Garapan, Saipan, MP** (BAPH910827HR; 99.5 mhz; 100 kw; ant. 429 ft.)—Granted assignment of CP from Serafin Delacruz to K-Z Radio Inc. for \$15,000. Seller has no other broadcast interests. Buyer is headed by Rex W. Sorensen and Jon Anderson, and is licensee of KGUM(AM)-KZGZ(FM) Agana, GU. Action Oct. 28.

■ **KXDL(FM) Browerville, MN** (BAPH910912GR; 99.7 mhz; 3 kw; ant. 100 ft.)—Granted assignment of CP from Allyn R. Stencil to Prairie Broadcasting Co. Inc. for no cash consideration. Seller is headed by Allyn R. Stencil, and has no other broadcast interests. Buyer is headed by Donald D. Schermerhorn, and is licensee of KEYL(AM) Long Prairie, MN. Action Oct. 29.

■ **WVOM(AM)-WFXO(FM) Iuka, MS** (AM: BAL910510GO; 1270 kHz; 1 kw-D; FM: BALH910510GP; 104.9 mhz; 1.79 kw; ant. 410 ft.)—Granted assignment of license from Segars Communications Inc. to Billy R. McLain for undisclosed price, assignment application is incomplete. Seller is headed by Kelly S. Segars, and has no other broadcast interests. Buyer is headed by Billy R. McLain, and has no other broadcast interests. Action Nov. 4.

■ **WYRY(FM) Hinsdale (Keene), NH** (BTCH910911HF; 104.9 mhz; 1.55 kw; ant. 456 ft.)—Granted transfer of control within licensee Tri-Valley Broadcasting Corp. through issuance of stock. Consideration of \$52,100 represents assumption of various notes due to transfer of control. Transferor is Richard A. Defabio Jr., who will retain 49.98% interest. Transferees are William C. Tucker and William G. Steele (each 25.01%), and have no other broadcast interests. Action Nov. 1.

■ **KRBJ(FM) Taos, NM** (BAPH910402GH; 99.9 mhz; 3 kw; ant. -610 ft.)—Granted assignment of CP from Taos County Radio to Baldrige Communications for \$10,000. Seller is headed by Ann Mansfield, and has no other broadcast interests. Buyer is headed by Edwin T. Baldrige, who owns 49.45% of stock of Illini Broadcasting Inc., licensee of WITT(FM) Tuscola, IL. Baldrige owns 75% of WLTV-TV Inc., licensee of KWLV-AM-FM Many, LA. Action Oct. 16.

■ **WHBK(AM) Marshall, NC** (BAL910905EA; 1460 kHz; 500 w-D, 139 w-N)—Granted assignment of

license from Jewell Hill Broadcasting Co. to Southern Broadcasting Inc. for \$145,000. Seller is headed by Hurley Allen Buff, and has no other broadcast interests. Buyer is headed by J. Bruce Phillips (100%) and has no other broadcast interests. Action Oct. 22.

■ **WAPQ(FM) Crestline, OH** (BTCH910814HS; 98.7 mhz; 1.8 kw; ant. 418 ft.)—Granted transfer of control from WHOH Inc. to WAPQ FM Inc. for \$61,000. Seller is headed by John E. Morris and Lawrence R. Baker. General partner of licensee Capital Radio Services Inc. is 49% stockholder of permittees of WMTO(FM) Port St. Joe, FL and WAXH(FM) Olyphant, PA, and is licensee of WMJB(FM) Evansville, WI. Principals of Capital Radio Services also have interests in WDAF-AM-FM Darlington, SC, and WJMA-AM-FM Orange, VA. Buyer is headed by Redge A. Mahaffey, who also has 25% limited partnership interest in WMTO(FM) Port St. Joe, FL. Action Nov. 1.

■ **WQZM(FM) Mountaintop, PA** (BTCH910726HR; 97.1 mhz; 250 w; ant. 1,102 ft.)—Granted transfer of control within licensee Fairview Communications Inc. for \$21,000. Seller is Robert Crawford, who is part-time producer at WMGS(FM) Wilkes-Barre, PA. Buyer is Charles T. Morgan Jr. and Donna M. Morgan; Charles Morgan is sales representative for WNEP-TV Scranton, PA. Action Oct. 28.

■ **KTLE-FM Tooele, UT** (BALH910909GS; 92.1 mhz; 1.3 kw; ant. -737 ft.)—Granted assignment of license from Thomas W. Mathis to Local Broadcasters Inc. for \$30,000. Seller also has interests in KTLE(AM) Tooele, UT; KBRV(AM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. Buyer is headed by Mary F. Kirigin, and has no other broadcast interests. Action Nov. 1.

■ **WNYM(AM)-WVMM(FM) Minocqua, WI** (AM: BAL910920HM 1570 kHz; 5 kw-D; FM: BAPLH910920HN; 95.9 mhz; 3 kw; ant. 178 ft.)—Granted assignment of license from Lakeland Broadcasting Inc. to Raven Broadcasting Corp. for \$400,000. Seller is headed by C. James Lange, and has no other broadcast interests. Buyer is headed by David Ewaskowitz (37.1%), and has no other broadcast interests. Action Nov. 4.

NEW STATIONS

Applications

■ ***Pine Bluff, AR** (BPED911021MC)—Board of Trustees of the University of Arkansas seeks 89.7 mhz. Address: P.O. Box 1123 South University Ave., University Tower Building, Suite 601, Little Rock, AR 72204B. Applicant is headed by Alan Sugg and James B. Blair, and has interests in KUAF(FM) Little Rock and KUAF(FM) Fayetteville, both Arkansas. Filed Oct. 21.

■ ***Arnold, CA** (BPED911031MA)—Calaveras Inspirational Station Inc. seeks 106.1 mhz; 1.6 kw; ant. 191.4 m. Applicant is headed by Judy A. McMurtry (20%), and has no other broadcast interests. Filed Oct. 31.

■ **Chico, CA** (BPED910923MF)—Western Inspirational Broadcasters Inc. seeks 92.7 mhz; 4 kw; ant. 119 ft. Address: 6363 Hwy. 50 E., Carson City, NV 89701. Principal is headed by Robert T. Hesse, Stephen A. Backe, George B. Flamer, Robert H. Long, James S. Proctor, Norman K. Kaupp, Gordon Severance and Robert T. Hesse. Western Inspirational Broadcasters is licensee KCSP(FM) Casper, WY. Filed Sept. 23.

■ **Chico, CA** (BPH910925MC)—The Park Lane Group Inc. seeks 92.7 mhz; 6 kw; ant. -23 ft. Address: 750 Menlo Ave., Suite 340, Menlo Park, CA 94025. Principal is headed by Paul M. Cook, Arthur F. Schneiderman, James H. Levy, Richard Blue and William Struck, and has interest in KPPL(AM) Colusa, CA. Filed Sept. 25.

■ **Chico, CA** (BPH910925ME)—Broad Spectrum Communications Inc. seeks 92.7 mhz; 3.6 kw; ant. 126 ft. Address: 5904 Bay Point Dr., Lake Oswego, OR 97035. Principal is headed by Paul Eric Dausman, Elizabeth Folger Dausman and Arthur Calvin

Dausman, and has no other broadcast interests. Filed Sept. 25.

■ **Joshua Tree, CA** (BPH911106MC)—Desert Willow Broadcasters seeks 92.1 mhz; 6 kw; ant. 100 ft. Address: 8646 Syracuse Rd., Lucerne Valley, CA 92356. Principal is headed by Gene Stuart Headley and Gregory Steven Carpenter, and has no other broadcast interests. Filed Nov. 6.

■ **Joshua Tree, CA** (BPH911106MA)—Mel Yarmat seeks 92.1 mhz; 3 kw; ant. 85 ft. Address: 13470 Manhasset Rd., Suite 1, Apple Valley, CA 92308. Principal owns 39.58% of Apple Valley Broadcasting, licensee of KAPL(AM) Apple Valley, CA. Filed Nov. 6.

■ **Washington, DC** (BPCT910903KF)—National Capital Communications Inc. seeks ch. 4; ant. 100 kw; 214 ft. Address: 4508 Dalton St., Camp Springs, MD 20748. Principal is headed by Leon B. Reid, Steven Rich, Janice A. Booker, Mercedes M. Morris, Charles H. Wilson and Martin B. Hoffman. Wilson is president, director and principal stockholder of Pacific Northwest Broadcasting Corp., licensee of KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho; KPNW-AM-FM Eugene, OR, and KPAY-AM-FM Chico, CA. Hoffman is president, director and 33% owner of WTXO(AM) Winter Garden and WXXU(AM) Cocoa Beach, both Florida. Filed Sept. 3.

■ **Pennsuo, FL** (BPED910912MG)—Hispanic Educational System Inc. seeks 88.3 mhz; 3 kw; ant. 51 ft. Address: P.O. Box 660506, Miami Springs, FL 33266. Principal is headed by Julio Izquierdo and Frank Huertas, and has no other broadcast interests. Filed Sept. 12.

■ **Eldon, IA** (BPH911010MA)—Sample Broadcasting Co. Ltd. seeks 104.3 mhz; 25 kw; ant. 100 m. Address: 407 N. Court, Ottumwa, IA 52501. Applicant is headed by Carmela Sue Sample (100% GP). Bruce Linder, limited partner, is a 25% voting shareholder of O-Town Communications Inc., licensee of KKSJ(FM) Eddyville, IA. Filed Oct. 10.

■ **St. Mary's, KS** (BPH910912MI)—James D. Keck seeks 102.9 mhz; 50 kw; ant. 150 ft. Address: 2301 Summer St., Lincoln, NE 68502. Principal has no other broadcast interests. Filed Sept. 12.

■ **St. Mary's, KS** (BPH910912MF)—Kansas Nebraska Christian Broadcasting Inc. seeks 102.9 mhz; 35.5 kw; ant. 181 ft. Address: 1018 N. Jackson, Unit 3, Hutchinson, KS 67501. Principal is headed by Thomas J. Russell, W. K. Shrum, John Weber, Lance Dixon and Ron Sorenson, and has no other broadcast interests. Filed Sept. 12.

■ **Bar Harbor, ME** (BPH911106MB)—Richard D. Bush seeks 107.7 mhz; 6.3 kw; ant. 12 ft. Address: Rte. 6, Box 3100 (Old Windsor Rd.), Gardiner, ME 04345. Principal has no other broadcast interests. Filed Nov. 6.

■ **Baltimore, MD** (BPCT910903KE)—Four Jacks Broadcasting Inc. seeks ch. 2; 100 kw; ant. 267 ft. Address: 2000 West 41st St., Baltimore, MD 21211. Principal is headed by David D. Smith, J. Duncan Smith, Robert E. Smith and Frederick G. Smith, and owns 25% of issued and outstanding shares of Sinclair Broadcast Group Inc., licensee of WPGH-TV Pittsburgh, PA. Sinclair also has interest in WTTE(TV) Columbus, OH; WBFF-TV, Baltimore, MD, and KOFF-TV Omaha, NE. Filed Sept. 3.

■ **Bronson, MI** (BPED910916MA)—Michiana Christian Broadcasters Inc. seeks 94.7 mhz; 6 kw; ant. 100 ft. Address: 1573 West Chicago Rd., Coldwater, MI 49036. Principal is headed by Wayne S. Reese, James Morrison, Donald Baad, Michael Dull, Michael Budd, William Schafer and Sally L. Gerber, and has no other broadcast interests. Filed Sept. 16.

■ **Kallispell, MT** (BPH910925MD)—Skyline Broadcasters Inc. seeks 106.3 mhz; 1.94 kw; ant. 174 ft. Address: P.O. Box 169, Kallispell, MT 59903. Principal is headed by M. A. Himsl, Ambrose G. Measure, C. M. Anzjon and Loraine K. Bundrock, and is licensee and owner of KGEZ(AM) Kallispell, MT. Filed Sept. 25.

■ **Kallispell, MT** (BPH910926MB)—Tom Seabase seeks 106.3 mhz; 1.9 kw; ant. 126 ft. Address: P.O.

Box 1407, Polson, MT 59860. Principal has no other broadcast interests. Filed Sept. 26.

■ **Manahawkin, NJ** (BPED910816MA)—New Jersey Public Broadcasting Authority seeks 98.9 mhz; 4 kw; ant. 50 ft. Address: CN 777, Trenton, NJ 08625. Principal is headed by Larry H. Will, Robert Berkowitz, Vera King Farris, George Muller, Gerald Ebner, Stephen N. Aduabato, Joel Fleming, Ronald B. Hermann, Scott A. Kobler, Robert G. Sommer, Edward Goldberg, Douglas C. Berman, Robert J. DeTulfo, Melvin R. Primas Jr. and John Ellis. NJPBA is licensee of WNJT-TV Trenton, WNJB-TV New Brunswick, WNJM-TV Montclair and WNJS Camden, all New Jersey. Filed Aug. 16.

■ **Hague, NY** (BPH910924MB)—Family Broadcasting Inc. seeks 93.7 mhz; 4.8 kw; ant. 112 ft. Address: P.O. Box 150, Waterbury, VT 05676. Principal is subsidiary of Harvest Broadcasting Inc. and is headed by Alexander D. McEwing and Arthur McEwing. Harvest Broadcasting is licensee of WGLY(FM) Waterbury, VT, and permittee of new FM at Hartford, VT. Filed Sept. 24.

■ **Del City, OK** (BPED910920MC)—Everlasting Gospel Lighthouse Inc. seeks 91.1 mhz; .15 kw; ant. 44 ft. Address: 5800 S. Sunnylane, Oklahoma City, OK 73115. Principal is headed by John L. Harrell and has no other broadcast interests. Filed Sept. 20.

■ **Cottage Grove, OR** (BPH910923ME)—Signal Communications Inc. seeks 105.5 mhz; 1.86 kw; ant. 177 ft. Address: 6525 N. Borthwick St., Portland, OR 97217. Principal is headed by Jerry Lewis and Bernard V. Foster, and has no other broadcast interests. Filed Sept. 23.

■ **Chesterfield, SC** (BPH910923MD)—D, D & D Broadcasters of Chesterfield seeks 107.3 mhz; 3 kw; ant. 100 ft. Address: P.O. Box 125, Chesterfield, SC 29709. Principal is headed by Albert W. DeHope III, Elizabeth H. Davis and Sharon H. Davis. DeHope is 23% stockholder of WPCN(AM) Mt. Pocono, PA, and 100% owner of WCRE(AM) SC mhz; Filed Sept. 23.

■ ***Crozet, VA** (BPED911011MA)—Board of Visitors of James Madison University seeks 103.5; .27 kw; ant. 462 m. Address: 800 South Main St., Harrisonburg, VA 22807. Applicant is headed by Brenda Hankey, and is licensee of noncommercial, educational WMRA(FM) Harrisonburg, VA and WXJM-FM Washington, PA. Filed Nov. 1.

■ **Clarksburg, WV** (BPED91107MA)—He's Alive Inc. seeks 88.1 mhz; 23.5 kw; ant. 217 ft. Address: 1000 Springs Rd., Grantsville, MD 21536. Principal is headed by James Dewayne Johnson, Sharon Faye Johnson and Roger Brenneman, and is licensee of WAJ-FM Grantsville, WLIC-FM Frostburg, both Maryland, and WRJ(AM) Masontown, PA. Filed Nov. 7.

Actions

■ **Nome, AK** (BPED910410ME)—Granted app. of Michael J. Kaniecki for 96.1 mhz; .1 kw; ant. .42 m. Address: Catholic Bishop of Northern Alaska, 1316 Peger Rd., Fairbanks, AK 99709. Applicant is licensee of KNOM(AM) Nome, AK. Action Oct. 22.

■ **Susanville, CA** (BPH910204ME)—Granted app. of Antelope FM Partnership for 96.3 mhz; 25 kw; ant. 100 m. Address: P.O. Box 159, Fayetteville, GA 30214. Applicant is headed by Larry G. Fuss (51%) and Daryl N. Fredine (49%). Fuss has 12% interest in KIXK(FM) El Dorado and 51% interest in permittee of KWLTV(FM) North Crossett, both Arkansas, and is permittee of KOOZ(FM) Great Falls, MT. Fredine is 24% stockholder in licensee of WRPQ(AM) Baraboo, WI. Action Oct. 21.

■ **Coosa, GA** (BPH900226MD)—Granted app. of Jean M. Gradick for 95.3 mhz; 3 kw; ant. 100 ft. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Principal has no other broadcast interests. Action Oct. 30.

■ **Ft. Gaines, GA** (BPED910116MV)—Granted app. of Georgia Public Telecommunications Commission for 90.9 mhz; 100 kw; ant. 91 m. Address: 1540 Stewart Ave. SW, Atlanta, GA 30310. Applicant is headed by Richard E. Ottinger and Robert

E. James, and is licensee of nine FM's and nine TV's in Georgia. Action Oct. 25.

■ **Hilo, HI** (BPH910207MB)—Dismissed app. of Visionary Related Entertainment Inc. for 95.9 mhz; 35 kw; ant. .50 ft. Address: P.O. Box 15261, SANTA ROSA, CA 95402. Principal is headed by John Detz Jr. and has interest in KOAI(AM) Kihei and KAOI-FM Wailuku, both Hawaii. Action Nov. 1.

■ **Seneca, KS** (BPH891102MJ)—Granted app. of KNZA Inc. for 92.1 mhz; 3 kw; ant. 100 m. Address: P.O. Box 104, Hiawatha, KS 66434. Applicant is headed by Gregory F. Busher (42%), and is licensee of KNZA(FM) Hiawatha, KS; it is applying for channel 221A (92.1 mhz) allotted to Seneca, KS. Action Oct. 22.

■ **Traverse City, MI** (BPED910227ME)—Dismissed app. of Central Michigan University for 104.5 mhz; 1.6 kw; ant. 154 ft. Address: Public Broadcasting Center, 3965 E. Broomfield, Mt. Pleasant, MI 48859. Principal is headed by Thomas M. Hunt, Margaret Ann Riecker, Gordon N. Lambie, Ronald L. Brown, Martin H. Cholakian, Mitchell D. Kehetian, Roger L. Kessler, W. Sidney Smith and Robert Young Jr. Central Michigan University is licensee of WCMU-FM-TV and WMHW-FM Mt. Pleasant, WCML-FM-TV Alpena, WCMW-TV Manistee, WCMV-TV Cadillac, WCMZ-FM Sault Ste. Marie and WUCX-FM Bay City, all Michigan. Action Nov. 1.

■ **Traverse City, MI** (BPH910225MF)—Dismissed app. of Salija Bokram and Michael J. St. Cyr for 104.5 mhz; 6 kw; ant. 100 ft. Address: 630 Edison Ave., Lansing, MI 48910. Principal has no other broadcast interests. Action Nov. 1.

■ **Traverse City, MI** (BPH910226MC)—Dismissed app. of Running Rhodes Inc. for 104.5 mhz; 6 kw; ant. 100 ft. Address: 4620 Welsheimer Rd., Harbor Springs, MI 49740. Principal is headed by Howard Binkow and Joan Akers C. Binkow, and is licensee of WLTO-FM Harbor Springs, MI. Action Nov. 1.

■ **Traverse City, MI** (BPH910228ME)—Dismissed app. of Peninsula Radio Co. for 104.5 mhz; 6 kw; ant. 100 ft. Address: 839 Timber Cove, Seabrook, TX 77586. Principal is headed by Roy E. Henderson and has no other broadcast interests. Action Nov. 1.

■ **Blue Earth, MN** (BPH910227MF)—Granted app. of KBEW Inc. for 98.10 mhz; 25 kw; ant. 100 ft. Address: P.O. Box 278, Blue Earth, MN 56013. Principal is headed by Jerry and Patricia Papenfuss, husband and wife, who have interest in KBRF Inc., licensee of KBRF-AM-FM Fergus Falls, MN; KBEW Inc., licensee of KBEW(AM) Blue Earth, MN, and KAGE Inc., licensee of KAGE-AM-FM Winona, MN. Action Nov. 5.

■ **Blue Earth, MN** (BPH900823MC)—Dismissed app. of Lucille S. Bill for 98.10 mhz; 25 kw; ant. 100 ft. Address: 625 19th St. N.W., Rochester, MN 55901. Principal is secretary and director of Olmstead County Broadcasting Co., licensee of KOLM(AM)-KWWK(FM) Rochester, MN. Her husband, Howard G. Bill, is president, director, general manager and 100% owner of Olmstead County Broadcasting Co. Action Nov. 5.

■ **Blue Earth, MN** (BPH900823MF)—Dismissed app. of Robert D. and Jenifer L. Weerts for 98.10 mhz; 25 kw; ant. 100 ft. Address: 133 S. Main St., Winnebago, MN 56098. Principals have no other broadcast interests. Action Nov. 5.

■ **Woodville, MS** (BPH890712MH)—Granted app. of PDB Broadcasting Co. for 95.9 mhz; 3 kw; ant. 100 m. Address: 623 NW Ave. McComb, MS 39648. Applicant is headed by Donald B. Brady, and has no other broadcast interests. Action Oct. 16.

■ **Kirtland, NM** (BPH910227MF)—Dismissed app. of Roscoe Lee Hooper for 102.9 mhz; 100 kw; ant. 395 ft. Address: 1014 N. Buena Vista Ave., Farmington, NM 87401. Principal has no other broadcast interests. Action Nov. 4.

■ **Beaver Springs, PA** (BPH900503ML)—Granted app. of Mary Anne Fleisher for 106.1 mhz; 1.75 kw; ant. 400 ft. Address: RD. 1, Box 349, Mifflinburg, PA 17844. Principal has no other broadcast inter-

ests. Action Oct. 31

■ **Knoxville, TN** (BPH880824MP)—Granted app. of McDonald Communications Inc. for 104.5 mhz; 2 kw; ant. 120 ft. Address: 1018 Nokomis Circle, Knoxville, TN 37919. Principal is headed by Elizabeth S. Richards, Rose M. Benedict and Elizabeth M. McClamroch, and has no other broadcast interests. Action Oct. 30.

■ **Chehalis, WA** (BPED901026MG)—Granted app. of Chehalis Valley Educational Foundation for 90.5 mhz; 3 kw; ant. 30 m. Address: 57 W. Main, Chehalis, WA 98532. Applicant is headed by Dan M. Appel and Gregory Fritz, and has no other broadcast interests. Action Oct. 28.

FACILITIES CHANGES

Applications

AM

■ **Santa Monica, CA** KBLA(AM) 1580 khz—Oct. 30 application of BNN (California Ltd. partnership) for CP to augment nighttime standard pattern.

FM's

■ **San Rafael, CA** KTID-FM 100.9 mhz—Oct. 28 application of Marin Broadcasting Co. Inc. for mod. of CP (BPH-900726IC) to change ERP: .45 kw H&V, ant.: 247 m.

■ **Taft, CA** KMYX-FM 103.9 mhz—Oct. 25 application of Bakersfield Radio Partners Ltd. for mod. of CP to relocate main studio outside of community of license to: 333 Palmer Dr., Bakersfield, CA.

■ **North Fort Riley, KS** KXDJ(FM) 102.5 mhz—Oct. 30 application of Lesso Inc. for mod. of CP (BPH-870710NE) to change ERP: 100 kw (H&V); change to class C1 (per MM docket #90-585).

■ **Binghamton, NY** WHWK(FM) 98.1 mhz—Oct. 28 application Stoner Broadcasting System Inc. for CP to change ERP: 13.18 kw H&V.

■ **Laurinburg, NC** WMXF-FM 96.5 mhz—Oct. 30 application of Durham Life Broadcasting Inc. mod. of CP (BPH-870227MV) to change ant.: 300 m., TL: off state road 1756, .47 km NE of intersection of state road 1756 and state road 1001, 2.2 km south of Rennert, NC. Petition to deny filed 10-15-91.

■ **Scotland Neck, NC** WWRT(FM) 102.7 mhz—Oct. 29 application of WYAL Radio Inc. for mod. of CP (BPH-870331MP as mod.) to change frequency from 274A to 238A (per MM&O 90-473).

■ **Klamath Falls, OR** KTEC(FM) 89.5 mhz—Oct. 31 application of State Board of Higher Education for CP to change ant.: 190 m. and TL: 1.5 mi. west of courthouse.

■ **Bluffton, SC** WLOW(FM) 106.3 mhz—Oct. 30 application of DHA Broadcasting Inc. for CP to change ERP: 68.9 kw (H&V); ant.: 299 m.; TL: 2 km west of Bluffton off Hwy 46; change class (per MM docket #90-536).

■ **Nephi, UT** KCDH(FM) 92.7 mhz—Oct. 28 application of Charles D. Hall for CP to change ERP: 60 kw H&V, ant.: 198 m.; TL: Long Ridge 4 km at 16 degrees true from intersection of Dog Valley County Rd and Hwy 132. 9.5 km at 281 degrees true from Nephi; class: C1; freq: 103.9 mhz., (per docket #90-609).

■ **Christiansburg, VA** WJKC(FM) 95.1 mhz—Oct. 25 application of Radio 95 Inc. for CP to change ant.: 241 m.; TL: 3 km southeast of Christiansburg.

■ **Ladysmith, WI** WLDY-FM 92.7 mhz—Oct. 25 application of Flambeau Broadcasting Co. Inc. mod. of license to increase ERP: 4.5 kw (H&V) (per docket #88-375).

■ **Menomonie, WI** WMEQ-FM 92.1 mhz—Oct. 28 application of Phillips Broadcasting Co. Inc. for CP to change ERP: 9 kw H&V, ant.: 133 m.; class: C3 (per docket #89-137).

TV's

■ **Eureka, CA** KZJA(TV) ch. 29—Oct. 28 application of Sainte Sepulveda Inc. for mod. of CP

(BPCT-850814KF) to change ERP (vis): 16.2 kw; ant.: 334 m.; TL: 1465 Fickle Hill Rd., Arcata, CA; antenna: Jampro Antennas Inc. JAMS-B29-SBPB(DA)(BT).

■ **Baxley, GA** (no call letters) ch. 34—Oct. 30 application of New Upchurch Broadcasting Inc. for mod. of CP (BPCT-9010299KM) to change TL: 4.7 km south of state route 144, 11.6 km east of Baxley in Appling Co., GA (31-45-5382-13-38).

■ **Grand Rapids, MI** WGUV-TV ch. 35—Oct. 28 application of Grand Valley State University for mod. license to change transmitter.

■ **Jackson, MS** WPJJ(TV) ch. 51—Oct. 28 application of Jam Communications Inc. for mod. of CP (BPCT-870121KF) to change ERP (vis): 1,494 kw; ant.: 379 m.; TL: 3.3 km southwest of intersection of Interstate 20 and state highway 18 Jackson; antenna: Harris TWS-30(BT).

■ **Lorain, OH** WUAB(TV) ch. 43—Oct. 25 application of Cannell Communications Ltd. for CP to change ERP (vis): 204 kw; ant.: 264 m.; antenna: AndrewATW2G1-HSS (DA).

■ **San Juan, PR** WSJU(TV) ch. 18—Oct. 30 application of International Broadcasting Corp. for CP to change ERP (vis): 500 kw; ant.: 563 m.; TL: Cubuy Ward, municipality of Loiza, PR; antenna: Jampro Antennas Inc. JSM-2418-SFC-CP(DA)(BT); 18-16-4465-51-12.

■ **Myrtle Beach, SC** WGSE(TV) ch. 43—Oct. 25 application of Carolina Christian Broadcasting Inc. for CP to change ERP (vis): 1.02 kw; ant.: 316 m.; TL: .60 mi. south of Route 90, 1.8 mi. east of Nixonville; antenna: dielectricRCA TFU25G(BT) 33-50-1078-51-08.

■ **Galveston, TX** KLTJ(TV) ch. 22—Oct. 30 application of Faith That Pleases God Church Inc. for CP to change ant.: 566 m.; TL: near Stringtown Rd., 6.4 km southeast of Stringtown Road and highway 35; 12.9 km south of Alvin, TX: 29-17-5695-14-11.

Actions

AM's

■ **Carmichael, CA** KFIA(AM) 710 khz—Oct. 15 application of Olympic Broadcasters Inc. granted for CP to change antenna system: increase day power: 25 kw, night power .5 kw; change TL: 3.5 km east-southeast of Lincoln, CA: 38 52 57-121 15 07.

■ **Lompoc, CA** KNEZ(AM) 960 khz—Nov. 1 application of Green-Gold Broadcasting Inc. granted for mod. CP (BP880527AE) to change TL to N. end of Blosser Rd., Santa Maria, CA and change antenna system: 34 58 47 120 27 12.6.

■ **Dunedin, FL** WGUL(AM) 860 khz—Oct. 16 application of Gulf Atlantic Media Corp. granted for mod. of CP (BP900802AD) to add augmentation to daytime and nighttime patterns.

■ **Campbellsville, KY** WTCO(AM) 1450 khz—Nov. 1 application of Heartland Communications Inc. granted for CP to correct coordinates: 37 20 07 - 85 22 33.

■ **Tompkinsville, KY** WTKY(AM) 1370 khz—Nov. 1 application of Whitmore Enterprises Inc. granted for CP to reduce power to 2.1 kw and make changes in antenna system.

FM's

■ **Mobile, AL** WHIL-FM 91.3 mhz—Oct. 30 application of Spring Hill College granted for non-commercial educational FM for CP to change ant.: 303 m., TL: 5.1 mi. east of junction of highways 31 and 90, near Spanish Fort, Baldwin County, AL; change to class 217C.

■ **Rogersville, AL** WFIX(FM) 93.9 mhz—Oct. 10 application of Eugene G. Hutchens granted for mod. OF CP (BPH-880711MS) to change ERP: 2.25 kw (H&V), ant.: 162 m., TL: county rd. 66, .4 km west of Wheeler Dam Highway.

■ **Siloam Springs, AR** KLRC(FM) 101.1 mhz—Oct. 30 application of John Brown University grant-

ed for mod. of license to increase ERP: 3.1 kw H&V (per MM docket #88-375).

■ **Marianna, AR** KVNZ(FM) 106.9 mhz—Oct. 24 application of Ramblin Communications, CP for new FM, ERP: 3 kw H&V; ant.: 100 m.; 34 45 41 90 43 14 is cancelled and call sign deleted.

■ **Lake Arrowhead, CA** KBON(FM) 103.9 mhz—Oct. 15 application of Arrowhead Broadcasting Corp. granted for CP to change ERP: .19 kw H&V, ant.: 533.9 m., change TL: 4 km east-southeast of Lake Arrowhead.

■ **De Funiak Springs, FL** WQUH(FM) 103.1 mhz—Oct. 15 application of Kudzu Broadcasting Partnership granted for CP to change ERP: 50 kw H&V, ant.: 146.9 m. TL: approx. 2 km west of community of Portland, FL (WALTON CO.), from intersection of Woodlawn Or. and FL hwy 20, approx. 1.9 km north on Woodlawn Or., left on dirt rd. approx. .3 km, site west, arrox. 120 m. Change to class 276C2 (per MM docket #89-322).

■ **Sparta, GA** WHAN(FM) 102.7 mhz—Hope FM Ltd., CP for new FM, ERP: 3 kw (H&V), ant. 328 ft., TL: .2 mi. west from Sparta city limits, SLRC to be determined: 33 16 54 82 59 38, is hereby forfeited and cancelled.

■ **Sparta, GA** WHAN(FM) 102.7 mhz—Oct. 9 application of Hope FM Ltd dismissed for mod. of CP (BPH-870313NP) to change ant.: 175 m.; TL: 5.8 km southwest of Sparta, 1.35 km north of Mitchell Chapel, Hancock County, GA.

■ **Newton, IL** WIKK(FM) 103.5 mhz—Oct. 3 application of S. Kent Lankford returned for mod. of CP (BPH-880727MI as mod.) to change ERP: 25 kw H&V, TL: 2.2 km from Rose Hill, IL, at bearing of 95.7 degrees, class: B1.

■ **Rochester, NH** WWEM(FM) 96.7 mhz—Oct. 10 application of Bear Broadcasting Co. granted for CP to change ERP: 5.8 kw (H&V); ant.: 30 m. TL: state route 75, Farmington, NH.

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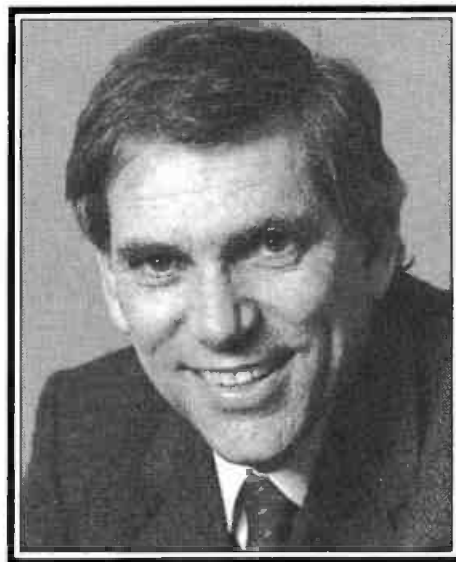
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ERIK DENISON SORENSON

Once you get past all the important news posts he has held in his career, one of the most noticeable things about Erik Sorenson's official CBS News bio is just how long the 36 year old has been in the broadcasting business.

Sorenson lists his first year in broadcasting as 1969, when at age 13 he took a part-time job working the board at his hometown station, WRKS(AM) Waukegan, Ill. Over the next eight years, he would eventually chalk up experience in advertising sales, on-air announcing, assistant news directing and just about anything else they'd let him do at the station.

"By the time I was graduating from college, I had a full radio broadcasting career," says Sorenson.

It didn't hurt that Erik's father, Fritz Sorenson, ran the station. Fritz, a former president of the Illinois Broadcasters Association, allowed Erik to start ripping newswire copy at WRKS when he was nine years old. And it was Fritz who took Erik to the 1974 meeting of the National Association of Broadcasters in Texas, where his future partner, Dan Rather, made waves during a heated question-and-answer session with President Nixon.

As Sorenson got older, his father warned him against a career in broadcasting. The hours were long, he says, and the pay wasn't that good. Sorenson took the advice and, after graduating from college, moved to California to enroll in law school. While still a student, he took a job at CBS affiliate KFMB-TV San Diego. A year later, he dropped out.

Sorenson joined KFMB as a \$3-an-hour writer in 1977, and by 1979 was executive producer. By the time he left the station in 1980, at age 24, he was essentially running the newsroom as assistant to the news director. It was the first in a series of fast promotions.

He moved to CBS-owned WBBM-TV Chicago as a writer in 1980 and two years later was named executive producer. Following a successful four-year run in Chicago, he joined another



CBS-owned station, KCBS-TV Los Angeles as executive producer. Sorenson was at KCBS just four months when news director Andy Fisher left the station, enabling him, at age 28, to become news director. It was a heady experience—overseeing a \$25 million budget and 150 staffers—and a difficult one.

"I made a lot of mistakes," says Sorenson. "My assessment, in retrospect, is that I really didn't do a good job."

Sorenson's biggest problem at the station came with the 1986 implementation of the infamous "newswheel" format, which presented the evening news in six 20-minute segments with 10 revolving anchors. Today, Sorenson says he hears more and more from news directors who think the newswheel wasn't such a bad idea. At the time, however, many critics pegged it a disaster.

Sorenson lost his job after the failed newswheel experiment, as did CBS stations president, Neil Derrough, and KCBS-TV vice president and general

manager, Frank Gardner. But he would not be gone for long. Eric Ober, who had hired him at WBBM, had become CBS stations president. And Ober wanted him back.

Sorenson decided to give up a news director job he had taken at competing station KTTV(TV) Los Angeles to return to KCBS-TV for another two-year stint. By this time, he had reached the ripe old age of 30.

"I was a better news director, I dealt with people better, I made better decisions, and I had a more mature view of my job and the people who worked with me," says Sorenson. By 1989, he was named station manager, traditionally a training ground for general managers in the CBS system.

Sorenson was in that job just six weeks when he got a call asking him to become executive producer of *CBS This Morning* and *CBS Morning News*. Although he had no network experience, he was about to learn fast. He took over the morning show in October 1989, and quickly made his mark by replacing co-anchor Kathleen Sullivan with Paula Zahn.

But before Sorenson knew it, it was time for another move. Last February, he was asked to become executive producer of the *CBS Evening News* by Eric Ober, who by

that time had become president of the CBS News division. Sorenson jumped at the job.

Sorenson is gradually making his mark on the newscast, toying with the graphics and adding a new recurring segment, "Eye on America." *Evening News* anchor Dan Rather applauds his willingness to try new ideas and his ability to motivate staffers. ■

Executive producer, *CBS Evening News*; b. Dec. 15, 1955, Phoenix, BA, psychology, University of Wisconsin, 1977; various assignments, WRKS(AM) Waukegan, Ill., 1969-1977; writer, KFMB-TV San Diego, 1977; executive producer, 1979; producer, WBBM-TV Chicago, 1980; executive producer, 1982-1984; executive producer, KCBS-TV, 1984; news director, 1984-1986; news director, KTTV(TV) Los Angeles, 1986; news director, KCBS-TV Los Angeles, 1987-1989; station manager, 1989; executive producer, *CBS This Morning* and *CBS Morning News*, 1989-1991; present position since February 1991; m. Carol Krause, March 22, 1983; children: Zachary, 5; Emma, 1.

Fates & Fortunes



EXCHANGE STATIONS

Broadcast stations in the United States and the USSR will be taking part in a "sister station" program now being organized by the United States Information Agency and the Carter Center at Emory University, Atlanta. Oleg Poptsov, chairman, Russian Republic TV Corp., and former President Jimmy Carter endorse the program during the announcement at the Carter Center.

MEDIA

Mark A. Hemenetz, VP and group head, communications, entertainment and publishing, The Bank of New York, New York, named senior VP.

Jeff Clarke, executive director of programming, KUHT(TV) Houston, named station manager.

Carl Brazell, president and CEO, Command Communications, New York, adds duties as manager of KRLD(AM) Dallas.

Walter DeHaven, general sales manager, WTXF-TV Philadelphia, joins KRRT(TV) Kerrville, Tex. (San Antonio), as VP and general manager.

Irwin B. Polinsky, VP and chief of staff, Cablevision Systems Corp., Woodbury, N.Y., named senior VP, chief of staff administration.

Steven Humphries, VP and general manager, KXTN(AM)-KZVE(FM) San Antonio, Tex., named executive VP of parent company, TK Communications, Fort Lauderdale, Fla., succeeded by **Gary Lakey**, general sales manager, co-owned WSRF(AM)-WSHE(FM) Fort

Lauderdale, Fla. **Josh Mednick**, local sales manager, KXTN-KZVE, named general sales manager.

Rick Petrone, former program director, WSTC(AM)-WQQQ(FM) Stamford, Conn., named general manager, succeeding **Warren Lada**, named general manager, WAQY(FM) Springfield, Mass.

John Ridell, VP, district manager, Continental Cablevision, Jacksonville, Fla., named senior VP, Continental Cablevision of Ohio Inc., Findlay, Ohio.

Wanda Broughton, VP and general manager, WVGQ(FM) Richmond, Va., joins WYAV(FM) Conway, S.C. (Myrtle Beach), in same capacity.

Carl Gardner, VP and general manager, WTKI(FM) Milwaukee, adds duties as VP and general manager, WTMJ(AM) there.

Rick Petrone, senior account executive, WSTC(AM)-WQQQ(FM) Stamford, Conn., named general manager.

Dick Modig, VP, broadcast operations, KARE(TV) Minneapolis, retired.

Martin Maleska, senior VP of development, Macmillan Inc. and Max-

well Communications, joins Veronis Suhler & Associates Inc. communications investment banking firm, New York, as managing director.

J. Manuel Calvo, executive VP and assistant general manager, WWSB(TV) Sarasota, Fla., joins WSCV(TV) Fort Lauderdale, Fla., as VP and general manager.

James Principi, executive VP and general manager, WINE(AM)-WRKI(FM) Brookfield, Conn. (Danbury), joins KTYD(FM) Santa Barbara, Calif., in same capacity.

Richard B. Armfield, VP and general manager, WKFT(TV) Fayetteville, N.C. (Raleigh-Durham), joins KOAM-TV Pittsburg, Kan., in same capacity.

Mark J. Cummings, general manager, KAUS-TV Wichita Falls, Kan., joins WHOI(TV) Peoria, Ill., as VP and general manager.

SALES AND MARKETING

Sam B. Vitt, chairman and CEO, Vitt Media International Inc., New York, retired, and remains as chairman emeritus. **Roy A. Muro**, president and chief operating officer, succeeds Vitt.

John W. Moore, director of marketing, Spectrum South, Greenville, S.C., joins Fox 9, Wilmington, N.C., Fox Broadcasting Co.'s satellite-delivered program service, as general sales manager.



Poitras

Steve Poitras, promotion manager, KTVU(TV) Oakland, Calif., named director of marketing.

Carole Feld, director of promotion and retention marketing, Home

Box Office, joins Public Broadcasting Service, Alexandria, Va., as VP, promotion and advertising.

Jack Adamson, president, Bonneville Major Market Radio Group, Northbrook, Ill., adds duties as chief operating officer, Bonneville Broadcasting System.

Mitchell Hall, president, The Hall Group, New York, has been named East Coast advertising representative for Broadcast Promotion & Marketing Executives.

Peter F. Weber, VP and director of broadcast business, Leo Burnett Company Inc., Chicago, has retired, and will be succeeded by **Marla Johnson**, VP and manager of broadcast business.

Leslie Wojdowski, account executive, WTAE-TV Pittsburgh, named director of marketing. **Cindy Foight**, marketing coordinator, WTAE-TV, named research director.

PROGRAMING

Ross D. Triplett, manager, MIS Telecommunications, NBC-TV, Burbank, Calif., named director, MIS telecommunications/office systems.

Kenneth Bettsteller, director, pay TV worldwide, Twentieth Century Fox, Los Angeles, named VP, pay TV worldwide.

Martine Safran, from Paramount Pictures Corp., joins MTM Enterprises, Los Angeles, as director of business and legal affairs.

Charlotte Koppe, VP, programming, Paramount Domestic Television, joins ABC Television Network, Los Angeles, as VP, daytime programming, West Coast.



Koppe



Mosko

Steve Mosko, VP, station manager, WPHL-TV Philadelphia, joins Columbia Pictures Television, Burbank, Calif., as VP, Western region.

CBS RESTRUCTURES SALES PITCH

CBS Inc. has restructured its network sales department and its mode of operation. Instead of selling commercial inventory by daypart, CBS will now assign sales teams to specific advertising agencies and those teams will sell time for all dayparts although CBS's current daypart vice presidents will remain in place. Five teams will be created with each team headed up by a vice president and made up of four account executives. Joe Abruzzese, senior vice president, CBS Television Network (pictured above), said the changes come after several months of meeting with agencies to determine how to restructure the current sales practices. Abruzzese has not yet said who will head what sales teams except to say that Dan Koby, currently group vice president, sales and marketing, will oversee the five sales teams.



Judd Parkin, VP, miniseries, ABC Entertainment, Century City, Calif., named senior VP, motion pictures and miniseries.

Elisa A. Feeney, account executive, Hamilton Project's Hanna-Barbera division, New York, named account supervisor.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Barbara Wellbery**, deputy general counsel and director of copyright, Public Broadcasting Service, named VP, deputy general counsel; **Brian E. Kelly**, division VP, sales and marketing, Warner Cable Communications, Medford, Mass., named director, affiliate marketing, Discovery Networks, and **Louise Brown**, director, program evaluation and scheduling, The Learning Channel, named program manager, educational TV, Discovery Networks.

Bill Butler, program manager, WTXF-TV Pittsburgh, named marketing and program director.

NEWS AND PUBLIC AFFAIRS

Steve Hinkle, from Columbine Systems, Golden, Colo., joins WJLA-TV Washington as assistant news director.

Carole Meekins, former general assignment reporter, KPLR-TV St. Louis, joins WTMJ-TV Milwaukee as 10 p.m. co-anchor.



Jon Janes, executive producer, All News Channel, Minneapolis-St. Paul, joins News-Press & Gazette Co. group owner of 8 TV's, St. Joseph, Mo., as VP, news.

Michael McIntee, and **Griff Potter**, producers, All News Channel, Minneapolis-St. Paul, named senior producers.

Appointments at WDSU-TV New Orleans: **Karen Daigle**, news director, KACY(AM) Lafayette, La., named general assignment reporter; **Brian Norman**, former production manager, WSPA-TV Spartanburg, S.C., to same capacity, and **Kathy McClung**, media buyer, Berger and Reed Advertising, named research director.

Leonard Roberts, formerly with WCBM(AM) Baltimore, joins WBAL(AM) there as reporter and anchor.

Ronald Toy, assistant director, WCMH-TV Columbus, Ohio, joins WTOL-TV Toledo, Ohio, as producer and director.

Roy Frostenson, assistant news director, KNOE-TV Monroe, La., named news director.

Jeff Jeffers, sports anchor, WNDU-AM-FM South Bend, Ind., named sports director.

Appointments at WTOK-TV Meridian, Miss.: **John Smith**, co-anchor and reporter, WGEM-TV Quincy, Ill., to same capacity; **Deana Day**, anchor, producer and reporter, *Good Morning Meridian*, named 10 p.m. co-anchor and reporter; **Lisa Kittrell**, news director, WZMP(FM) Marion, Miss., named 6 p.m. co-anchor and producer; **Laurie Davison**, former

RETIRED BROADCASTING EDITOR DIES

Bruce Robertson, retired senior editor of BROADCASTING in Hollywood, died Nov. 15 of pneumonia after gall bladder surgery in Rosamond, Calif. He was 90 years old. Survivors include his wife, Mary, a brother and three grandsons.

A Chicago native, Robertson joined BROADCASTING in 1934 as a correspondent in Chicago, after the magazine had absorbed *Broadcast Advertising*, a publication he had edited. He became BROADCASTING's Chicago bureau chief in 1936 and head of the magazine's New York editorial operations the following year.

In New York Robertson covered the business of radio in its years of big-show glamour and of television from its early developments through its post World-War-II boom. He was promoted to senior editor in the publication's Washington headquarters in 1954.

Robertson was BROADCASTING's chief editorial executive on the West Coast from 1957 until his retirement in 1965, after 31 years with the magazine.



Robertson in 1965

weekend anchor and reporter, KTPX(TV) Odessa, Tex. (Midland), named anchor, producer and reporter, *Good Morning Meridian*, and **Ericka Johnson**, news assistant, WRIC-TV Richmond, Va., named weekend anchor and reporter.

TECHNOLOGY



Jones

Donald L. Jones, director, on-air operations, NBC-TV, Burbank, Calif., joins KNBC-TV Los Angeles as manager, master control.

Tony Martinez, VP, sales, Angenieux Corp. of America, Miami, resigned. **Edward Cirri**, Northeast regional sales manager, Angenieux Corp., named regional sales manager.

Arthur Hill, VP, sales, Vyvx Inc., Houston, named VP, executive accounts.

Appointments at Andrew Corp., Orland Park, Ill.: **Barry Cohen**, sales manager, broadcast market, named general manager, broadcast products; **Debra Buck Huttenberg**, distribution sales manager, named customer relations manager, succeeded by **Kinsley Jones**, broadcast accounts manager.

PROMOTION AND PR

Judy Geder, from Clein & White public relations, New York, joins King World's *Inside Edition*, as senior publicist.

Denise Rolfe, creative services manager, WTXF-TV Pittsburgh, named creative director.

Appointments at KCPQ(TV) Tacoma, Wash. (Seattle): **Amy Garcia**, from The Monitor Channel, Boston, named design director; **Brenda Raider**, producer, local children's programs and promotion manager, KSTW(TV) Tacoma, Wash., named production, marketing and promotion coordinator, and **Heather Ludwig**, recent graduate, University of San Diego, named sales assistant.

Karen Lah, promotion writer and producer, WPXI-TV Pittsburgh, named executive producer, promotions department.

Carol Ames, executive director, corporate communications department, Paramount Pictures, forms Ames Communications public relations, Venice, Calif.

Stacey Allen, assistant general manager, David Dee's Even Time Film Video Editorial Co., joins Radio Band of America broadcast creative service company, New York, as GM.

Richard S. Roher, account supervisor and head, technology group, Daniel S. Roher Inc. public relations, New York, named chief operating officer.

ALLIED FIELDS

Nancy Thompson, director of administration, Motion Picture Association of America Inc., Washington, named VP, administration.

Amy McCombs, president and general manager, KRON-TV San Francisco, appointed to TV board at National Association of Broadcasters. **Don Seehafer**, president, Seehafer Broadcasting Corp., Manitowoc, Wis., appointed to NAB's radio board.

Valarie J. Furlow, public service director, WBBH-TV Fort Myers, Fla., named recipient of National Association of Broadcasters 1991 Service to Children TV Award.

George Duerr, industrial engineer, United Parcel Service, joins Placers Search Division, Christiana, Del., as engineering and technical recruiter.

Lisa Stephen Farmer, VP, business administration, Tapscan Inc., Birmingham, Ala., named senior VP.

New officers elected at Kansas Association of Broadcasters, Topeka, Kan.: **Bob Newton**, KLWN(AM)-KLZR(FM) Lawrence, Kan., president; **Jerry Hinrikus**, KSAL(AM)-KYEZ(FM) Salina, Kan., president-elect; **Lea Firestone**, KVOE(AM)-KFFX(FM) Emporia, Kan., secretary-treasurer.

DEATHS

Jerry Bassett, 74, retired broadcaster, died of lung cancer in Sacramento, Calif., Oct. 18. In 1959 he moved to California to manage KKIS-AM-FM Pittsburg, Calif., and later built KFCB(TV) Concord, Calif. Before he retired he was selling automation equipment on West Coast as was consultant. He is survived by his wife, Arlyne; two children, and four grandchildren.

Lottie Z. Morgan, 66, VP, domestic sales, Shure Brothers Inc., died Nov. 1 in Skokie, Ill. Morgan started at Shure as sales correspondent, progressing through various sales positions until she was appointed national sales manager, distributor products in 1980. She was a 29-year veteran of company. Survivors include her husband, two children and four grandchildren.

Monday Memo

“The cable industry will not be alone in its battle with the phone companies.”

As the cable television industry gathered in Anaheim, Calif., for the Western Cable Television trade show, a dramatic shift was taking place, forcing basic decisions concerning the future of the cable industry to state public utility commissions (PUC's).

This was initiated when Judge Greene removed the ban on the regional Bell operating companies' provision of information services. On Oct. 30 the Supreme Court lifted the stay on Judge Greene's order; all that remained between unlimited telco entry into cable television service was pending FCC dockets on video dial tone and the cross-ownership restrictions under the Cable Act.

On Oct. 24 the FCC reported on video dial tone. Its order included deregulation which provided that neither telcos nor programmers using their facilities will need a franchise. This action aims at the nature of video delivery.

For over a decade, the cable industry has focused its lobbying efforts to encourage legislative deregulation of cable in order to let the entrepreneurial dream of cable become a multichannel reality. Now the battleground begins to shift to state PUC's. These bodies will determine the statewide telecommunications infrastructure and will answer what transmissions can be sent, what technology will be used, what it will cost and what consumers will pay.

State PUC's have addressed many of these questions in the context of proceedings involving the RBOC's. In California, these proceedings have included the structure of incentive regulation, accelerated depreciation and structural safeguards between Pacific Bell and a subsidiary to house its competitive services.

Many of the questions state PUC's face has yet to be formulated, and will evolve as technologies change. It is clear that PUC's will have to answer a litany of questions:

- What rules and accounting procedures should exist to insure structural safeguard among RBOC's, monopoly telephone services and competitive services?

- How should costs for services provided along the same lines be allocated?

- What rules should determine the limits of accelerated depreciation?

- When should deployment of fiber optic lines be permitted by the phone companies?

The problem cable faces with the PUC's as the new

arena of public policy decisions is formidable. It is our experience that agencies that regulate cable are not familiar with its complexities. State legislatures, Congress, consumers and the media have latched on to misunderstandings of the economics of the cable industry.

State PUC's are familiar with telephone company monopolies, and envision them as reliable entities for achieving public policy goals. At scores of PUC's around the country, decisions are being made "de facto" that give the telcos a competitive edge through accelerated depreciation and deployment of unnecessary fiber to the home. Since the telephone companies have captive audiences, the potential for abuse of the consumer is extreme. Indeed, state PUC's have a long history of relationships with phone companies and a "rate of return mentality" that will hinder PUC's from understanding the economic nature of cable TV.

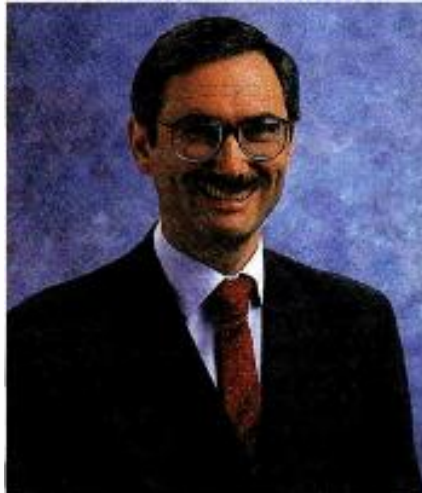
Only the vigilance of cable television companies will secure their place in the telecommunications marketplace. At a time when technology will soon afford cable television a quantum leap in our bandwidth capacity, we need to insure that our future business opportunities are

not circumscribed by PUC's dominated by telephone companies.

Opportunities abound for state associations and MSO's to build their roles with PUC's. State associations and cable television companies should incorporate a PUC component to any government relations programs scheduled for 1992.

In addition to expanding the cable presence at the PUC, cable companies need to seek out other settings that address the telecommunications issues for your state. Conferences on economic development and advanced telecommunications networks are natural gatherings for cable companies to bring a new, indeed competitive, perspective. And the cable industry will not be alone in its battle with the phone companies over the future telecommunications environment. The enhanced service providers and long distance companies will be in a similar position.

Within the next few years viewing choices for cable customers will explode yet again due to video compression and fiber optic deployment. To protect the cable industry's investment in extensive programming and technological advances, state associations and companies must work with PUC's to guarantee a cable voice in that future.



A cable commentary from Spencer Kaitz, president, California Cable TV Association

Broadcasting

In Brief

Rainbow Network Communications reached a multiyear, 10-transponder satellite contract with GE American Communications which will see eight of Rainbow's regional and national SportsChannel services migrating from Satcom F4 to Satcom 4R and Satcom 2R during the next 12 months. SportsChannel Los Angeles will remain on Satcom C-1. The value and length of the agreement were not disclosed.

At the Fourth Annual **Low Power Television Conference & Exposition** this past Saturday (Nov. 23) in Las Vegas, FCC Commissioner **James Quello** said "with the proliferation of so many national channels vying for viewer attraction, [there] is a **continuing need for local broadcast service**. This is especially true of what I call your specialized localism service." Quello said he supports the Community Broadcasters Associ-

ation's push to have LPTV call signs changed from the current alphanumeric system to one more resembling three and four letters used by AM and FM broadcasters, and called the CBA attempts to get power increases for stations and getting the FCC to change the service's designation from LPTV to community television "reasonable." The convention, which began Saturday, ends today (Nov. 25).

The race between Hearst Corp. and Cox Enterprises to create a California cable newschannel is switching gears. Hearst, which had hoped to have its service up in 1992 to take advantage of the election season, now says it will likely not be ready until 1993, according to Philip Balboni, special assistant to the president. Although the state's cable operators still appear not to have chosen sides, Cox Senior VP Ajit

Dalvi said plans were moving along and "we will be very active in January." Balboni reiterated Hearst's willingness to perhaps join forces with Cox; Dalvi said Cox has no such plans.

The FCC is considering a relaxation of its "hard look" approach to applications for new FM stations by allowing an amendment to correct errors that previously would have been cause for the commission to reject the application. The FCC-described "hard look" approach was adopted in 1985 in response to a flood of sloppy, incomplete and often speculative applications. The FCC said that due to an overall increase in the quality (and decrease in quantity) of recent applications, more leniency may be warranted so small, mostly clerical, mistakes can be corrected. The proposal would not allow modifications to applications rejected because contingent waiver requests had been denied. The FCC is also considering placing time limits on petitions for rulemakings that conflict with mutually exclusive applications for new FM stations (or modifications of CP's) and petitions for changes in the FM table of allotments. No limits currently exist. Under the FCC proposal, the deadline for petitions to deny (at least 30 days after an application has been put on public notice) would apply to related rulemaking requests as well.

To accommodate the growing number of **one-person news operations** at music radio stations and other broadcasting outlets across the country, **the Radio-Television News Directors Association last week approved a new discount membership** for such news operations. The annual fee for one-person news organizations will now be \$75, representing a 12% discount.

Fourth-quarter revenue for King World Productions declined 8%,

PIKE ADDS INTERNATIONAL AT PARAMOUNT

John S. Pike has signed a new multi-year contract with Paramount Network Television, receiving the boosted title of president, network television and international co-production. Paramount's renewal of Pike's contract, which was said to have a year left on it, has firmed up most of the major executive level positions at the Hollywood studio after the expected turnover from Brandon Tartikoff's assuming the Paramount Pictures Corp. chairmanship last summer.

Pike, who has been president of Paramount Network TV since August 1986, has also been involved in various international co-productions. Pike's earlier efforts in international co-production include *Mission Impossible*, *MacGyver* (which is produced in Canada), *Dolphin Cove* and *The Young Indiana Jones Chronicles*, a co-production with LucasFilm Ltd. currently shooting in several European locales for ABC's midseason schedule.

"Brandon and Kerry [McCluggage, president of Paramount TV Group] have indicated that the emphasis in the future is co-production and overseas broadcast opportunities, and it will be one of my duties to facilitate as many new production opportunities for Paramount overseas," Pike said.



while for year ending Aug. 31, revenue gained 5%, to \$475.9 million.

International program distributor **International Broadcast Systems** has agreed to be acquired by **Vidmark Systems** for 51 cents per share, cash. The offer, expected to begin no later than this Wednesday, is conditioned on at least 90% of IBS shares being tendered.

Former FCC Chairman **Dennis Patrick** is among the witnesses scheduled to appear at the **FCC en banc hearing on personal communications services** Dec. 5. Along with generally defining PCS, the hearing will focus on technical, spectrum and regulatory related issues. Patrick is now president of Time Warner Telecommunications. Late last week **NAB** came out against an **FCC proposal calling for reallocating the 2 ghz TV auxiliary band for PCS**. The 2 ghz band is primarily used for electronic news gathering. Although the FCC's en banc hearing is scheduled for next week, comments will be accepted until Dec. 19.

Legislation was introduced in Congress last Thursday (Nov. 21) to **lower the prices home satellite dish owners pay to receive network affiliates and cable superstations**. The bills (H.R. 3864/no Senate number was assigned at deadline), introduced by Representative Rick Boucher (D-Va.) and Senator Patrick Leahy (D-Vt.), would amend the 1988 Satellite Viewer Act, which created a compulsory license for satellite carriers and prohibited discrimination against home dish distributors. Home dish distributors are currently experiencing discrimination by satellite carriers, Leahy and Boucher claim, through unreasonably high prices for broadcast signals.

As now conceived by the FCC, video dial tone service would be offered by telephone companies on a strictly common carrier basis without telcos' involvement in programming. But in a video dial tone notice released last Friday, the **FCC asks whether telcos should be allowed to offer a "specified percentage of video programming"** via video dial tone or acquire "a limited interest in the programming." Comments are due Jan. 23, 1992;



PAIR OF PIONEERS

The Washington broadcasting community had a chance to screen the upcoming PBS documentary *Empire of the Air*, produced by Ken Burns from the recently published book of the same name by Tom Lewis. The reception and screening of the two-hour documentary on Lee de Forest, Edwin Armstrong and David Sarnoff was a fundraiser for the Broadcast Pioneers Library. About 180 people gathered at Washington's Carnegie Institution last week to hear introductory remarks from Lewis and to honor Broadcast Pioneers Library founder and past president, Ward L. Quaal (r), retired president of Tribune Broadcasting Co., and currently president of the Ward Quaal Co. Quaal was praised for his Pioneers work by former FCC commissioner and twice past Library president, Robert E. Lee (l), who presented Quaal with a copy of the Lewis book.

replies, Feb. 24.

The **FCC released an order affirming its new financial interest and syndication rules** last Friday. Network officials hope the FCC's completion of work on the rules will prompt the Justice Department to begin conforming its fin-syn consent decrees with the new rules. "There's now no real reason for them not to proceed," said one network lobbyist.

Network division of **Twentieth Television** has named **Ken Horton**, senior VP of current programming, reporting to Harris Katleman, president of network production.

Foote, Cone & Belding Communications is renaming its television programming division, **FCB Telcom**, **FCB Entertainment** and is naming **Jack McQueen** president. McQueen is currently senior VP-general manager.

Republic Pictures Domestic Television Distribution has named **Gene Lavelle** VP of sales. Lavelle, an account executive at Republic, reports to Chuck Larsen, president of Republic's domestic television division.

The **Corporation for Public Broadcasting** last week awarded **one of its largest-ever programming grants**, \$4.5 million, to the producers of an upcoming children's series, **The Puzzle Factory**. The series, scheduled to debut on public TV in late 1993, is being positioned as the first major daily preschool TV show since *Sesame Street* 23 years ago. *The Puzzle Factory* was selected from more than 30 proposals. Co-producers Lancit Media Productions and public TV station KCET-TV Los Angeles will now be seeking an additional \$6.5 million in underwriting grants from corporations, foundations and individual contributors.

Editorials

ONE SMALL STEP

The future (for broadcasting) may have dawned last week in Anaheim, Calif. Speaking to a group of reporters after addressing the Western Cable Show's opening session, Fox Inc. Chairman Barry Diller disclosed plans to broaden his network's reach—and that of its affiliates—by ordering up a second cable channel alongside that carrying the local Fox affiliate and programming it with a mixture of existing Fox Net programming and prime time Fox programming time-shifted to the second channel. Because both network and local commercials go along, and the cume rating is expected to climb markedly, it all amounts to the opening of a second revenue stream for both network and affiliates. About time.

The good news goes far beyond Fox. It demonstrates how other broadcasters with a will to do so can find life beyond their FCC-ordained single channels. The advent of digital compression will make it even easier, of course, but as Fox is attempting to demonstrate, you don't have to wait for the technology.

Diller's announcement came minutes after he had appeared on the opening panel with Tele-Communications Inc. Chairman John Malone, who shares both his vision and his impatience with broadcasters for not arriving earlier at the future. Malone believes many broadcasters are too bound up by their own technology, and as a result are confused about who they really are. It's the same commentary one used to hear about the railroads, which lost sight of the fact that they were in the transportation business, not the railroad business.

It is inevitable that the broadcast and cable universes will merge into the next generation of television. The Barry Dillers and the John Malones of the world are showing the way.

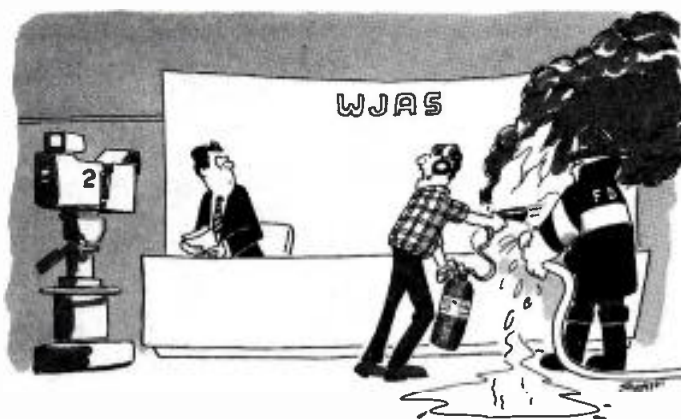
QUACKS LIKE A DUCK

Just in case they thought it wasn't tough enough in today's marketplace, commercial TV stations are getting increasing competition for ad budgets from a seemingly unlikely source: noncommercial television (see story, page 34). Talk about dual revenue streams. The government appropriates a channel, provides funds and when the public that is ostensibly being served by the channel does not sufficiently support it with its contributions, permits the station to sell advertising time in all but name. We know, they're only "extended sponsorship credits," but, somehow, the difference between a 15-

second sponsorship credit featuring, say, the name and logo of a car manufacturer and video featuring its latest sports car and a 15-second commercial featuring the name and logo of a car manufacturer and video featuring its latest sports car escapes us.

It also seems to us that the term "noncommercial" hardly fits anymore, which would leave those stations with something of an identity crisis. Public broadcasting, which has such an egalitarian sound to it, has never quite fit, since the programming has generally been niche-oriented, with commercial broadcasters actually entertaining the bulk of the public. And now, or more accurately, for some time now, "noncommercial" doesn't really seem to fit either, since they are looking increasingly to subsidize themselves in part through advertiser dollars and marketing tie-ins. Since 1984, "public" broadcasters have been allowed to identify products and product lines as well as air nonpromotional slogans. PBS has granted more flexibility in helping sponsors identify themselves. And sponsor credits can now run to 15 seconds each, with several in a show.

We don't blame "public" broadcasters for taking advantage of the opportunity to market themselves to advertisers (particularly given recent funding cuts). That's what commercial broadcasting is all about. We also recognize that they are potentially formidable competitors, having wooed such topnotch commercial broadcasting talent as Bill Baker (now leading WNET New York) to the task. So when a "noncommercial" station executive plucked from the ad agency ranks talks about having "restructured ourselves to look like the real world," we're not surprised, but we'd like to point out that in the real world, commercial broadcasters don't get a government subsidy.



Drawn for BROADCASTING by Jack Schmidt

"We're cutting the fire safety segment. Go straight to sports."



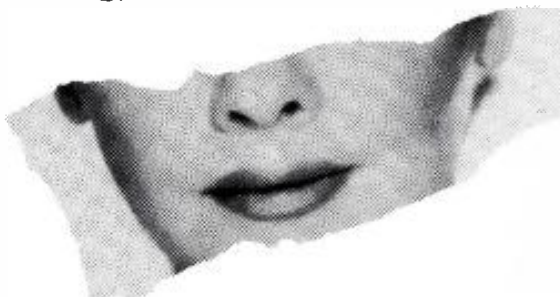
A.



C.

IDENTIFY THESE PEOPLE AND WE'LL PUT YOU IN THE PICTURE.

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.



CUT OUT AND MAIL TODAY

OFFICIAL ENTRY FORM

Identify the people pictured and write in their names below:

A. _____ C. _____
B. _____ D. _____

Identify yourself:

Name: _____ Title: _____

Agency/Business: _____

Address: _____

City _____ State _____ Zip _____

Day Phone: _____

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.

From behind the scenes to the forefront of technological expertise. Congratulations to the emmy award winning crew from "Married People".



Emmy winners for "Best Technical Direction, Camera and Senior Video For a Series"

Seated (l.to r.): Andy Dickerman, Senior Video Operator; Mark Warshaw, Camera Operator; Jerry Weiss, Technical Director

Standing (l.to r.): Dave Owen, Camera Operator; Marvin Shearer, Camera Operator; Marty Brown, Camera Operator

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