

Broadcasting

DEC 16

61st YEAR

FIRST IN TELEVISION CABLE RADIO SATELLITE

1991 □ \$2.95

□ FCC'S NEW DEAL ON POLITICAL ADVERTISING /4

□ CBS TO TEST PRIME TIME SHIFT ON KPIX /25

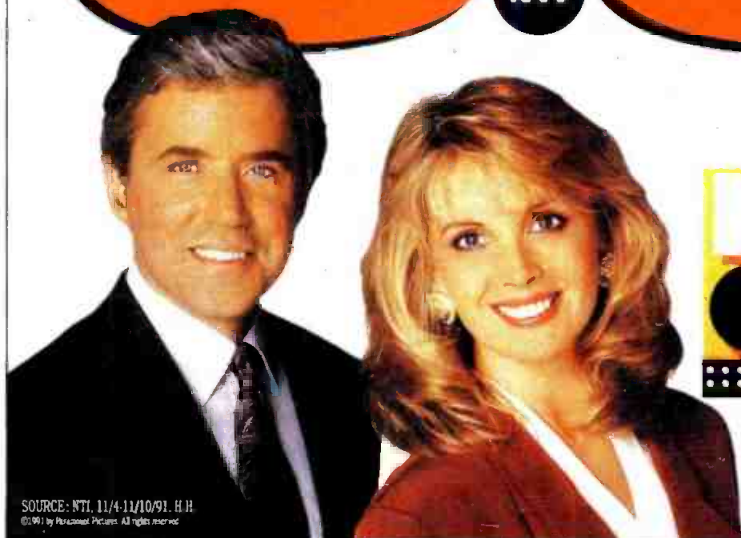
□ BASIC CABLE CONSIDERS PPV /39

DEC 17 1991

OUR BIGGEST STORY OF THE YEAR!

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NTI



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A CANNERS PUBLICATION
**AT LARGE: NBC'S
BOB WRIGHT**
page 24
Vol. 121 No. 25

How to hire a traffic clerk, a tape operator and an operations manager. And have them

duction company of Birmingham. Must have five years television production experience. Management experience required. No phone calls please. Send tape and resume to: Catherine Basile, Productions, PO Box 555, Birmingham, AL 99510. EOE.

Sony 3/4" machines. SBE certified preferred. Send resumes to Maria Kostyk, 114 21st Avenue, Juneau, AK 99503. EOE.

Experience needed in: Kit installation and maintenance, 3/4 inch tape, studio maint. and microwave installation. Resumes only, to Box Z-21.

Immediate opening in broadcast station. 2 to 4 years experience. Including CMX/Sony.

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MANAGER

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GENERAL MANAGER

A challenging position at a mid-sized Southeast network affiliate. Requires hands-on results orientation. Sales management background required. Call in confidence. 1-800-555-7332. EOE.

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With extensive sales experience (national, local, and rep) for network affiliate in Washington, DC with 11:00 pm news. Send resumes to Executives, PO Box 212, Washington, DC 21211. No phone calls. EEO.

OPERATIONS
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Leading affiliate seeking experienced manager, preferably with engineering background, for broadcast, production and facility management. We are a group owned station seeking someone who will grow with us. Reply in confidence, Box 542. EOE.

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Electronic Engineer Wanted

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Immediate opening in a Long Beach independent broadcast station and production facility. 2 to 4 years maintenance experience, including CMX-Sony post suite, UHF transmitters, and familiarity with DOS. Excellent Salary. Mail your resume to: Personnel, 115

TEL
TRAF

Needed to trouble problems and assist defective equipment casting. Requires

**a librarian
pay you.**

Beach independent
production facility
experience.
LMS-2100

shooting and the ability to work with VTRs,
studio/EFP cameras, video switchers, audio
equipment, and character/graphics genera-
tors. Technical training and C/Ku Band satel-

Television

Chief Engineer

the engineering manager we have
your technical skills
management and
a looking for
reference to
Lansing, MI

LMS 2100 Library
Management
System

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on transmitter and
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Robert Borrero, 36
43604. EOE.

VISION MAINTENANCE ENGINEER

participate in design, installation
of live television systems.
to 7 years current maintenance
ability to troubleshoot to compo-
and commitment to engineering
If you would like the excitement
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TAPE OPERATOR

ded by small-market network affiliate
ng software. Live & work in Chesapeake
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PO Box 115
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EOE/M-F

Videotape operator has an
opportunity for a professional in its Boston
post-production facility. You will set-up and
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dubbing and audio; manage basic chyron
operations; and dub taped material. Must
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operation, and knowledge of Ampex 1" VPR
and 6, Ampex Beta Cam 1/2, and Sony
3/4. A background in overall post-
production process, a creative instinct for
assembling pre-recorded material. The ability
to work well with all levels of personnel is
also essential. Salary competitive and
comprehensive benefits package. For
confidential consideration, please forward
resume, with salary history/requirement, to:
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TV BROADCAST MAINTENANCE TECHNICIAN

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and equipment much more
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The concept is
simple. Our LMS-2100
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software gives you immedi-
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10,000 commercials, even
while you transfer new
spots into the system. You
save labor, space and the
frustration of lost material.
And on-line access lets
you seize last minute sales
opportunities as they occur.

Naturally, we
protect your revenues by
backing up critical resources—
the database, the elevator
and even the commercials.

To learn more
about all the money mak-
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LMS-2100, call 1-800-635-
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addition to your workforce.

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prevent on-air
placing/repairing
24-hour broad-
cast experience in

for a person who will
oversee the station's technical operations and
equipment maintenance. We are looking for
a person with four years broadcast engineer-
ing experience, staff supervision important.
Competitive salary. Send letter of application
and resume to: Personnel Department, PO

ndent.
manage
dge and
se equip-
Box A-12

Top of the Week

WARY BUYERS STAYING OUT OF SCATTER

It's all quiet on the scatter market front. Usually, with two weeks to go until the start of the first quarter, the market would be breaking, but a late Thanksgiving, an economy still in need of a jump start and subdued forecasts for advertising (see page 52) have many advertisers sitting on their wallets.

Despite the holdup, network executives, at least on the surface, do not seem overly concerned about the delayed start, and some were anticipating that the market could move later this week. Said one network sales executive: "As far as first quarter goes, it is or has been a week late. We are now seeing budgets registered but not negotiated." The executive went on to say that while activity last week doubled over the week before, it was "not enough to blow the roof off."

Another big-three sales executive suggested that, even with the first quarter only two weeks away, it is too



Will auto ads drive the scatter market?

early to worry. "The fourth quarter ended up with roughly double the amount of scatter money that we thought was available in early September," he said, and some media buyers agree with the assessment. "Normally [at this time], I would say there are lots of problems, but in the fourth quarter all kinds of money came loose," said Bart McHugh, senior vice president, DDB Needham. He added, however, that this recent activity is no guarantee that the first

quarter will be similar. "My guess is I could buy anything I wanted," he said, with the possible exception of the daytime daypart, which network and agency sources describe as very well sold.

Several media buyers are still waiting on clients' budgets. "Clients will buy a month at a time until they see the economy turn around," said Bill Croasdale, media buyer, Western International.

—M

RADIO RECORD: \$70 MILLION FOR WFAN

Infinity's expected purchase of all-sports AM will help Emmis pay down huge debt

By Reed E. Bunzel

Emmis Broadcasting has reached an agreement in principle to sell its New York all-sports WFAN(AM) to Infinity Broadcasting for \$70 million, believed to be the highest ever paid for an AM standalone—approximately 10 times WFAN's \$7 million in cash flow on \$20 million in annual revenue.

In recent months, Emmis has been under increasing financial pressure to lighten a debt load accumulated through aggressive expansion in the late 1980's. Following its purchase of five stations from NBC for \$121.5 million in 1988, the company had accrued debt in excess of \$230 million. Since then, Emmis has sold off four stations to reduce that debt by up to \$80 million, and has been quietly seeking parties interested in its other properties. The sale of WFAN(AM)

would help Emmis forestall the company's worried creditors, and could buy Emmis Chairman Jeff Smulyan enough time to sell other select stations to pay down the debt.

Smulyan told BROADCASTING that selling WFAN was a "bittersweet decision, but the deal makes a tremendous amount of sense. We purchased the station for around \$15 million four years ago, and the \$55-million profit will wipe out almost all our senior bank debt."

Mel Karmazin, Infinity Broadcasting president and chief operating officer, declined to comment "on anything that hasn't yet been done." Earlier this year, however, Karmazin observed that radio cash-flow multiples in the 10-times range are "more valid than they have ever been," and suggested that AM radio is a smart investment "in major markets where you can win with good programming."

In October, Infinity restructured \$435 million of debt, increasing its equity position fourfold. Since then, some industry analysts have speculated that Karmazin may be planning to take the company public once again, having gone private in 1988. One such analyst told BROADCASTING that WFAN(AM) and its potential for sports talk syndication, as well as "franchise potential" of controversial air personality Howard Stern, might provide the sizzle that many investors look for in an initial public offering.

Following the sale of WFAN, Emmis would own seven stations in seven markets. Infinity would own 18 stations in 12 cities, including WXRK(FM) and WZRC(AM) in New York and in all other top-10 markets. Unclear is the fate of WZRC, continued ownership of which would put Infinity in violation of the FCC's duopoly rule.

■

FCC TAKES CONTROL OF OVERCHARGES

Fines two stations \$25,000 each; addresses reasonable access, 'equal opportunity'

By Harry A. Jessell

Broadcasters breathed a collective sigh of relief following the FCC's anticipated, but by no means certain, decision last week to pre-empt lawsuits against stations by candidates claiming they had been overcharged for campaign spots under the lowest-unit-charge statute.

"We are pleased the commission has asserted exclusive jurisdiction over political broadcast rate issues," said National Association of Broadcasters President Eddie Fritts. "We have always believed the FCC is the appropriate place for disputes to be resolved."

As expected, the pre-emption is total, covering determination of liability and rebates and sanctions. Whether the FCC is overreaching is left for the federal courts to decide.

If the FCC jurisdiction is affirmed, candidates who feel they have been overcharged will have no recourse but to file a complaint with the FCC. No longer will they be able to slap stations with lawsuits or threats of them.

As if to demonstrate that its pre-emption does not mean stations will be able to get away with ignoring their obligation, the FCC also last week tentatively fined two stations \$25,000 each for lowest-unit-charge violations. The stations—KRON-TV San Francisco and KDFW-TV Dallas-Fort Worth—were among 30 stations "audited" for compliance with the political broadcasting rules in July 1990.

The FCC "is asserting its jurisdiction over all claims so as to vigorously prosecute such claims, not bury them," said FCC Commissioner Sherrie Marshall.

And to make sure everyone is clear on just what broadcasters' obligations are, the FCC adopted at its Dec. 12 open meeting a new set of political broadcasting rules, codifying some

RECORD SALE / 4

The anticipated sale of all-sports WFAN(AM) New York for \$70 million may represent the highest price ever paid for an AM standalone.

FIRST SIXTY / 14

At a dinner to mark the magazine's 60th anniversary, BROADCASTING inducted 60 honorees into its newly established Hall of Fame. ABC News's Sam Donaldson was master of ceremonies.

BOB WRIGHT AT LARGE / 24

In a BROADCASTING interview, NBC President Bob Wright asserts that viewers will drive the network in the future and that NBC's organizational structure will reflect the programing that people want to see.

SHIFTING TIDE / 28

A second West Coast station—KPIX(TV) San Francisco—has received the go-ahead to shift prime time from 8-11 p.m. to 7-10. The station plans an hour newscast at 10 p.m., but CBS has asked it to seek a waiver of the prime time access rule to accommodate a 10:30 start for a possible late-night slate.

This Week



BROADCASTING celebrates 60 years (p.14)

BASIC ADVANTAGE / 39

Basic cable networks—chiefly USA, the Nashville Network and ESPN—are stepping into PPV in an effort to bring in extra revenue. The services have the benefit of using their own networks to promote the events.

CHART-TOPPING URBAN, CHR / 44

The Birch fall survey for eight of the top-10 markets shows CHR and Urban formats holding their strength: each took four top spots.

PPV BAN IN THE WORKS / 47

Representative William Lipinski (D-Ill.) plans to introduce legislation next year banning PPV tele-

casts of sporting events held in public facilities. "He doesn't think it's fair for people who have technically already paid for the stadium to pay more to watch" on TV, a staffer said.

INTERACTIVE ACTION / 51

Interactive Network Inc., which raised \$16 million by going public one month ago, is the latest pioneer to enter the interactive video field. It boasts a list of prestigious investors—NBC, Nielsen, Cablevision—but what it needs most now is customers.

J-CRISIS IN THE MAKING / 55

The potential for misuse means that exciting developments in digital imaging could have dire consequences for the integrity of TV news, a Washington panel was told.



Bob Wright at large (p.24)

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At Deadline

MORE CUTS AT TVB

The Television Bureau of Advertising reduced its staff by 11 last week. A TVB spokesperson said TVB was "in the final phase of our downsizing." As part of the downsizing, TVB's Los Angeles office has been closed. Last month, TVB closed its Chicago office.

NEW SHOW EXCLUSIVE

Cannell Distribution is launching a companion show to its *Street Justice*. *The Renegade* will be introduced in fall '92. See page 10.

ANOTHER CHAPTER 11

Inter-Urban Broadcasting, New Orleans-based radio group owner, has filed for Chapter 11 in New Orleans Bankruptcy Court. Affected stations are WYLD-AM-FM New Orleans, KATZ-AM-FM St. Louis and WIZF(FM) Erlanger, Ky.

For other late-breaking news, see "In Brief," pages 80-81.

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existing policies and staff interpretations and adding a few new twists. The new rules address the lowest-unit-charge requirement, but also the "reasonable access" and "equal opportunities" requirements.

Bobby Kahn, an attorney representing some of the candidates, said his clients would forgo additional lawsuits until the jurisdictional question is settled by the courts.

But, Kahn said, he will press ahead with FCC complaints against four stations. Last week's fines show the FCC is getting tough about enforcement. "We are very encouraged," he said.

Federal law requires broadcast stations to provide "reasonable access" to federal candidates—that is, sell or give away time to them. Also, it must

The FCC "is asserting its jurisdiction over all [lowest unit charge] claims so as to vigorously prosecute such claims, not bury them."

FCC Commissioner Sherrie Marshall

sell time at "lowest unit charge" for that class and daypart or at rates comparable to those of the station's "most favored commercial advertiser." Stations that provide time to one candidate are also obliged to provide "equal opportunities" to opposing candidates.

The so-called political broadcasting rules have been a continuing source of confusion for broadcasters and candidates, with the former uncertain of their obligations and the latter of their rights.

In September 1990 the FCC released a preliminary analysis of its July 1990 station audit, indicating a majority of the stations were overcharging under the statute.

The findings triggered candidate lawsuits and threats of them against scores of stations across the country. Some stations resisted. Others reached settlements, handing over hundreds of thousands of dollars in rebates to the candidates. Faced with interminable and widespread litigation, the broadcasting industry pressed for FCC pre-emption.

Among the newly codified lowest-unit-charge rules is the requirement that stations make full disclosure to candidates of "all classes of time, discount rates and privileges afforded to commercial advertisers." The rules permit stations to create pre-emptible classes of time with certain restrictions as long as they are made available to commercial and political advertisers alike on the same terms.

The full-disclosure requirement was among several elaborations of lowest-unit-charge obligations first set forth by the FCC staff in September 1990. Because the elaborations may contain elements broadcasters had not previously been made aware of, said FCC General Counsel Robert Pettit, the FCC will not apply them in its enforcement proceedings prior to September 1990.

The FCC decided to retain a 1978 policy permitting stations to refuse to air campaign spots during newscasts. That decision came over the objections of FCC Chairman Alfred Sikes and the FCC staff, who favored repeal of the policy.

At Sikes's urging, the FCC adopted, along with its pre-emption order, a new complaint procedure permitting "limited discovery" of a station's commercial advertising records. A candidate would conduct discovery only after having made a prima facie case that he or she had been overcharged. Discovery would be conducted under a protective order that would limit access and disclosure of documents. Stations would be permitted to blank out the names of advertisers from advertising records.

According to the FCC, KDFW-TV Dallas-Fort Worth allegedly overcharged for 47 spots, while KRON-TV San Francisco overcharged for 98 spots and violated a rule prohibiting discrimination among candidates.

The FCC also notified three other audited stations that they were liable for fines for failure to maintain complete political broadcasting files: KTXA(TV) Dallas-Fort Worth (\$7,500); KRLD(AM) Dallas-Fort Worth (\$3,750) and WSTR-TV Cincinnati (\$1,500).

The stations have an opportunity to present arguments against the fines before the FCC decides whether to affirm them.

Of the other 25 audited stations, 10 received letters of caution or admonition for various violations and 15 were cleared of all wrongdoing. ■

**DON'T TURN THIS
PAGE IN THE
PRESENCE OF
YOUNG CHILDREN,
GOVERNMENT
OFFICIALS OR
YOUR MOTHER.**



**A YEAR'S WORTH OF TWISTED,
IRREVERENT, UNRESTRAINED HUMOR
FROM THE WORLD'S FUNNIEST COMICS.**



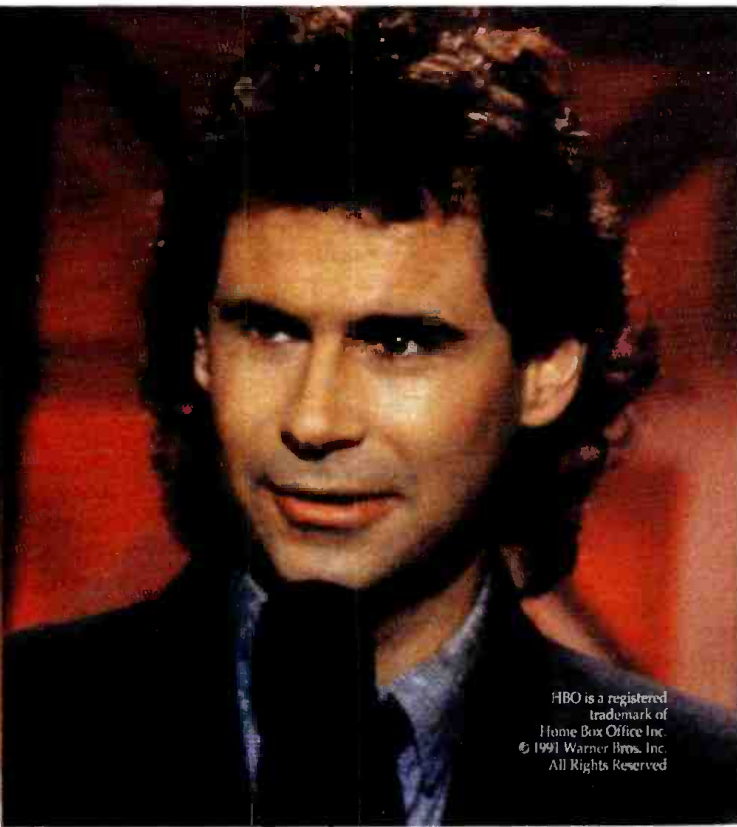


This is an outrage. Imagine, making this kind of irreverent comedy accessible to your viewers on free TV. We're talking about the hottest stars and top acts from HBO, the leader in stand-up comedy. With material so good, people are paying to watch it. Instead of getting a good night's sleep, young adult demos will be glued to your station during weekend late fringe. For 52 weeks a year. Shameless? Hey we're all grown-ups. And your advertisers will approve. One-hour, once a week starting Fall '92.

HBO STAND-UP COMEDY SHOWCASE



WARNER BROS.
DOMESTIC TELEVISION
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A Time Warner Company



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ABC, GARDEN ANNOUNCE PPV PLAN

Arrangement kicks off with February concert; pro sports telecasts anticipated

By Sharon D. Moshavi

Capcities/ABC Video Enterprises and Paramount Communications' Madison Square Garden last week announced a joint venture to develop pay-per-view concerts, sporting events and other programming. "This is a chance to get some experience, to dip our toe in the water," said Herb Granath, president, Capcities/ABC Video Enterprises.

The arrangement will kick off with a \$19.95 Rod Stewart concert on Valentine's Day, bringing in music event organizer Radio Vision International for the first of several partnerships. Other acts being considered: Prince, Guns & Roses and the Grateful Dead.

ABC and MSG hope to produce four to six concerts in the next 12 months. For other PPV genres, MSG and ABC will look to have knowledgeable partners brought in on an as-needed basis. Two of those primary areas will be sports and Broadway.

Sports plans are still in "the embryonic stage," said Sid Amira, senior



JUST YOUR AVERAGE CASE

Once the not-guilty verdict was read in the William Kennedy Smith trial last week, Judge Mary Lupo said of cameras in the courtroom: "This has not been a movie made for TV. The TV has come into the courthouse. The courthouse and the people associated with it have not done anything for TV. The only difference between this case and all the other cases that we handle is that more people want to see the case." *Also see page 82.*

vice president, affiliate affairs and business development, MSG Network. The partners hope to join players such as Time Warner and Showtime in the PPV boxing business, as well as expand to other sports.

"In time, we want to talk to the professional leagues, to let them know we are a player when they are ready [to try PPV]," Amira said. The partner-

ship will give ABC a vehicle through which to try sports PPV that it cannot air on the network. Sources say the idea will likely come up for the 1992 college football season, and will be discussed at the ABC executive meeting in Phoenix in January.

On the Broadway side, ABC in the past few months tried to arrange a PPV showing of the British musical "Miss Saigon," which never came to pass because of problems the show had with Actor's Equity over casting. ABC continues to talk with the show's producer Cameron Mackintosh about putting future productions on PPV.

To the partnership, ABC brings its TV and radio networks and cable assets, both as programming and as promotional vehicles. Amira said he is unsure to what extent Paramount's assets will be at MSG's disposal. MSG already controls two arenas, a regional sports network, and the New York Knicks and New York Rangers. Citing other Paramount assets such as USA Network, the satellite service TVN and the company's position as a slotholder of the PPV network Request Television, he said, "We have a lot of synergies to play off."

CANNELL UNVEILS 'STREET JUSTICE' COMPANION

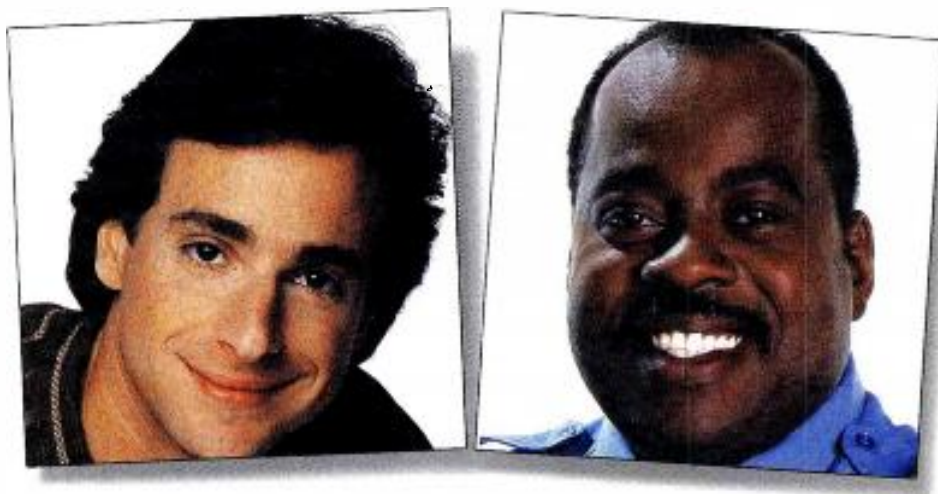
Cannell Distribution, looking to tap into the 89% season-to-date ratings increase (5.3 [NSS, week ending Dec. 1]), with rookie entry, *Street Justice*, will be introducing a fall 1992 weekly companion piece, *The Renegade*. In an exclusive to BROADCASTING, Cannell Distribution President Pat Kenney describes *The Renegade* as "a modern-day bounty hunter who rides a Harley-Davidson, checks out wanted posters at the post offices and hunts down the most vile of criminals."

Kenney says that Stephen J. Cannell, chairman and chief executive officer of Cannell Studios, who created such network dramas as *Hunter*, *Wiseguy* and *21 Jump Street*, will personally script *The Renegade*'s pilot episode and several subsequent shows. The production budget, says Kenney, has been earmarked at approximately \$800,000 per episode, or roughly \$17.6 million for a full complement of 22 episodes for the 1992-93 season.

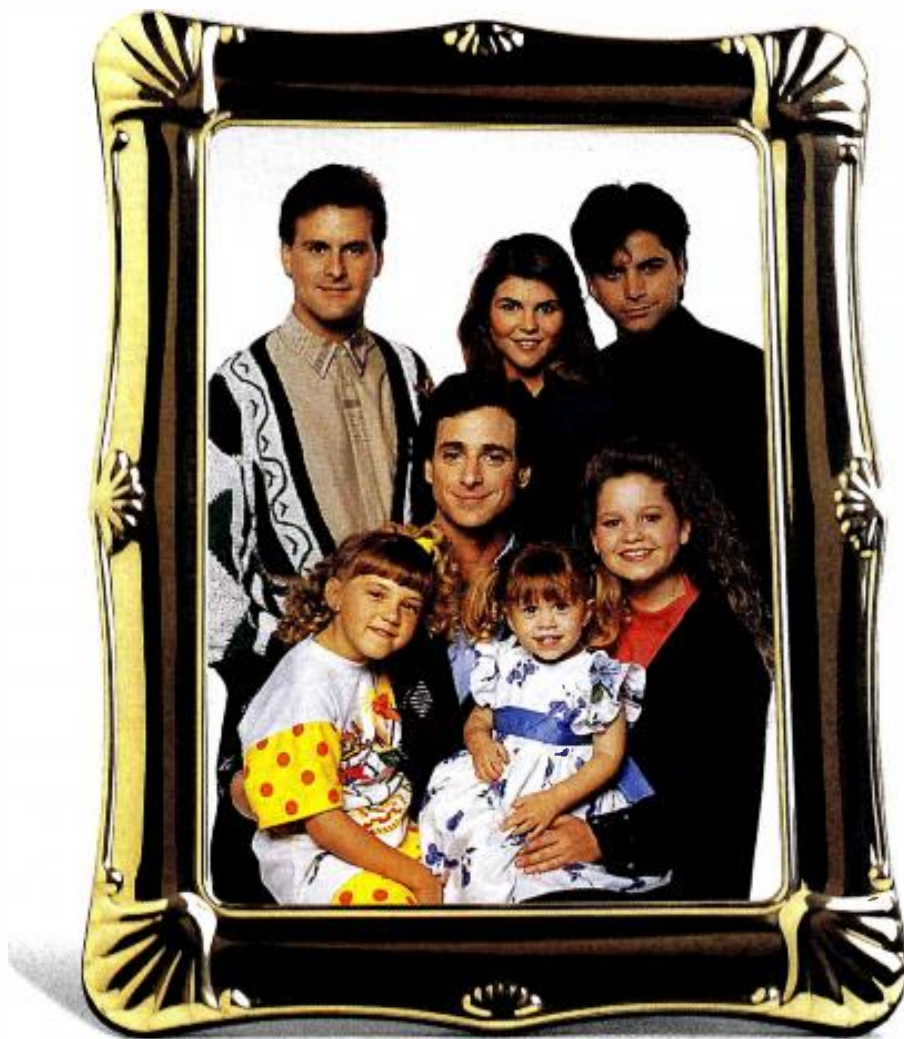
Kenney will be pitching *The Renegade* for 5-8 p.m. weekend or week-day clearances on independents and affiliates as a straight barter offering (seven minutes local and seven minutes national).

-MF

Remarkable Family Resemblance.



Full House, This Year's Most Successful New Strip, Is A Powerhouse On The Network.



M/B

Miller-Boyet
PRODUCTIONS

LORIMAR
TELEVISION

SOURCE: NTA 1990-91 Network Season; 1991-92 Season thru Nov. '91.

Family Matters Has The Same Winning Features.

It helps to have family resemblances you can count on. Take a look at "Full House" and "Family Matters." "Full House," the strip hit of the year, has consistently dominated its network competition in young demos. "Family Matters" continues the tradition, finishing November #1 in every key demo. With such a strong family resemblance, it's a good bet that come Fall '93, "Family Matters" will match "Full House's" outstanding stripping performance. After all, success runs in the family.



Family Matters

Available for Stripping Fall '93.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company



The Fifth Estate Award

THE 1991 BROADCASTING HALL OF FAME

First annual ceremony inducts 60 of the electronic nation's best and brightest

BROADCASTING magazine celebrated 60 years covering the electronic nation last week with the induction of the first 60 members of the Broadcasting Hall of Fame.

(The complete list of honorees and descriptions of their accomplishments were published last week in BROADCASTING's 60th anniversary issue.)

Receiving their Fifth Estate awards in person were 19 honorees chosen by BROADCASTING editors for their seminal contributions to technological invention, broadcast network and station operation, cable operation, media brokerage, advertising sales, programing, syndication, writing and on-air performance. Before a cocktail hour and black-tie dinner at Washington's Mayflower Hotel, they gathered for a group photograph (appearing on the opposite page).

"One of the nice things about this industry," said ABC News's Sam Donaldson, who served as master of ceremonies for the evening event, "is that there is room for all these people to be right."

The honorees' names and accomplishments also described a history reaching from Lee de Forest's invention of the three-element vacuum tube in 1906, through Jack Benny's 30-year reign in radio, Lucille Ball's advancement of the television sitcom, and Bill Daniels's of cable TV, to the ongoing pursuits of global program distribution

and direct satellite TV by the likes of Ted Turner and Stanley S. Hubbard.

Many of the acceptance speeches were devoted to acknowledging the accomplishments of fellow honorees. "I've stood on the shoulders of these giants...a group who brought television to America, through its golden years and will take it to greater heights," said CBS's Joseph Flaherty. "They say you're known by the company you keep," added Continental Cablevision's Amos (Bud) Hostetter. "I thank you for allowing me to be part of this group."

And several nodded toward the contributions of the evening's hosts. "No one chronicles our industry like BROADCASTING," said Cablevision Systems' Charles Dolan.

Named the 61st Hall of Famer was Sol Taishoff, the magazine's founder and editor-in-chief, until his death in 1982. Cable pioneer Bill Daniels dedicated his acceptance to Taishoff, and fellow honoree Ward Quaal credited Taishoff with "leading the fight for

the day when we have the same full rights as our brothers in the print media."

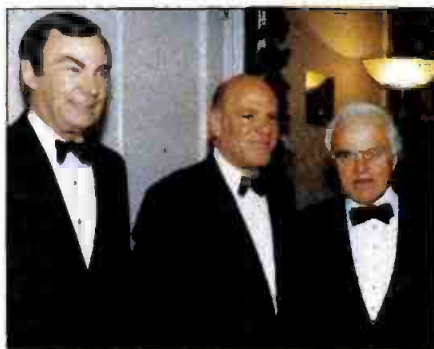
The Broadcasting Hall of Fame will be an annual event; plans for the 1992 edition are pending. Proceeds of this year's dinner went to the Museum of Television and Radio in New York and the Broadcast Pioneers Library in Washington.





Broadcasting's 1991 Hall of Fame honorees gathered for this group portrait in Washington's Mayflower Hotel last Tuesday: **(back row): James Jr. and Richard Blackburn**, heads of Blackburn & Co. and sons of the father of media brokerage, James Blackburn; **Ward Quaal**, veteran broadcaster and consultant; **Joseph Flaherty**, CBS's chief technologist; **Gene Katz**, retired president of Katz Communications; cable pioneer **William Daniels** of Daniels & Associates; **Brian Lamb**, founder and chairman of C-SPAN; **Robert Rosencrans**, president of Columbia International Inc.; **Ralph Guild**, chairman of the Interep Radio Store; **Grant Tinker**, former NBC chief executive now head of his own production company; **Stanley S. Hubbard** of Hubbard Broadcasting; **Ragan Henry**, chief executive officer of US Radio LP; **Amos (Bud) Hostetter**, chief executive officer of Continental

Cablevision; **Barry Diller**, chief executive officer of Fox Inc.; **(front row): Jack Harris**, retired chief of Houston Post broadcasting properties; **Charles Dolan**, chairman of Cablevision Systems; **Gerald Levin**, chief operating officer of Time Warner; **Patricia McGannon**, widow of Don McGannon of Westinghouse Broadcasting fame; **Mark Goodson**, variety and game show producer; **Alice Hubbard Liptak**, daughter of Stanley E. Hubbard and **Mary Jane Hubbard**, his wife; **Larry Taishoff**, chairman of Broadcasting magazine, who accepted a posthumous Hall of Fame award for his father, Sol Taishoff, the Broadcasting founder; **Al Masini**, chief executive officer of Telerep and Television Program Enterprises. Present but not pictured: **Roone Arledge**, ABC News President, and **Thomas Murphy**, chairman of Capital Cities/ABC.



Sam Donaldson, ABC News correspondent and Hall of Fame master of ceremonies; honoree **Barry Diller** of Fox and **Jack Valenti**, president, MPAA.



Bob Wussler, president, Comsat Video Enterprises; honoree **Gerald Levin**, and **Bud Rukeyser**, former NBC executive VP now with The Freedom Forum.



Mel Karmazin, president, Infinity Broadcasting; **Preston Padden**, senior VP, affiliates, Fox Broadcasting, and **Bill Hogan**, president, Unistar.



Janice Obuchowski, administrator, National Telecommunications and Information Administration; **Margita White**, president, MSTV, and honoree **Ward Quaal**.



Eugene D'Ablemont, Kelley, Drye & Warren; **Noreen Donovan**, director, program development, Television Program Enterprises, with husband, honoree **Al Masini**.



Ralph Baruch, consultant to Viacom International; **Jim Greenwald**, chairman, Katz Communications; **Shaun Sheehan**, Washington VP, Tribune Broadcasting.

FCC PAVING WAY TO CROSSOWNERSHIP

Votes to relaunch rulemaking to repeal network-cable ban; big-three victory lamented by affiliates, independents; NAB appears ready to discuss 'safeguards' for stations

By Harry A. Jessell

The FCC may permit broadcast networks to own cable systems, subject to safeguards aimed at protecting local TV stations.

That appeared to be where the FCC was heading at last Thursday's (Dec. 12) open meeting as it voted to relaunch a long-dormant rulemaking to repeal or relax the 21-year-old ban against networks owning cable systems.

FCC Chairman Alfred Sikes said maintaining the absolute ban in today's "highly dynamic" television marketplace would be a "mistake." If allowed, he said, networks may supply the competition to cable that policymakers have been looking for.

Rather than repealing the ban, Sikes said, the FCC should relax it by restricting ownership to protect local stations from the economic clout a network-owned cable system in their markets would have. "There is not much doubt that there could be actions which would undermine free over-the-air television," he said. "But if we act wisely—and I'm sure we will—we can safeguard that important value."

Although Commissioners Sherrie Marshall and Ervin Duggan professed not to have prejudged the issue, FCC watchers believe they are inclined to join Sikes in relaxing the rules. Marshall gave herself away by pushing behind the scenes for prompt action of the rulemaking.

At the meeting, Commissioners James Quello and Andrew Barrett sounded as if they might hold the line. Citing the negative effects of airline and thrift deregulation, Barrett warned the FCC should "not go about willy nilly making changes.... We should look very cautiously at what we are doing so as not to do harm to the structure of the industry."

Quello said he did not want his vote for the rulemaking to be "interpreted as tending toward relaxing the network-cable crossownership."

The vote was a victory for the broadcast networks, particularly Capital Cities/ABC, which has been pushing hard for relief. Capital Cities/ABC's effort included a personal appeal to the commissioners from Chairman Tom Murphy.

And it was a setback for network affiliates and independent stations,

which want to maintain the ban and have rejected safeguards proposed by the networks to win their support.

The station opposition led the National Association of Broadcasters to take a stance in opposition to the networks, although its position could be relaxed at its next board meeting in January. In a prepared statement on the FCC action, NAB President Eddie Fritts indicated the association may consider supporting relaxation. "We look forward to analyzing these safeguards and commenting on whether they can assure a competitive local television marketplace."

Recognizing the possible need for safeguards, the FCC invited several specific proposals: restricting ownership to large or competitive markets or markets where there are two cable systems; restricting the number of systems a network may own with a "national subscriber limit," and requiring network-owned systems to carry all local broadcast signals.

The FCC tentatively voted to repeal the ban in the rulemaking's first go-around three years ago, but, due partly to Quello's opposition, action was never affirmed. ■

NAB SERVES TOO MANY MASTERS, SAYS NBC'S WRIGHT

Sometimes, you just can't win.

Under intense pressure from one powerful member, Capital Cities/ABC, for not maintaining its neutrality on reform of the FCC's network-cable crossownership ban (see above), the National Association of Broadcasters is now being criticized by another powerful member, NBC, for sitting on the sidelines in key industry battles.

The NBC criticism was leveled by President Bob Wright in the "At Large" interview that begins on page 24. Wright said the various segments of the broadcasting industry—independent TV, the networks and their affiliates and radio—would be better off if they had their own trade associations.

"[T]he structure of the NAB is a very troublesome one to justify in this environment," said Wright. "There is often very little in common between affiliated television stations and independent stations. There is very little in common in terms of objectives between radio and television. And I think it's an increasingly difficult role for the NAB to act as a representative of all people

in broadcasting. The number of issues where we can be in agreement is so tiny."

The internal conflicts forced the NAB to the sidelines of the battle of reform of the financial interest and syndication rules, Wright said. The networks and affiliates favored relaxation of the rules, but independent stations fought to preserve them.

"He's dead wrong," said NAB President Eddie Fritts, when asked to comment on the criticism. There have been only a few issues that the NAB has had to sit out because of disagreement among its members, he said.

And the principal reason the association stayed out of the fin-syn fray, Fritts added, was because the networks insisted on it when the FCC first considered their repeal in the early 1980's.

The NAB president said that the association's members have plenty to unite them: political advertising, advertising taxes, business taxes, children's TV, TV violence and spectrum and users fees. "These things affect all broadcasters," he said. —NAJ

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NBC PLANS SHAKEUP OF DAYTIME COMPENSATION

NBC is planning a fall 1992 restructuring of its daytime relationship with affiliates. By reducing station compensation and increasing station advertising inventory, NBC wants to put its daytime schedule on a more equal footing with syndicated shows, even making affiliates responsible for program promotion and clearance. John Miller, executive vice president, advertising and promotion and daytime and children's programs, NBC Entertainment, is considering taking a booth at the upcoming NATPE International convention in January to promote the daytime lineup. The changes are expected to be concentrated in mid- and late-morning programming, which has suffered under the network's extensive schedule shuffling and affiliate pre-emptions.

Miller told **BROADCASTING** that only 14% of the stations run the daytime schedule as NBC feeds it. Miller added that the daytime lineup may get a facelift, saying there are relationship, information-reality, light-gamedy and hour-long talk show projects in development. A decision on *One on One* and *A Closer Look* will have to be made during the first quarter of 1992, he said. The soap lineup should remain intact, except *Santa Barbara*, which Miller said would need to improve its ratings to avoid being canceled. —SC, GF

WASHINGTON

ON THE ROAD

FCC agents began surveying broadcast stations last week to gauge pervasiveness of time-brokerage agreements and to check for compliance with rule requiring minimum staffing of studios. Survey is informational in nature, according to FCC and industry sources. But, they said, FCC will not hesitate to take enforcement action against any violation of rules.

GENTLEMAN'S DISAGREEMENT

Latest from the collegiality front: FCC Chairman Alfred Sikes and Commissioner Andrew Barrett had a run-in after the open meeting last week, apparently over Barrett's backing of political broadcasting policy permitting stations to refuse campaign spots during newscasts. (FCC had voted to preserve the policy over Sikes's objection.) Sikes reportedly used what amounts to fighting words at FCC these days, telling Barrett he "must be a member

of the Dukakis commission." At that, Barrett walked away. Confirming incident later, Barrett said, "Al Sikes is fine as long as you agree with him, whether he's right or wrong." Sikes was unavailable for comment.

CHINA BEACHHEAD

Presidential Task Force on International Broadcasting will endorse short-wave broadcasting into China when it delivers its findings to National Security Adviser Brent Scowcroft today (Dec. 16). Although Radio Free China is news to many, it has been in the works for some time and is considered fait accompli despite four task force members (out of 11) casting dissenting votes and Voice of America's opposition. The task force will also call for end of TV Marti.

ALEXANDRIA

PRICE OF PROGRESS

The Advanced Television Test Center needs \$2.5 million if it is to complete testing of six HDTV sys-

tems by next July or August toward adoption of a U.S. HDTV standard. Word last week had ABC and CBS committed, on a contingency basis, to a combined \$400,000; NBC was expected to add another \$200,000. The Electronic Industries Association may pony up another \$400,000, leaving \$1.5 million to be raised from broadcasters through the NAB, Association for Maximum Service Television and Television Operators Caucus. Sources attributed the increased costs to additional custom equipment and time needed to test the all-digital systems dominating the field.

LOS ANGELES

ENTANGLING ALLIANCES

Although King World Productions acquired the rights to *Hollywood Squares* from Orion TV's defunct first-run syndication division, word has it Merv Griffin Enterprises, a unit of Columbia Pictures Television, has an agreement with KWP preventing the syndicator from distributing any non-Griffin game show. Griffin, which produces K-W's *Wheel of Fortune* and *Jeopardy!*, is said to be negotiating with KWP to produce *Squares* but is facing pressure from CPT to develop first-run games for the fledgling first-run division. KWP officials are said to be considering producing *Squares* and offering it to another distributor.

SAN FRANCISCO

GEARING UP

While NBC said last week it was still evaluating whether or not to let KRON-TV San Francisco shift prime time, the station expects to make the move in February when KPIX-TV does (see story, page 28), according to KRON-TV VP/general manager Amy McCombs, who said that, like KPIX, KRON plans to expand its late-night news to one hour, at 10 p.m. to 11 p.m. *The Tonight Show* is expected to remain at 11:30 p.m.

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ADDED ATTRactions

BROADCASTING's writers and editors are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

JANUARY 6

INTV

As the country's independent television stations gather in San Francisco for their annual convention, BROADCASTING takes the pulse of the industry. Includes the convention agenda and list of exhibitors.

JANUARY 13

Pre-NATPE

A look ahead to the industry's annual program marketplace, including an agenda and exhibitor listing.

JANUARY 20

NATPE

Although a war will not likely be on the agenda for this year's NATPE, syndicators will be bringing lots of ammunition in the form of new and existing product. BROADCASTING will devote an entire special, oversized issue to the people and programs making news in New Orleans.

FEBRUARY 10

Station and Cable Trading

BROADCASTING's annual summary of the just-finished year's radio and TV station and cable system sales.

MARCH 16

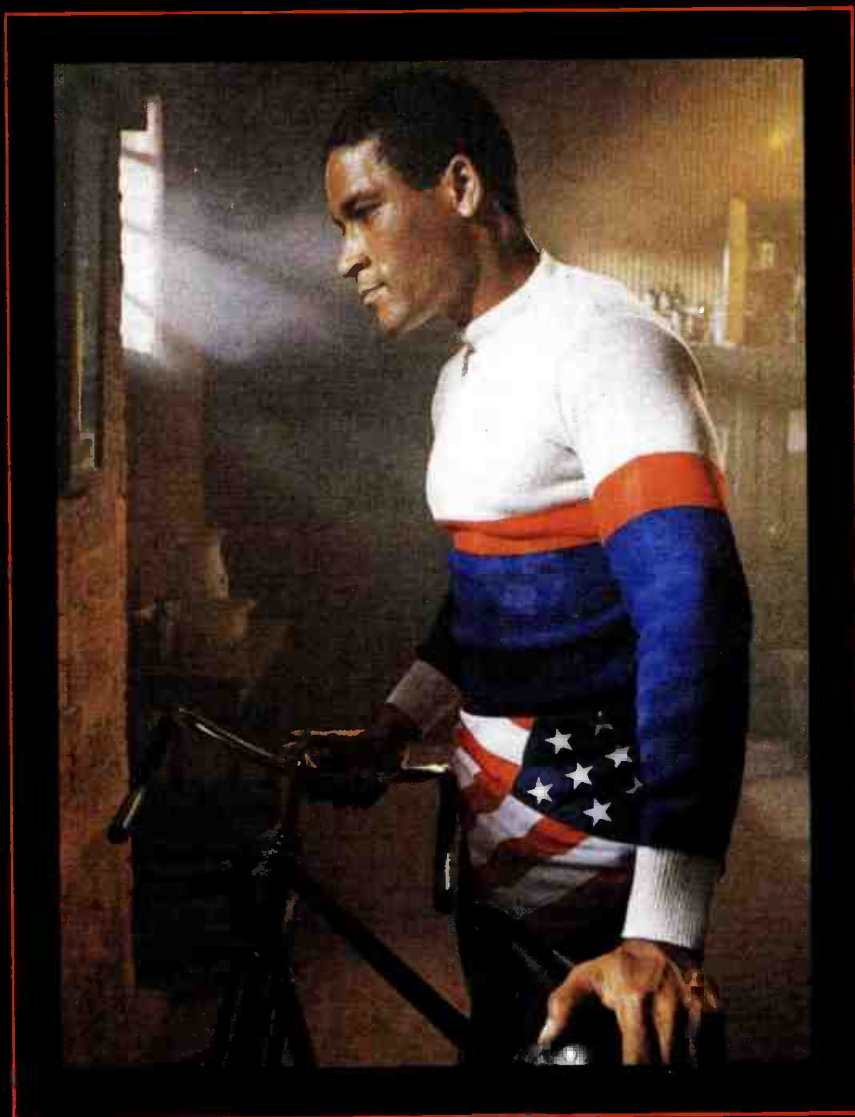
Baseball

BROADCASTING's exclusive look at the lineups for radio, TV and cable and how much it costs them to get into the ballpark.

* Dates subject to change



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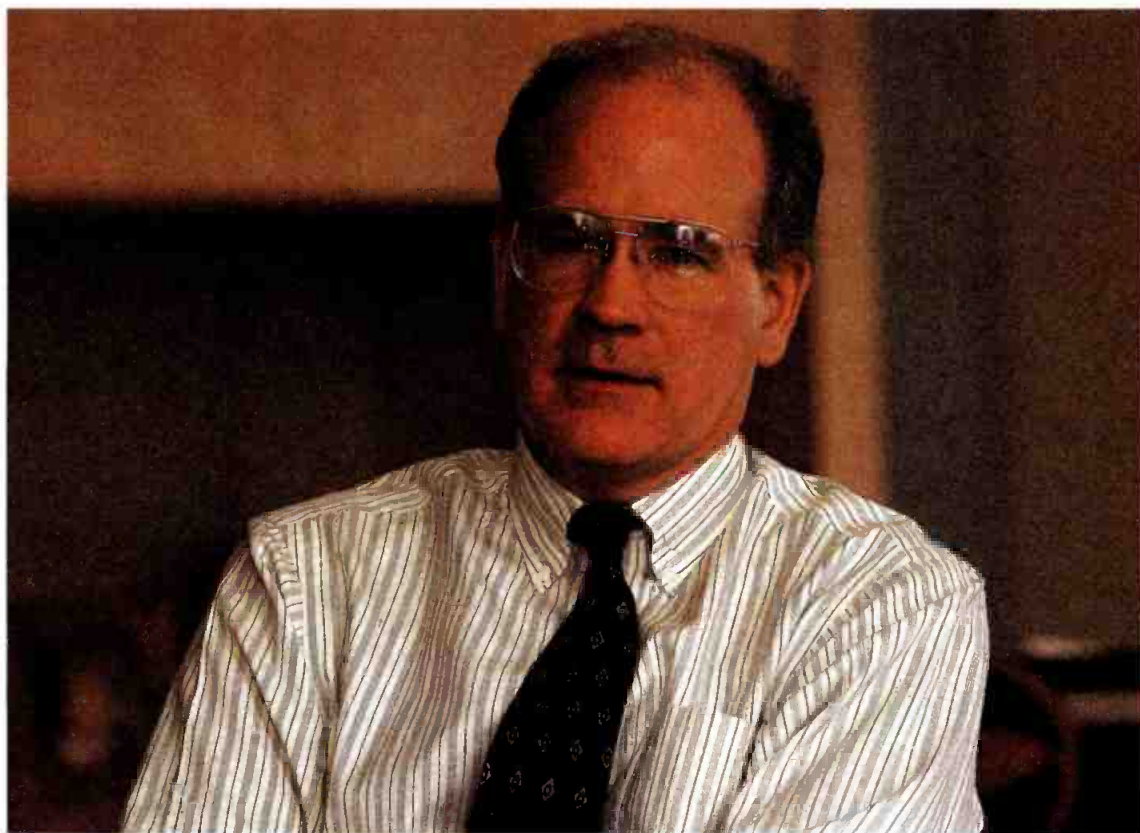


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At Large



NBC's BOB WRIGHT: THE RUMORS STOP HERE

For almost a year NBC President Bob Wright has kept a low profile while problems swirled around his company. Plummeting profits, shrinking audience share and persistent rumors of a sale have made "30 Rock" the lightning rod of attention formerly reserved for "Black Rock." Last week Wright changed strategy and went public in an interview with BROADCASTING's Geoffrey Foisie and Sharon Moshavi. He speaks of NBC's readying itself for strategic changes, proposes breaking up the NAB and, in general, finds more than a few silver linings behind clouds.

So where has Bob Wright been for the last year? He hasn't been talking to the press.

I probably spent the vast majority of my time on the network side of our business, which is the area where we've been under the most pressure—in the programing area where the sales area and the affiliates side. Each of the networks has gone through—and is going through—a very difficult time. There are some things that have happened that nobody would have ever guessed. CBS is going to lose over \$400 million in the television network. That's just so staggering it's hard to deal with.

And we're seeing prices that are down considerably from

where they were. Not unlike magazines, but the dollars are so much different. So we had to come to a lot of conclusions here at NBC, and a lot of my time has been spent on what are those conclusions, what do we stand for, where are we going to commit our resources, what areas of our business are we comfortable with. And we have concluded that we are very happy with our television stations, that we want to increase their competitiveness, we want to increase their audience attractiveness, and we want to bolster the network and do our very best to stay in the same three areas—maybe four: news, sports, entertainment and information—as our focus on the network. And for the last five

or six months, we've looked very hard at how to maintain each of those positions, news, sports and entertainment.

Are there going to be entertainment producers out there that are going to be able to produce the kind of shows we want? The answer, we feel, is yes. Is sports viable? It's certainly viable and desirable on our part to stay with it. The question is affordability, and I can't answer that until I'm presented with a new contract from another sports team. In news, on the other hand, we decided to make every commitment we possibly could. We have a lot of control, a lot of say over that area, and we're very comfortable.

That sounds almost more like a reaffirmation than a reassessment.

In every one of those areas we made lots of small decisions and some big ones that may not be as obvious and should not be as obvious to viewers. One of the things we do know is that the viewers don't really care what things cost, they don't care what NBC's organizational structure is. They don't care about anything we do internally. All they really care about is what they see on the air, and they compare it against their other viewing choices. What we have tried to do—and this sounds simple, but it's not easy to do—is to look at the network in the same way, and to forget our structure, forget our organizational concepts of the past and just look and determine what the best way is for us to put programming on the air that we really think works with viewers.

And we will work backwards from that as to what kind of a structure we need to support that.

Would you like a question about the merger rumors so you can deny them?

I just can't comment on that. We're owned by a public company, so NBC is a public company. And there is so much in the press about those mergers that it puts me in the position that I can't say anything other than 'no comment.' And that's unfortunate, but that's really what I'm obligated to say. I'd say this: I can't control rumors, I can't stop their transmission. We have undergone an extraordinarily difficult environment, both from an audience erosion standpoint and from an advertising erosion standpoint over the last 24 months. So it shouldn't strike anybody as unusual that there are a lot of rumors about companies in the media business today. The media business has never been hit this hard. The magazine business and newspapers, for the first time in 25 years, are seeing declines in advertising. We're all struggling with this. And so rumors, I think, are part of that kind of an environment. Plus we have a lot of concern about the impact of the financial interest and syndication rules.

So all of those things contribute to an environment that sets companies up—this company or CBS or ABC or Fox or anybody—for lots of rumors. And that's about the only explanation I can really deal with.

Are you absolutely confident that if there were very preliminary discussions going on between General Electric and another company, that you would know about it?

I can't comment on that.

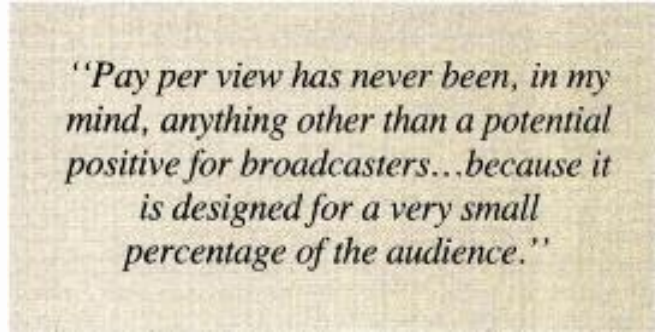
The chairman of NBC and General Electric, Jack Welch, has said on a number of occasions that if a company can't be number one or two in its business, then GE really had no business being in there. NBC this season will probably slip out of the number-one rank and ratings in prime time. And as far as profitability goes, if you were to include all the cable networks as well, it would be way down the list. Is NBC going to get a pass on adhering to the GE rule?

We've had six extraordinary years in the broadcasting business, and five of those years were just well above the performance of anybody in the business. And what we're having to adjust to now is that we sort of look like the other guys in terms of performance. But fortunately we have CBS in there for comparison purposes. They have had so much bad luck and misfortune that under any comparison, we're number two or number one.

If the only guideline was one or two, that wouldn't even be an issue. We would pass that with flying colors. Now, the questions are, what are you going to do for us in the future, how do we stand and what's the status of the advertising area. All of those sorts of things are really the future's questions. Otherwise, we're fine with GE in that regard.

We are told that J.B. Holston and members of NBC's corporate finance staff have done studies on what combining NBC with other companies might look like. Is the pressure for any kind of combination to take place going to increase in the coming years, and for what reason? More because of news or because of entertainment?

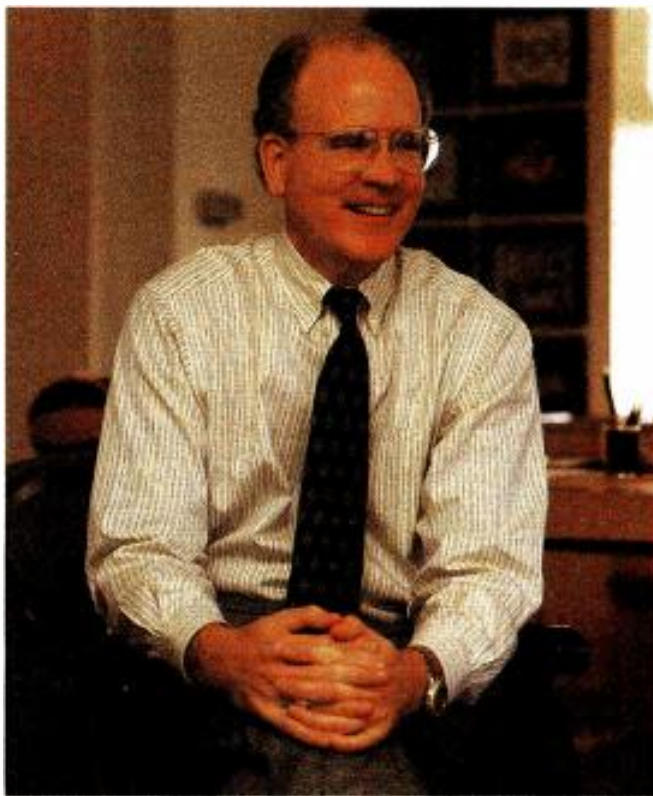
Without commenting directly on any combinations, I'd say that our whole corporate philosophy is to be flexible and to understand the direction of the markets that we serve and the markets that provide us with programming. And it's very important for us to know where sports are going from an



"Pay per view has never been, in my mind, anything other than a potential positive for broadcasters...because it is designed for a very small percentage of the audience."

owner's position. It's very important for us to understand the studios' view of the value of the entertainment programs that they produce for us. We're dependent upon these people. And to the extent that they are in the process of making changes which can impact us, we have to know and understand that. And a lot of the discussions about combinations, as you referred to, come about from changes in markets that are happening—and have happened—over the last three or four years, in terms of our producers, sports and entertainment companies. So we aren't an island. I mean, we can't just stand still while others are making changes. We try to make sure that we're as well positioned as we can be. And I think that in this environment right now, we don't have to do anything dramatically different from the way we're operating in order to be assured of continuing to have programming from those sources. But that could change momentarily if it turns out that several of those studios elect to take a different tactic or something. And that's why it's important for us to keep looking at what's happening. We didn't see or contemplate the acquisition by Sony of Columbia and Tri-Star. We didn't anticipate four or five years ago that Matsushita would own MCA. But we did anticipate that those companies would be changing hands in some form or another.

So the urge to merge, or just to effect some kind of combination, by a network at some point in the future would occur most likely with a studio. That is really where your greatest



source of programing is, and that's where most of the changes are taking place.

That's where most of the changes have taken place, and therefore, it's always of the largest interest to us to make sure we understand where those major providers of programing are going. I'm saying that at the present their objectives seem to be fairly compatible with ours. So that doesn't create a crisis situation on our end. And I think sports on the outside wants to stay with us. But it remains to be seen whether we can meet their financial needs as they have described them.

Is 1992 going to be a better year than 1991 for NBC?

Yes. I believe 1992 will be a better year for NBC, pretty much across the board. We see a little brighter advertising marketplace. We have done a lot on the cost side to keep us prepared for this, and I think we're looking at a brighter year pretty much across the board. And the network will be a brighter picture for us in '92 than it has been in '91.

Is the budget going to be up or down?

It will be up some. We have commitments, and obviously '92 is heavily influenced by Olympics—it's an enormous enterprise and undertaking, and costs will obviously increase. And we have lots of program costs that will be higher in '92 than they were in '91.

Several years ago you said that by 1992 you would expect non-network revenue sources to reach \$500 million. Is that going to happen next year?

It will happen, but it will be heavily influenced by the pay-per-view Olympics, which is not necessarily an indication of whether it will happen in 1993. So the real issue is, can we drive up those non-revenue sources in '93 and '94? And there are some answers that we still have to get some information on first.

CNBC is a money loser. When do you see that turning around?

The CNBC-FNN merger has been a real bright spot in performance. There has been integration of the on-air people and the program concepts, and the audience acceptance has been marvelous. We're very happy with that. We have invested a good deal of money in it, and given the ability to reach 45 million homes with basically live programing all the time—and well-done programing—I think that's everything we hoped for when we started in 1987 with the concept. We've crossed over hurdles. CNBC is doing very well economically. They're covering their costs. We're through some of the difficult issues of audience transition from one service to the other. It's very positive right now.

There was published an outline of a memo—I guess it had been sent to GE headquarters—projecting losses of about \$15 million. Now you're saying they are covering their costs. What is the story?

They're covering their costs. That \$15 million included a number of startup ventures in the cable area that are not expected to cover their costs, especially in the regional sports programs. And it was never intended that they would. And CNBC has only been merged with FNN for a portion of this year. So we're only looking at the completely merged programing service really in the last quarter and a half.

Do you expect that cable division to show positive cash flow next year?

I think they'll be very close to that. My point is that they're now a solid asset. They're not a drain on any of NBC's resources, and they're an asset that's quite valuable and doing very well. We have the ability to turn our attention even more so on the program aspects of the television network and our stations, which is very timely, because we now feel that we've stabilized ourselves on the rating side. We're comfortable on the cable side. We've swallowed this acquisition and merged these two services together.

You have network news, CNBC gives you business news coverage, you are looking at a sports news service and you have an overnight news service. Is there any way all these different news pieces fit together?

If I had one thing to point out, that would be a central theme of NBC going forward, it's news programing. And we feel it is probably our most important theme. You've touched on some of the combinations that are important, and there are more possible. So the answer to your question is, yes. We have more things that we can do offshore in news. We have been very, very happy with the success of the NBC News Channel, and we think that that is the single most important thing that we have done in NBC News, and has been done in television news, in a long time, maybe since CNN went on the air. And that will give us an ability to work much more directly with our affiliates.

Instead of having eight bureaus, we now have 210 bureaus in the United States. And that may sound simple to you, but the fact is that we operated in the past with sort of a big differentiation between what our affiliates did in their markets and what we did in our own newsgathering efforts. And we have really come an enormous way together now.

Isn't combining CNBC and the broadcast operations something that you've thought about as a way of amortizing your news division costs? And isn't that idea a politically sensitive one with your affiliates?

I think it might have been early on, but it's much less so today. And as every day goes by, it becomes significantly less of an issue. We just met with a group of affiliates on

the West Coast, and there were discussions along this line. It was very positive. A lot of affiliates have seen how we used CNBC information in our newscasts and reporting, and it's a very effective producer and a very high-quality producer. So I'd say that issue that you're raising was a limited one, and it's even less so today.

How are you perceived now by the cable industry? Has that changed?

I like to think that we have very good relationships with the cable industry, but I know that there are always issues on the table that are of concern to people in the cable industry or the broadcasting industry. And I'd like not to have any issues, but realistically we're trying to do some things that haven't been done before, like pay per view on the Olympics and things of that nature. So that always raises concerns. You have to just be patient and explain your motivation and your plans, and try your best to convince people it's a positive story.

What is your relationship with Tele-Communications Inc.? You talked a little bit about a partnership with cable to further your business, and I sensed a coming together of your two companies on the Olympics, HDTV and a lot of issues. What's the next step, what can you two do together?

TCI has been very public about its commitment to an interest on the programing side. And that's why those relationships exist with us, as they do with other people. They went so far as to form a company and spun it out [Liberty Media] and their long-term strategy is to develop their cable systems but also to develop their program ownership positions. So it shouldn't really surprise anybody that we have a lot in common with them, because they have a stated public objective of increasing their program ownership and enhancing their programing commitment. So that's a natural relationship opportunity. They also happen to have investments in some of the same areas we do, such as regional sports. So hopefully that commonality will allow from time to time, as it has, for us to get together on things that make sense. I hope that doesn't change.

Are you looking to greatly reshape the football rights contract when you meet with the NFL?

Yes.

Not just in terms of 5% less of this or one more year of that?

I don't know how to answer that, because the NFL has to come to grips with their own willingness to make changes. We see an opportunity to make a lot of changes. That may not be in the cards for this round of negotiations. The changes may be very traditional. They may just want to make some changes to secure an increased commitment for carriage or coverage. I can't really answer that question because we don't have that in front of us at the present time.

Does pay per view fit into this? Is that something that would be discussed between you and the NFL?

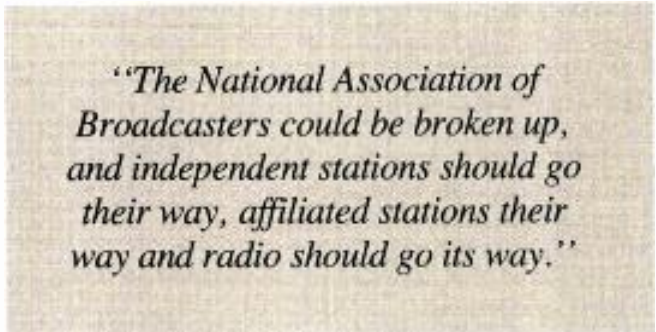
I think pay per view is an option that all major sports franchises are looking at. And I think in the long term, pay per view is positive for broadcasters, because it is designed for a very small percentage of the audience. And if sports can derive significant revenue from that source, then it reduces the pressure on us to have to be the sole source of revenue. And we're still enormously attractive as the ability to reach all audiences.

Doesn't it hurt it in some way to take events that were on broadcast and no longer are available there and have them on pay per view?

No, it certainly hasn't had that impact so far. I think it's more likely that pay per view is going to be taking events that are not the kind of events that broad audiences are interested in, but there's a very loyal following that wants to get them. There are lots of blacked-out games, there are lots of events involving certain city rivalries and similar things, which just don't meet the national needs. PPV has lots of places to start; I think it's highly unlikely that it's the most prominent event that's put on. That would be negative to them in Washington, and they wouldn't raise as much money.

Have you definitely decided that you will not go below 15 hours of prime time so you could fall out of the network category?

There are no plans to do anything other than produce the full prime time schedule the way we have traditionally done. The commission has made it clear that if we want to get out from under all the rules then we can simply drop seven hours of prime time and they will let us escape the torture of the rules. We don't think that's good public policy. We don't think it's good economic policy. We question why they think that's such a desirable objective.



"The National Association of Broadcasters could be broken up, and independent stations should go their way, affiliated stations their way and radio should go its way."

And from an economic standpoint, we don't think that's in our best interest, at least not at this phase in our life.

Which means that you've run some numbers and you've taken a look at it, but you've decided that it's not desirable?

That's right.

Why not do it?

It's our one area of real revenue opportunity, and even though we may not be as successful as we would like to be, we think we have proven that over a lot of years, we are capable of producing and engaging large audiences in all 22 hours. And for us to give up seven of those hours puts enormous pressure on the remaining hours. And so much of what we do at NBC is supported by what we do in prime time; so much of the whole network's programing is interrelated. I mean, we don't expect to make money, for instance, in news programing. We don't make money in sports programing. We have lots of programs we put on the air that we know we'll be lucky to break even. But we have a tremendous cost structure to support, and the fact is that we intend to focus on having to drive our advertising and audiences to prime time. And if I carve out a third of that opportunity, then basically I'm going to put unbelievable pressure on sports and news, unrealistic pressure on sports and news, to be much more earnings oriented, which in this environment, I think, is just not fair.

Even if it were a relatively low-rated part of the prime time

Continues on page 61.

Television

CBS AGREES TO KPIX PRIME TIME SHIFT

Test will allow network to gauge feasibility of West Coast schedule shift; station will ask for PTAR waiver to give CBS option of programing at 10:30

By Steve McClellan

CBS and its affiliate, Westinghouse Broadcasting, KPIX(TV) San Francisco, came to an agreement last week enabling KPIX to air an open-ended test of the network's prime time entertainment schedule from 7 p.m. to 10 p.m. Competing affiliate KRON-TV (NBC) said it planned a similar shift.

The KPIX test is tentatively set to start in February, when the station will also expand its late news to one hour, from 10 p.m. to 11 p.m., where it will compete with one of the nation's strongest independent newscasts at that hour on KTVU(TV) Oakland.

At the same time, it will abandon its double-access strategy in favor of a single first-run syndicated show that will be coupled with a half-hour of local news.

The commission's prime time access rule defines prime time on the West Coast as between the hours of 7 p.m. and 11 p.m. According to Carolyn Wean, vice president and general manager of KPIX, the station will ask the FCC for permission to adapt the Midwest model of PTAR, which defines prime time as 6 p.m. to 10 p.m.

Technically, the station does not need the waiver to carry out its on-air test. But as part of the deal with CBS, the station has agreed to seek the waiver so that the network has the opportunity in the future to negotiate starting its late-night slate of programs at 10:30 p.m.

Whether that opportunity emerges will depend primarily on the station's performance in prime access and the expanded late news. During the test, the station will use only one syndicated show in prime access—*A Current Affair* at 6:30 p.m. *Inside Edition*,

which has been paired with it in access, will shift to early fringe (4:30 p.m.), with a second run at midnight.

The *CBS Evening News with Dan Rather* will remain at 5:30 p.m., where it has been third in affiliate competition, and will lead into local news at 6 p.m.

The test will probably begin in February, coinciding with CBS's telecast of the 1992 winter Olympics. The timing is intended to allow the station

time to heavily promote the 7-10 p.m. network prime time lineup, as well as the station's expansion of late local news.

The Olympics is also perceived as "appointment television," to which viewers are expected to tune regardless of the initial confusion that may result from the shift in prime time.

Wean said the shift was important because "we have done extensive research in the market, and our findings

KCRA TEST RESULTS MIXED

KCRA-TV Sacramento, in its first major sweeps contest since its eight-month 7-10 p.m. prime time shift began, has seen its newly initiated, highly promoted 10 p.m. newscast drop 28% in share of market over last year's 11 p.m. show, garnering an 11.1 Nielsen rating and 21 share for November. According to a syndication research analyst, the station still grosses double its normal advertising revenue by selling its local spot time for prime time cost per points (at \$232 per rating point), rather than the traditionally lower price range at 11 p.m. (\$111 per rating point) ("Closed Circuit," Dec. 9). According to the analyst, the station can more than quadruple its gross revenue if Kelly Broadcasting owner John Kelly decides to enlarge the late newscast to a full hour (moving the *Tonight* show back to 11 p.m.).

As for prime time, NBC's entertainment lineup didn't fare as badly as the highly touted late newscast. Network programing turned in a 12.2/19 average in Sacramento, representing a drop of 8% in the affiliate's rating over a year ago. Nationally, NBC has managed a 1% year-to-year rating increase.

The most obvious beneficiaries of KCRA's prime time dropoff were ABC affiliate KQVR-TV (13.1/21) and CBS affiliate KXTV-TV (10.5/17), each posting 4% Monday-Friday increases at 8-11 p.m. Overall, from sign-on to sign-off, KCRA turned in a top-ranked 6.3/20 clocking, down 7% from its year-ago clocking but 19% better than closest competitor KXTV-TV (5.1/16, up 4%).

As for rumors that KXTV may follow with a prime time shift, General Manager Jim Saunders would say only that the station is studying three "option" dates in 1992—February, June or September—to make a move to 7-10 p.m. However, Saunders said that a nearly completed attitudinal research study could reverse such a decision if the data are negative. KQVR-TV General Manager Michael Fiorile said the station is happy where it is and "more than thrilled with the ratings we're picking up in prime time and 11 p.m. because of KCRA's absence."

—MF

show that viewers want early prime time." She dismissed the notion suggested by KTVU(TV) San Francisco General Manager Kevin O'Brien that KPIX was motivated more by wanting to reap extra news revenues at 10 p.m. "To suggest they're reacting to lifestyle changes is a smoke screen," said O'Brien. "They are trying to hurt our ratings delivery and gain a niche that we have had for many years." "I can understand why he would not be in favor of this," Wean said of O'Brien. "But it is not financially driven."

Tony Malara, president, distribution, CBS-TV, said the test may be crucial in determining the network's future scheduling of prime time: "Responding to lifestyle patterns in the market, this important experiment will allow us to properly gauge the effect of moving the CBS Television Network schedule one hour earlier."

The station and the network have been talking about a test, and jointly funding research concerning the implications, for about 10 months. Malara acknowledged that CBS was "reluctant to move too quickly" toward a test, but that the network is "comfortable" with the agreement. "We take a lot of shots for being inflexible and having our heads in the sand," he said of the networks. "They say there has been a lifestyle change that has to be addressed, and we have an opportunity here to find out whether that is true."

A similar test is under way at KCRA-TV Sacramento, the NBC affiliate (see box, page 28), and an earlier test on WTHR(TV) Indianapolis had poor results, with inadequate promotion cited as a probable cause.

Meanwhile, it's unclear what impact the KPIX move will have on the syndication business if other stations follow suit. According to Malara, syndicators would appear to have "a lot to lose," if stations opt to reduce available time slots in the highly sought-after prime access time periods.

But some syndicators question just how beneficial PTAR has been. "[Prime access] remains in control of a handful of parties," said George Back, president, All American Television.

"You have to wonder whether the FCC intended to expand control of the time period from three to five parties. The shift could have some beneficial effects in that it may redefine prime access," said Back, and offer more syndicators opportunities at 10:30 p.m.

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Video stars

Katz Television is taking a different approach to its annual pre-NATPE review of the 1992-93 syndication season.

The company's programming executives, including John Von Soosten, Bill Carroll and Mitchell Praver, were scheduled to tape a

talk show-style panel session, in which they address the key shows and issues, late last week, to be sent to clients shortly. Hosting the presentation will be Sally Jesse Raphael, who will

quiz not only the Katz panel, but a studio audience. It's the first time Katz has taken this approach, although sources cautioned that much of the audience input could end up on the cutting-room floor if deemed not to be of value. Word also had it that Katz would, for the first time, make the presentation available only to client stations and not the press. That action is being taken in response to stations, which feel that advice they get from their rep should remain proprietary.

Comings and goings

Speculation in Hollywood has Bill Saunders, president, international television distribution, Twentieth Television, planning his retirement, expected by mid-1992. Saunders hasn't commented, and a Fox spokesman said "it would be premature to be speculating on that."

In a long-sought reunion by Roger and Mi-



The return of the King
(Bob, that is)

chael King, brother Bob King is coming back to the King World Productions fold after more than a seven-year absence from the formerly family-owned syndication giant, according to sources close to the company. Apparently anticipating Orion Pictures' Chapter 11 bankruptcy filing, the eldest King brother, according to industry insiders, stayed on as head of Orion TV sales long enough to negotiate King World's acquisition of library property *Hollywood Squares*, which was finalized at the end of last month.

Like father...

Maintaining family ties and links to the past seems to be shaping the company's ongoing diversification plans. Last week, King World received a pilot order from CBS to develop *Topper* (with John Landis set to direct and executive-produce), which K-W President and CEO Michael King acquired

from author Thorne Smith's estate. King says his late father, Charles King, produced the original 1950's network version of the series with Bernard Shubert Productions. In addition, Charles King's first major program acquisition at K-W, *The Little Rascals*, will now serve as Michael King's initial foray as a movie producer, with Universal Pictures planning on bringing "The New Little Rascals" to the big screen within the next two years.

Coming to America

Luca Barbareschi, the host of Group W Productions' *That's Amore*, a new game show strip for fall 1992 entry, flew into Hollywood last week to be briefed by Group W Productions President Derk Zimmerman on the sales effort recently begun on the show. A veteran of 25 feature films overseas, Barbareschi told BROADCASTING that the production schedule of the original Italian version of *That's Amore* for Silvio Berlusconi's Reitalia network has him taping 72 episodes in less than 6 weeks, or roughly 12 half-hour episodes a day.

"I just love to improvise each show," he said. "If I just sat around [between tapings], it would slow things down too much. I really do it because I don't want to spoil my movie career, but now that I have made it in America I'll sit back and take it easy with a three-month taping schedule."

Clearly, more stations on the West Coast favor a prime time shift. In fact, KPIX-TV competitor, NBC affiliate KRON-TV has been trying to get NBC to allow it to make the shift for some time.

Quizzed on the issue last May at the NBC affiliate meeting in New York, network president Pier Mapes said allowing the move would be palatable if one or more other stations in the market did it as well. But last week a network spokesman said "no promises were made in that regard." ■

NBC WINS WEEK, NARROWS CBS SEASON LEAD

NBC won the prime time ratings for the week of Dec. 2-8, the 12th week of the season. In averaging a 13.1 rating/21 share, NBC not only outdistanced the other networks, but narrowed CBS's season-to-date lead to a rating point after its high of a two-point lead just six weeks ago. ABC was second with a 12.8/20 and CBS was third with an 11.5/18, its lowest average weekly rating for the season. In winning the week, NBC captured Wednesday, Thursday and Saturday nights, with ABC winning Monday, Tuesday and Friday. CBS won only Sunday night. In its third airing, NBC's *Hot Country Nights* averaged a 12.4/18 on Sunday night, the network's highest average in the 8-9 time period since October 1989. —SC

AMERICANS HELP ORGANIZE BROADCASTERS IN USSR

Inter-Republic Association of Broadcasters formed to give collective muscle to emerging commercial stations in Soviet republics

By Mike Freeman

Even as the Union of Soviet Socialist Republics is breaking apart, a group of American media experts is trying to unify broadcasters in that evolving country/commonwealth. To that end, the Americans held a conference in the city of Novgorod in eastern Russia to organize the breakaway republics into the newly formed Inter-Republic Association of Broadcasters (IRAB). Billed as the first International Conference of Independent Broadcasting, workshops and seminars were de-

signed to attract the participation of fledgling commercial TV stations sprouting up in the Soviet republics.

With funding from the John D. and Catherine T. MacArthur Foundation (a frequent underwriter of PBS programming) and the Foundation for Social Innovations, San Francisco attorney Lizbeth Hasse, who has practiced and studied media law in Eastern Europe, joined Novgorod Mayor Oleg Ochinnikov and St. Petersburg city council member Victor Monahov in chairing the conference.

Close to 200 non-governmental media professionals—journalists, pro-

ducers, news directors, general managers, station entrepreneurs and cable administrators—representing nine Soviet republics attended the four-day conference, which was intended to foster the growth of independent commercial stations and attract foreign investment.

The television medium in the Soviet Union was historically the dominion of the All-Union State Company for Television and Radio (Gostelradio), but the secession of the Baltic republics, the Ukraine and others has created a patchwork of predominantly state-owned stations, along with approximately 80 recently formed independent stations.

"The principal goal in founding the Inter-Republic Association of Broadcasters is to build a cohesive organization for independent commercial stations, one not entirely dominated by state-run television," Hasse told BROADCASTING. "This movement really grew out of the takeover of Lithuania's TV stations by Soviet troops last year. There was no word of [the takeover] in the state-run press, and many of the republics were in the dark about the attempted coup against [Mikhail] Gorbachev last summer. So the early impetus of this organization is to develop and implement media laws that can further legislation guaranteeing freedom of the press for independent news organizations."

The other obvious focus is financial and regulatory matters. Michael Butler, president of M. Butler & Co., a San Francisco-based company dealing

KUSHNER ANNOUNCES DEVELOPMENT SLATE

The Kushner-Locke Company has picked up six development projects for its production slate. The prospective series include three hour shows for CBS and three half-hour series for HBO. The CBS series: *Life's Too Short*, written by Chris Carter, about a successful stockbroker who gives up his lucrative career for life on a boat in the Florida Keys and eventually becomes involved in crime solving; *Divorce Wars*, by Bob Moloney, about a judge who presides over the most unusual divorce cases in his district, and *PostMorton*, developed by Sam Egan, featuring a coroner and detective who team to solve unusual cases.

The comedies for HBO: *Daddy's Girl*, by Marty Cassella, about a 20-year-old prima donna who takes over the top position of her dead father's trucking company; *The Champ*, written by John Bowman, about a boxer from the ghetto who becomes champion and must adjust to his newfound wealth and status, and *Family Tree*, from Sam Egan and Nick Arnold, about the activities of a prominent New York crime family in the 1970's.

Kushner-Locke already has a relationship with CBS, co-producing the late-night *Night Games* in association with CBS Entertainment Productions. The company also distributes *Sweating Bullets* for CBS's *Crimetime After Primetime* late-night wheel. —SC

solely with international media investment and trade, joined eight other American and French media specialists in counseling the republic broadcasters on developing business proposals, financial self-sufficiency, attracting Western investment, acquiring equipment and implementing regulatory reform.

Hasse said that IRAB has 80 charter members—approximately 130 conference attendees voted for IRAB's establishment—and plans are in the works to hold an interim forum next May in Novgorod to develop the organizational structure and programs. ■

'CIVIL WARS' FIGHTS THE RATINGS BATTLE

Producer of late-season starter is happy to be out of fall spotlight's glare as court drama tries to find its audience

By Steve Coe

Although the numbers haven't been encouraging in the show's first three airings, *Civil Wars*'s Bill Finkelstein, creator and executive producer of the ABC series, thinks the series is finding its identity and believes ensuing episodes will get stronger.

The series, produced under the Steven Bochco Productions banner, debuted in its Wednesday 10-11 p.m. slot on Nov. 20 in third place, with an 8.2 rating and 14 share. In its second airing the series improved slightly to an 8.6/15. In its third airing, however, the show dipped five-tenths of a rating point to an 8.1/14. Although the show hasn't started strongly, Finkelstein says neither he nor ABC has pushed the panic button.

"I would love to have a bigger audience than I've got, but it's too soon to call whether or not I'm satisfied [with the show's performance]. We've only been on two times at this point, and it went up a click from week one

SYNDICATION UPDATE

'BELL' UPGRADE

Saved by the Bell, a half-hour off-network kids' series produced by NBC Productions and cleared by third-party distributor Rysher Entertainment, received early-fringe upgrades on WDCA-TV Washington, D.C., and WKBD-TV Detroit. Going from a 2 p.m. slot, where it improved 14% on its lead-in programing, *Bell* now moves to 5 p.m. (ET) on WKBD-TV. In the nation's capital, WDCA-TV has pushed *Bell* up to the 5:30 p.m. (ET) slot.

The upgrades follow similar moves at KSTW-TV Seattle and WLMT-TV Memphis. In other news, Rysher has named Joe Mirabella, most recently director of Northeastern sales at Twentieth Television, as vice president, Eastern sales. Ami Witt, previously vice president, Eastern division sales for Chapter 11 filer Fries Distribution Co., has been named VP, central sales.

BODY BY TITAN

TitanSports, syndication wing of World Wrestling Federation TV, is introducing *Bodystars*, a weekly half-hour health and fitness magazine hosted by Matt Lauer and Kari Wuhrer, for fall 1992. The show will be offered on a barter basis, and TitanSports, a division of Titan Entertainment, is committing to 52 weeks of original episodes.

NEW FOR NATPE

NATPE International has added another international programing panel session to its 1992 program conference in New Orleans (Jan. 20-24, 1992) titled, "On a Clear Day You Can See 2000: International Television in the 1990's," which will be held Tuesday, Jan. 21, in Ballroom 1 of the Hilton Hotel. The seminar will be hosted by Anne Diamond, a British anchorwoman, and will include Joseph Flaherty, senior vice president, technology, CBS Inc.; Raymond Gallagher, director of public affairs, British Sky Broadcasting (BSB); Michael Grade, chief executive, channel 4, United Kingdom; Simone Halberstadt-Harari, chairman and CEO, Tele

Images, Paris, and Gerard Le Febvre, strategic director, CLT Luxembourg.

NATPE has also lined up Carroll O'Connor (*In the Heat of the Night*, *All in the Family*), David Leisure (*Empty Nest*), talk show host Byron Allen, Mark DeCarlo (host of Twentieth Television's *Studs*) and soon-to-be talk show host Vicki Lawrence (with Group W Productions) as presenters at NATPE's 1992 Iris Awards, marking the conclusion of the convention.

HEALTHY PROGRAM

Western International Syndication is launching an hour syndicated special, *What About Tomorrow? Battling Breast Cancer*, produced by WHDH-TV Boston and hosted by *L.A. Law*'s Susan Ruttan. The special is being offered on six-minute local/six-minute national barter splits.

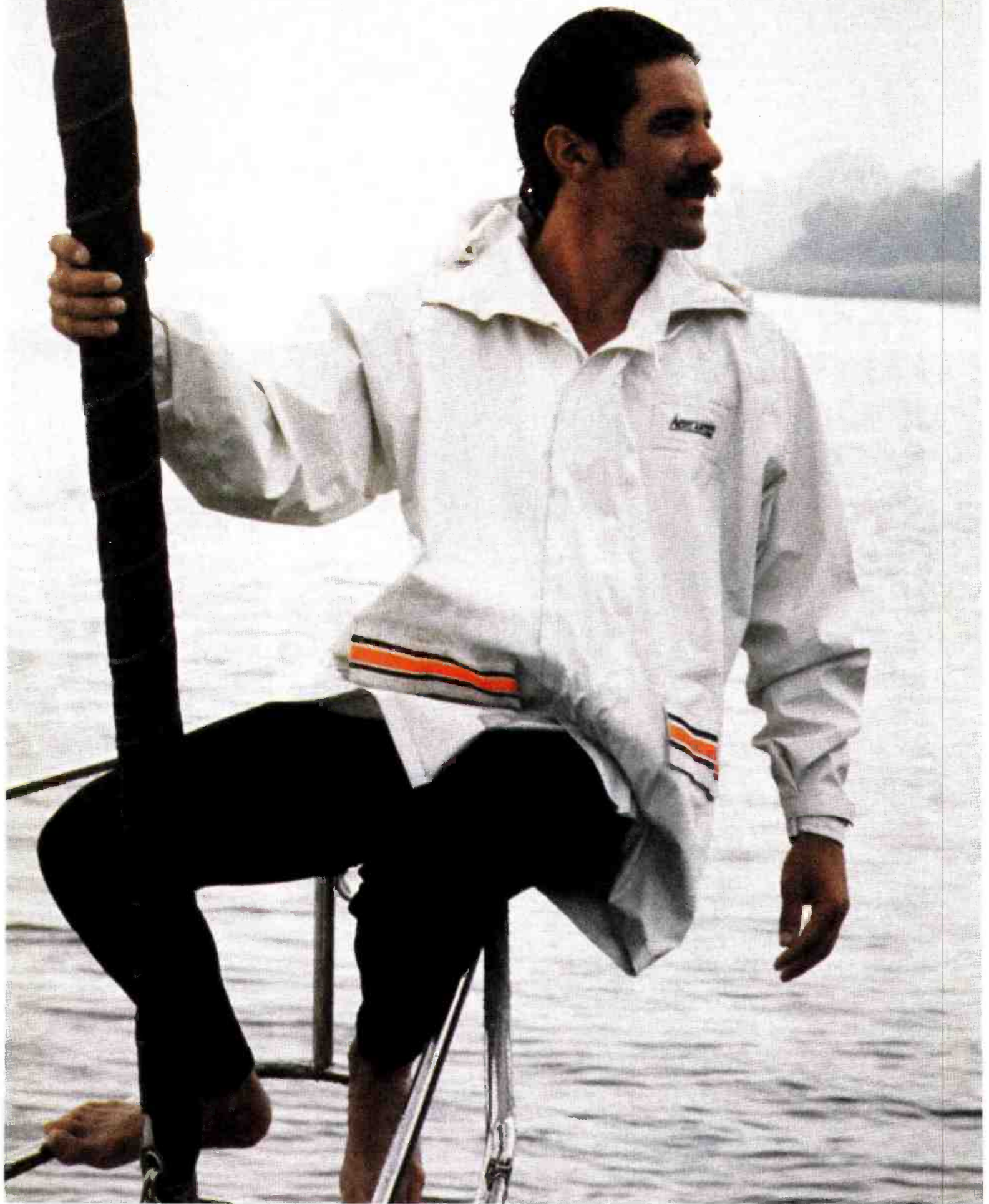
PARTYING WITH MERV

As part of its re-entry into the first-run syndication business, Columbia Pictures Television has slated distribution of *Merv Griffin's New Year's Eve Special*, which has been cleared in 141-plus markets (85% U.S. coverage) three weeks after hitting the streets. Columbia's parent company, Sony Corp., also owns Merv Griffin Enterprises, and the latter production company is currently producing CPT's single-market first-run program, *Ruckus*, on WNBC-TV New York. The hour-long special will be telecast live from Griffin's Resorts Casino Hotel in Atlantic City.

LATE-NIGHT APPOINTMENT

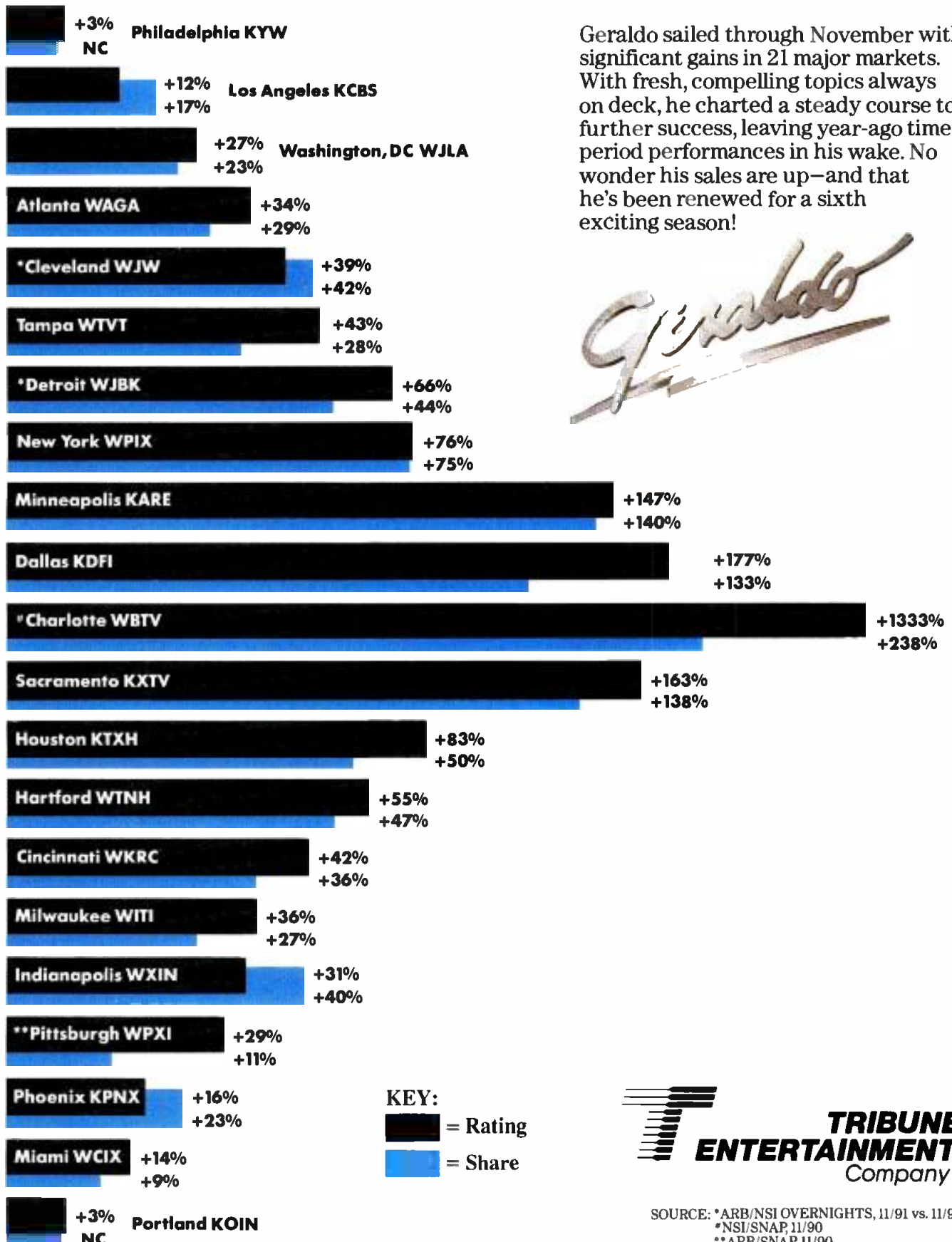
Tribune Entertainment has named Nicholas Van Hoogstraten creative services director for its upcoming syndicated strip, *The Dennis Miller Show*. Van Hoogstraten served as director of advertising and promotion for six years at Tribune Broadcasting's KTLA-TV Los Angeles, where production on the show begins this January. BrillsteinGrey Productions is co-producing the late-night half-hour in association with Tribune Entertainment.

GERALDO'S ON COURSE WITH



IMPRESSIVE TIME PERIOD INCREASES

Overall Rating Up 24%, Share Up 23%



Giraldo

Geraldo sailed through November with significant gains in 21 major markets. With fresh, compelling topics always on deck, he charted a steady course to further success, leaving year-ago time period performances in his wake. No wonder his sales are up—and that he's been renewed for a sixth exciting season!

JOAN'S

NEW YORK WPIX
+32%/+20%

ATLANTA
WXIA
+43%/+44%

ST. LOUIS
KTVI
+18%/+20%

LOS ANGELES
KTLA
+18%/+13%

PHOENIX
KTVK
+8%/+11%

*DETROIT
WJBK
+26%/+36%

CINCINNATI
WKRC
+17%/+20%

*CLEVELAND
WJW
+18%/+12%

*CHARLOTTE
WCCB
+40%/+50%

INDIANAPOLIS
WXIN
+8%/NC

BOSTON
WBZ
+13%/NC

SAN FRANCISCO
KTVU
+16%/+27%

DENVER
KWGN
+31%/+33%

RATINGS RISE HIGH

In major markets across the nation, Joan's numbers have gone through the roof! From New York to Los Angeles, she posted towering time period increases during the November sweeps. Combined with her daily dose of gossip, world-renowned wit and warmth, and great celebrity interviews, these latest successes give this Emmy-winning talk-show host a whole new altitude!



**TRIBUNE
ENTERTAINMENT**
Company

SOURCE: *ARB/NSI OVERNIGHTS, 11/91 VS. 11/90
#NSI/SNAP, 11/90

Broadcasting's Ratings Week Dec 1-8

	ABC	CBS	NBC	FOX
MONDAY	16.0/24	15.6/23	13.9/21	NO PROGRAMING
8:00	60. MacGyver 9.5/15	14. Evening Shade 15.8/24	22. Fresh Prince 14.2/21	
8:30		21. Major Dad 14.5/21	26. Blossom 13.7/20	
9:00	8. NFL Monday Night	10. Murphy Brown 17.3/25	24. NBC Monday Night	
9:30	Football—Philadelphia	11. Deslgn Wmn 16.8/24	Movies—A Little Piece of	
10:00	Eagles at Houston Oilers	19. Northern Exposure 14.7/23	Heaven 13.8/21	
10:30	17.9/30			
TUESDAY	16.9/26	11.6/18	12.9/20	NO PROGRAMING
8:00	4. Full House 18.9/29	37. Rescue: 911 12.7/19	32. In the Heat of the Night 13.2/20	
8:30	7. Home Improvmt 18.4/27			
9:00	1. Roseanne 22.5/33	52. CBS Tuesday Night		
9:30	3. Coach 19.6/29	Movie—Star Trek V: The	35. Pearl Pt. 1 12.8/20	
10:00	53. Homefront 11.0/18	Final Frontier 11.1/17		
10:30				
WEDNESDAY	10.9/17	9.4/15	14.3/23	NO PROGRAMING
8:00	40. Dinosaurs 12.4/19	62. Brooklyn Bridge 9.3/15	6. Unsolved Mysteries 18.5/28	
8:30	30. Wonder Years 13.3/20	66. B. Bunny Xmas 8.6/13		
9:00	30. Doogie Howser 13.3/20	61. Jake and the Fatman 9.4/14	42. Seinfeld 12.3/19	
9:30	55. Anything B/Love 10.3/16		39. Seinfeld 12.5/19	
10:00	71. Civil Wars 8.1/14	58. 48 Hours 9.9/17	47. Pearl Pt. 2 12.0/21	
10:30				
THURSDAY	13.5/21	8.6/13	15.5/24	10.5/16
8:00	75. Pros and Cons 7.9/12	79. Top Cops 7.7/12	11. Cosby 16.8/26	38. Simpsons 12.6/20
8:30			9. A Diffnt. World 17.5/27	66. Drexell's Class 8.6/13
9:00	13. Pearl Harbor: Two Hours	84. Trials of Rosie O'Neill 6.7/10	5. Cheers 18.6/28	55. Beverly Hills 90210 10.3/15
9:30	That Changed the World 16.3/25	49. Knots Landing 11.4/18	16. Wings 15.5/23	
10:00			43. Reasonable Doubts 12.2/20	
10:30				
FRIDAY	13.6/24	8.0/14	9.9/18	5.7/10
8:00	23. Family Matters 14.1/25	71. Garfield's Xmas 8.1/14	50. Matlock 11.2/20	82. America's Most Wanted 7.2/13
8:30	24. Step By Step 13.8/24	76. Claymation Xmas 7.8/13		
9:00	28. Perfect Stmgrs 13.5/23	73. CBS Friday Movie	66. Man of the People 8.6/15	89. Hidden Video 4.5/8
9:30	34. Baby Talk 12.9/23	Special—The Lady Forgets 8.0/14	58. Pearl Pt. 3 9.9/18	91. Best of the Worst 3.9/7
10:00	28. 20/20 13.5/25			
10:30				
SATURDAY	7.7/14	9.8/17	12.3/22	6.3/11
8:00	76. Who's the Boss? 7.8/14		35. Golden Girls 12.8/23	81. Cops 7.4/13
8:30	76. Growing Pains 7.8/14	54. 50th Anniversary of	50. Walter & Emily 11.2/19	64. Cops 2 9.0/16
9:00	83. TheYoung Riders 6.9/12	Pearl Harbor 10.5/18	15. Empty Nest 15.6/27	88. Charlie Hoover 4.7/8
9:30			26. Nurses 13.7/23	90. Get A Life 4.0/7
10:00	69. The Commish 8.4/16	69. P.S. I Luv U 8.4/16	55. Pearl Pt. 4 10.3/19	
10:30				
SUNDAY	11.4/18	16.1/25	9.7/15	8.7/13
7:00	86. ABC's World of	2. 60 Minutes 20.1/32	17. NFL Game 2 15.4/26	85. True Colors 6.6/11
7:30	Discovery 6.4/10	48. Brooklyn Bridge 11.8/18	73. The Torkelsons 8.0/12	80. Parker Lewis 7.5/12
8:00	18. Am Fun Hme Vid 14.8/22		40. Hot Country Nights 12.4/18	45. In Living Color 12.1/18
8:30	19. Am Fun People 14.7/22			65. Roc 8.7/13
9:00	43. ABC Sunday Night	17. CBS Sunday Movie—	33. NBC Sunday Night	45. Married w/Childn 12.1/18
9:30	Movie—Yes Virginia, There	Beaches 15.3/23	Movie—One Special Victory 13.1/20	62. Herman's Head 9.3/14
10:00	is a Santa Claus 12.2/19			87. Sunday Comics 5.3/8
10:30				
WEEK'S AVGS	12.8/20	11.5/18	13.1/21	7.8/13
SSN. TO DATE	12.2/20	13.8/22	12.8/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE)

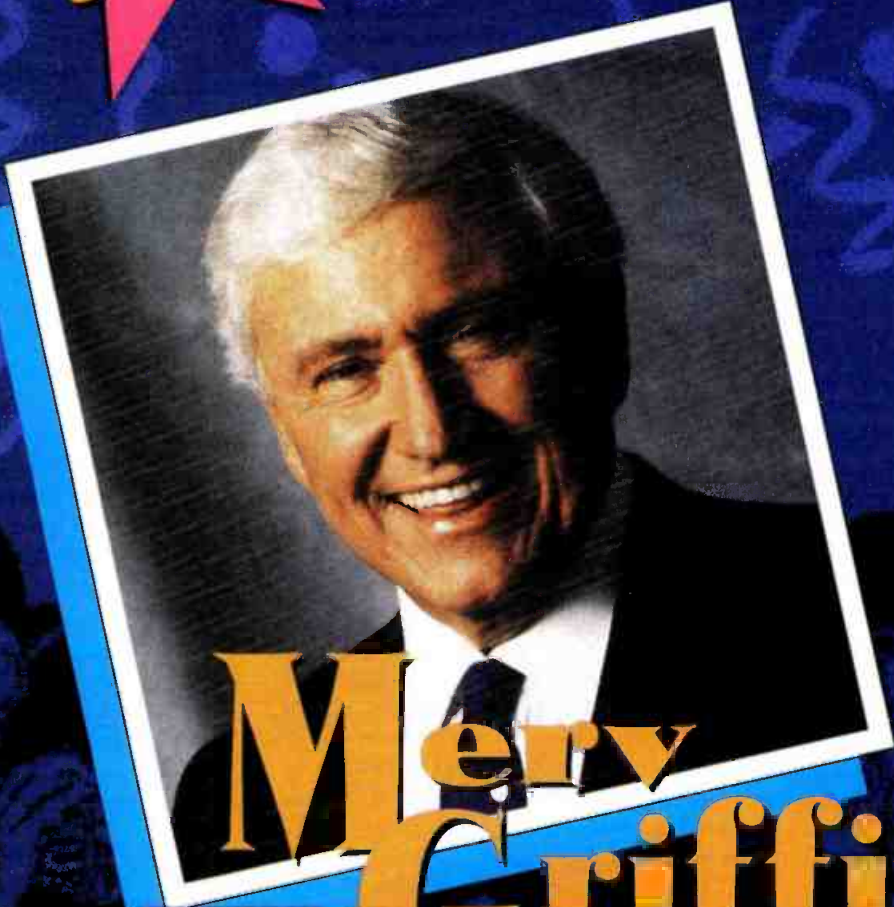
*PREMIERE

SOURCE: A.C. NIELSEN

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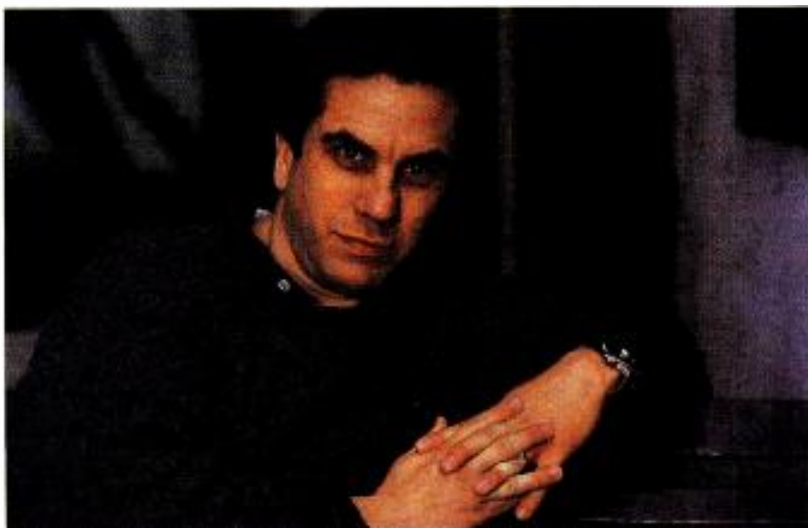


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'Civil Wars' producer Bill Finkelstein

to week two. If the show can incrementally build an audience and word-of-mouth is working in our behalf, and I think it is, then that would be fine with me," he says. "I'm not getting a sense that we've got to fix something at this point. Thus far I've been really left alone. I've not encountered that kind of specificity in their approach to it. The reaction has been, 'We've got something here. Inevitably in the life of the show you make adjustments, but we're not planning anything now.'"

A former lawyer, the New York-born Finkelstein has plenty of experience to draw on for scripts for *Civil Wars*. Both of Finkelstein's parents are attorneys, and he practiced in their law office prior to making his move to Hollywood in 1986. While still practicing law, he wrote a play about a divorce settlement that launched his career in television. Steven Bochco read the play and asked Finkelstein to write an episode of *L.A. Law*, then in its first season. From that first script Bochco hired him as story editor.

Finkelstein stayed with the series until midway through the fourth season. He collected two Emmy awards and numerous nominations along the way. The idea for *Civil Wars* was born amidst the demise of Bochco's *Cop Rock*, which Finkelstein worked on after *L.A. Law*. "When *Cop Rock* started listing, Bochco and I had conversations about doing another show. The whole idea about doing a show about divorce and divorce lawyers was very appealing to us."

The series would be the third under Bochco's 10-series deal with ABC and the first over which Bochco would not

have direct control. The show was initially positioned for the fall schedule and later delayed, but reports focusing on the network's displeasure over the pilot and Bochco's subsequent involvement in reworking the pilot were exaggerated, Finkelstein says. It was also reported that Bochco was pressured by ABC to completely rework the pilot to the network's specifications.

"What basically happened was the network didn't like the pilot that I did initially. Steven gave me the room to do it, and the network rejected it—not formally, but it was clear the show wasn't getting on the fall schedule, or any schedule. Steven went to New York and convinced them that adjustments would be made on the show, and it worked. The adjustment that was made was that I took out a story and put in another, which amounted to about four scenes. Seventy-five percent of the pilot is the same in the second version as it was in the first. Steven did get more involved with the pilot than we originally anticipated as a result of their concerns," says Finkelstein.

Not being on the fall schedule and launching in November may work out in the show's favor, and he acknowledges that avoiding the glare of the fall spotlight makes it easier for a show with the Bochco label, which generally attract more scrutiny than other series. "Fall is such a horserace, and everybody is looking to see who is going to fall first. When *Cop Rock* started, all anybody was looking at was our ratings. I'd run into people who weren't in the business, who were in different cities—guys in muf-

fler shops knew the ratings for *Cop Rock*. And it just struck me as being kind of grotesque. What do they care? Do they like the show or do they hate the show? That's all that's important."

Finkelstein and Bochco will find out in the next two to three weeks—when the network should give them an answer about an additional episode order—whether ABC loves or hates the show. "We're shooting our 11th episode now, so it should come up pretty quickly. I'd like to see it a big success. I'd like to see [co-stars] Mariel [Hemingway] and Peter [Onorati] as grand marshals of the Macy's Day parade and all the other perquisites of a successful television show." ■

RATINGS ROUNDUP

In the just-concluded November sweeps, Viacom Enterprises' sophomore off-network drama, *Matlock*, improved on its year-ago ratings in 22 of 28 metered markets, and is up 17% from a 2.4 to a 2.8 weighted metered market rating (NSI).

□

Cannell Distribution's weekly hour-long action/adventure, *Street Justice*, scored its sixth straight week of ratings growth in the Nielsen Television Index (NTI, week ending Nov. 24), reaching a 5.2 national rating. Since its premiere last September, *Street Justice* has increased its rating 36% from a 3.8 national rating.

□

Viacom Enterprises' staggered rollout of *The Montel Williams Show* ended the November sweeps up 27% over November 1990 time periods with a 3.8 rating (NSI) versus a 3.0 in 16 markets.

□

Warner Bros. Domestic Television Distribution's sophomore animated program, *Tiny Toon Adventures*, finished the November sweeps as the No. 1 kids strip with a 4.3 rating (NSI, weighted metered market average), followed by Buena Vista Television *Disney Afternoon* programming consisting of *Darkwing Duck* (4.2), *Chip 'n' Dale's Rescue Rangers* (3.6), *Tale Spin* (3.5) and *DuckTales* (3.1). Group W Productions' *Teenage Mutant Ninja Turtles* finished six with a 3.0.

Broadcasting Cable

BASIC CABLE TURNING TO PPV

Services considering additional revenue stream to help offset program costs

By Sharon D. Moshavi

With the increasing inability to pass on programming costs to cable operators, basic cable networks are looking to pay per view as a way to bring in revenue and create additional programming. USA Network, ESPN and The Nashville Network are three of the networks most interested in expanding their PPV roles, according to industry sources.

USA Network, which has had success with its Tuesday night boxing matches, is considering entering the PPV boxing business, according to observers. Although in the past USA has gotten the rights to air repeats of PPV events in exchange for promotion on the network, it has never owned the rights to a PPV fight outright. "We may do it if we have the right opportunity," said Kay Koplovitz, president and chief executive officer, while emphasizing USA's commitment to its current Tuesday night fights.

USA is also looking beyond boxing. Sources say the network was close to signing a deal with Radio City Music Hall in New York to do a PPV special of the annual Christmas show. Koplovitz would not comment on the deal, which has fallen through. She said only that USA is looking at a number of PPV properties, and hopes to produce some in the upcoming year, "although nothing is slated for first quarter."

Because a PPV telecast reaches such a small audience (a 2% buy rate is considered a success for most small events), "it makes sense for a basic cable network to produce something for pay per view first, and then air it on their network second," said Bob Bedell, senior vice president, Viewer's Choice. "That is exactly what HBO and Showtime do with their

events."

The basic services are in a prime position to produce and distribute PPV programming because they have their own networks on which to promote the events. A network such as MTV, with a narrow demographic audience, is particularly effective in doing that, according to Scott Kurnit, president, Showtime Event Television, which uses the promotional value and other

assets of co-owned MTV when producing concerts.

TNN has promoted PPV concerts in exchange for the basic cable rights, something that has worked well for the network, according to Lloyd Werner, senior vice president, Group W Satellite Communications. "The next logical step is to have a basic network be an event producer," he said.

ESPN is looking to see what it can

DISCOVERY TO TEST PAY PER VIEW

The Discovery Channel will get a chance to test its video-on-demand concept, called Discovery Select, via the pay-per-view experiment being conducted by TeleCommunications Inc., U.S. West and AT&T starting early next year in a United Artists Denver cable system.

According to Discovery Chairman John Hendricks, Discovery will contribute about seven or eight documentary titles to the TCI video-on-demand experiment reaching 300 cable subscribers, and test them at varying price points to see what buy rates are generated. Hendricks said he foresees pricing at about 80¢. Hendricks's ultimate vision for Discovery Select is upwards of 50 titles. A Discovery spokesperson said the same concept, called Learning Select, is being contemplated for the Discovery-owned Learning Channel. The spokesperson said it is not yet decided whether that, too, will be included in the TCI test.

The video-on-demand test, called Take One, will also include 1,000 theatrical titles. It will take up just one channel but has a 47-channel bandwidth. Tom Beaudreau, the test's project manager, said Discovery Select will also be tested in TCI's Hits at Home PPV experiment, which offers 24 titles on 24 channels, and is being offered to another 300 subscribers.

Beaudreau said TCI is currently working with independent producers of nonfiction product, such as educational and how-to titles, to provide programming for the test as well.



Under the Discovery Select plan, viewers who miss a documentary such as 'Black Tide' can pay 80¢ to see it on PPV instead of \$19.95 for the video.

-SDM

bring to pay per view, but "we wouldn't migrate anything that is already on ESPN," said Steven Bornstein, president of the sports network. The goal is not to radically alter the sports landscape or to take events away from consumers, said Bornstein, but "clearly there is more and more opportunity for events to go to pay per view."

ESPN parent ABC has already tried to go the sports PPV route by putting

college football on PPV, an idea its affiliates soundly trounced. ABC, however, is heading back into the PPV realm (see "Top of the Week"), and may look to use ESPN to do things in PPV it may have a more difficult time doing as a broadcast network.

SET's Kurnit said he has had conversations with most of the basic cable networks about getting into PPV and about what programming in their niche is big enough that people will pay for

it. "Basic networks will be more involved in pay per view," Kurnit predicted, since PPV will help networks produce shows that could not bring in enough ad revenue to cover their production costs. PPV will allow the networks to tap into yet another revenue stream. And, Kurnit pointed out, there are no barriers to entry; any network with an idea can do it. However, there's no guarantee the event will be a success. ■

CABLE, PUBLIC TV PRODUCE HYBRID 'ROSE'

Learning Channel will air WNET's nightly N.Y. talk show nationally the following day

By Sharon D. Moshavi

Discovery Network's The Learning Channel and New York public television station WNET(TV) reached a one-year agreement to co-air and co-produce the interview program *Charlie Rose* starting Jan. 6, 1992. This marks the first time WNET has had such a distribution relationship with a cable network, according to William F. Baker, the station's president and chief executive officer.

Hosted by former CBS *Nightwatch* anchor Charlie Rose, the hour-long interview show premiered on WNET in September, and airs live Monday through Friday at 11 p.m. TLC, which reaches 15 million cable subscribers, will air the show one day later at 10 p.m., and repeat it again at 2 p.m. WNET will repackage *Charlie Rose* to enable TLC to insert commercials. WNET will not get any of TLC's ad revenue from the show.

Although WNET's usual distribution outlets for its product are other public television stations, TLC was first to



At the announcement of TLC/WNET's collaboration (from left): Fred Noriega, WNET; Harry Chancey Jr., WNET; William Baker, WNET; host Charlie Rose; Greg Moyer, Discovery Networks; and John Ford, Learning Channel.

approach WNET about airing the show, said Baker, who emphasized WNET's commitment to "the family of American public television stations."

Prior to its purchase of TLC, Discovery and PBS had long had talks about either creating a channel or forming a co-programming venture. Although those talks appear not to have panned out, Greg Moyer, Discovery's senior vice president, programming, had

said that it was likely that Discovery would work with individual public television stations. "I don't know whether this will be a trend. I'd certainly like to think it is," said Moyer of the deal with WNET.

Moyer said the decision was made to put *Charlie Rose* on TLC, rather than Discovery, which reaches 55 million homes, because the show fits in better with the format of TLC than the documentary-driven schedule of Discovery. Rose, who has a two-year nonexclusive contract with WNET, said he hopes to see TLC's coverage grow to equal Discovery's.

With TLC footing half of the production costs, WNET is getting some much-needed financial help. "Everyone knows we can use some money coming in," said Frederick Noriega, executive in charge of production for *Charlie Rose*.

According to Baker, TLC's contribution is enabling WNET to produce another prime time program, which will be announced shortly. ■

GLUCK TO SCHEDULE HBO

Jon Gluck, long-time MMT Sales programming vice president, has joined Home Box Office Inc. as vice president, program scheduling. In his new role, Gluck will oversee the scheduling of HBO and Cinemax and their multiplexed equivalents that begin tests in a handful of markets this week. (The company said last week the multiplexed services would be tested on more than 30 cable systems by the end of 1992.)

Gluck joined MMT in 1978 as director of research and programming. He was promoted to vice president and director of programming in 1979 and was elevated to corporate vice president and director of programming in 1986. Before MMT, he held research positions at WXYZ-TV Detroit and Petry Television.

-SDM

MSO'S VAGUE ON NBC-CABLEVISION TRIPLECAST

Survey of operator executives shows 35% undecided on carrying PPV event

By Joe Flint

A majority of cable system executives are still unsure whether they will carry the NBC and Cablevision Olympics pay-per-view Triplecast, according to a just-released survey.

Myers Marketing and Research surveyed 924 management and sales executives representing approximately 650 systems. It shows 42% of those surveyed supporting the Triplecast, while 22.4% said that they would not carry the coverage and another 35.6% were still undecided about the event.

Of the 22.4% who said that they would not carry the event, 17.1% represented national MSO management and 23.6% represented regional MSO management. The remainder is made up of local system general managers, marketing managers and sales executives who probably will not have the final say on whether

their system carries the coverage.

The division between those supporting the coverage and those against it or undecided would seem to come down to subscribers in a market for most operators.

According to the survey, 43.3% of the executives with systems of under 15,000 said they would not take the package, while only 21.9% said yes. Conversely, only 6.5% of systems with 60,000 or more subscribers said they would not carry the Triplecast. Another 36.1% said they were undecided about it, while the remaining majority said they planned to carry the coverage.

The survey also touches on a number of other key issues affecting the cable industry, including network expansion, revenue opportunities and pay network services.

For cable operators, increasing penetration is still viewed by the majority (69.6%) as the best way to increase

revenue growth. Increasing pay cable penetration was number two, followed by increasing pay-per-view opportunities.

Increased pay-per-view revenue as a priority moved from seven last year to three this year.

About 55% of those surveyed said they intend to add at least one basic network to their service over the next year. Among top MSO national and regional management, American Movie Classics was most sought after (30%), followed by the Sci-Fi Channel (29.3%), Encore (27.9%), Comedy Central (25%) and Courtroom Television (25%). Among all those surveyed, Comedy Central is the most sought after, with 25% wanting to add the service. The next five were American Movie Classics (22.5%), Encore (22.5%), The Sci-Fi Channel (21.9%), The Monitor Channel (15.6%) and Courtroom Television (14.8%). ■

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New York WCBS 7:00 PM	8.6	15	STATION HAS NOT HAD A HIGHER RTG IN 15 YEARS!
*Los Angeles KNBC 7:30 PM	10.4	16	HIGHEST RTG IN 10 YEARS! BEAT JEOPARDY BY 25%.
Chicago WMAQ 4:00 PM	6.8	16	HIGHEST RTG IN 5 YEARS! NEWS LEAD-OUT UP 60%.
*Philadelphia WTXF 7:30 PM	7.1	12	STATION HAS NOT HAD A HIGHER RTG IN 5 YEARS!
Boston WHDH 5:00 PM	8.0	17	STATION HAS NOT HAD A HIGHER RTG IN 5 YEARS!
Dallas KDFW 6:30 PM	11.0	18	STATION HAS NOT HAD A HIGHER RTG IN 6 YEARS!
*Detroit WJBK 7:00 PM	8.8	14	HIGHEST RTG IN 10 YEARS!
Tampa WTVT 7:30 PM	14.2	22	HIGHEST RTG IN 6 YEARS! BEAT JEOPARDY.
Seattle KCPQ 6:30 PM	6.8	12	STATION HAS NOT HAD A HIGHER RTG IN 11 YEARS!
St. Louis KTVI 4:30 PM	9.3	20	HIGHEST RTG IN 9 YEARS! NEWS LEAD-OUT UP 71%.
Sacramento KQVR 6:30 PM	7.1	12	HIGHEST RTG IN 4 YEARS!
Hartford WVIT 7:30 PM	8.1	13	HIGHEST RTG IN 11 YEARS!

Source: NSI (*ARB), Nov. '91 or as dated. All % increases calculated using HH rating points.

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tum we've got, even this year's high ratings will soon be history.



Broadcasting Radio

URBAN, CHR MAINTAIN STRENGTH IN BIRCH

Fall report for eight of top-10 markets shows two formats splitting number-one spots

By Reed E. Bunzel

Radio stations programing Urban and Contemporary Hits Radio formats maintained their hold in top-10 markets, according to the just-released Birch 1991 fall survey. In the eight market reports released last week, Urban and CHR stations each placed first in four markets, although two of the number-one Urban stations and three of the CHR stations suffered audience declines.

Reports for the Dallas-Fort Worth and Houston markets will be released this week. Numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Market-by-market highlights include:

■ **New York:** Urban-formatted WRKS-FM held on in the top slot but dropped more than half a point to 6.4, still ahead of WQHT(FM), which gained slightly to 5.7. Third-place Album-Oriented Rock WNEW-FM, which jumped a full point to 5.3 in the summer book, slipped back to 4.7 in the fall survey. The biggest market gain was realized by WLTW(FM), which jumped from 2.7 to 4.1.

■ **Los Angeles:** CHR combo KIIS-AM-FM held on to its lead, dipping slightly to 6.4 but still ahead of Urban challenger KKB(T)FM, which held steady at 6.0. KLOS(FM) slipped a bit but remained in third place with a 5.2. Healthiest gain was posted by Spanish-formatted KLVE(FM), which jumped from 2.3 to 4.0—possibly, in part, because of Birch's primary language weighting.

■ **Chicago:** First-place Urban finisher WGCI-FM slipped more than a full point to 9.3, less than a half-point ahead of WGN(AM), which climbed to 8.9. CHR-oriented WBBM-FM slipped to 6.6 but held on in third place, ahead of AOR WWBZ-FM, which increased

slightly to 6.0.

■ **San Francisco:** Market leader KMEL(FM) increased its CHR share to 9.5, more than a full point ahead of News/Talk KGO(AM) and double the audience of Urban third-place finisher

KSOL(FM), which finished at 4.7.

■ **Philadelphia:** Urban powerhouse WUSL(FM) gained more than a full point to 9.8, strengthening its market lead over AOR-formatted WMMR(FM), which finished second at 7.5. Classic

	Format	Summer	Fall		Format	Summer	Fall
1. New York				5. Philadelphia			
WRKS-FM	Urban	7.7	6.4	WUSL(FM)	Urban	8.7	9.8
WQHT(FM)	CHR	5.5	5.7	WMMR(FM)	AOR	7.2	7.5
WNEW-FM	AOR	5.3	4.7	WYSP(FM)	Classic rock	6.6	6.7
WBLS(FM)	Urban	4.8	4.6	KYW(AM)	News	7.3	6.3
WHTZ(FM)	CHR	4.1	4.2	WIOQ(FM)	CHR	7.1	6.0
WLTW(FM)	Soft AC	2.7	4.1	WDAS-FM	Urban	4.6	5.9
WOR(AM)	Talk	3.3	4.0	WEGX(FM)	CHR	4.5	5.2
WINS(AM)	News	4.1	3.8	WWDB(FM)	Talk	4.4	4.2
WXRK(FM)	Classic rock	3.9	3.8	WMGK(FM)	Soft rock	2.7	4.1
WNSR(FM)	Soft AC	3.3	3.6	WOGL-FM	Oldies	4.1	4.0
2. Los Angeles				6. Detroit			
KIIS-AM-FM	CHR	6.7	6.4	WJLB(FM)	Urban	8.5	8.8
KKB(T)FM	Urban	6.0	6.0	WJR(AM)	MOR/talk	7.2	7.5
KLOS(FM)	AOR	5.6	5.2	WWWW(FM)	Country	5.5	7.4
KOST(FM)	Soft AC	5.3	5.1	WHYT(FM)	CHR	6.2	5.2
KPWR(FM)	CHR	4.4	5.0	WLLZ(FM)	AOR	4.4	4.9
KABC(AM)	Talk	5.4	4.0	WRIF(FM)	AOR	4.2	4.9
KLVE(FM)	Spanish	2.3	4.0	WWJ(AM)	News	3.5	4.8
KQLZ-FM	Rock	2.7	3.5	WCSX(FM)	Classic rock	5.3	4.3
KROQ-FM	AOR	3.7	3.4	WMXD(FM)	Urban	5.3	4.2
KRTH-FM	Oldies	2.9	3.3	WKYT(AM)	News/talk	3.7	4.1
3. Chicago				7. Washington			
WGCI-FM	Urban	10.6	9.3	WPGC-FM	CHR	13.4	12.4
WGN(AM)	MOR/talk	8.2	8.9	WMZQ-AM-FM	Country	5.9	5.9
WBBM-FM	CHR	7.4	6.6	WKYS(FM)	Urban	6.3	5.4
WWBZ-FM	AOR	5.8	6.0	WWDC-FM	AOR	5.4	4.7
WVAZ-FM	Urban	4.5	5.1	WAVA(FM)	CHR	4.2	4.2
WUSN(FM)	Country	4.0	4.7	WCXR(FM)	Classic rock	3.8	4.0
WXRT(FM)	AOR	3.8	3.8	WGAY-FM	Easy	4.5	4.0
WLUP-FM	AOR	3.8	3.7	WMAL(AM)	News/talk	2.7	3.6
WBBM(AM)	News	3.4	3.6	WRQX-FM	Hot mix	3.3	3.6
WNUA(FM)	AC	3.3	3.5	WHFS(FM)	Prog. AOR	2.8	3.6
4. San Francisco				9. Boston			
KMEL(FM)	CHR	9.3	9.5	WZOU(FM)	CHR	10.8	8.3
KGO(AM)	News/talk	7.9	8.4	WBZ(AM)	AC	5.4	7.0
KSOL(FM)	Urban	4.6	4.7	WBCN(FM)	AOR	7.3	6.7
KCBS(AM)	News	4.3	4.3	WXKS-FM	CHR	7.9	6.7
KIOI(FM)	AC	3.4	3.9	WRKO(AM)	Talk	5.2	5.1
KITS(FM)	Modern rock	3.2	3.3	WBMX(FM)	AC mix	4.2	4.8
KSAN(FM)	Country	3.3	3.3	WZLX(FM)	Classic rock	4.2	4.7
KOIT-AM-FM	Soft AC	2.0	3.0	WVBF(FM)	AC	3.5	4.5
KRQR(FM)	AOR	1.7	2.8	WAAF(FM)	AOR	3.8	3.8
KKSF(FM)	New AC	1.7	2.7	WMJX(FM)	AC	3.0	3.8
				WODS(FM)	Oldies	4.0	3.8

Rocker WYSP(FM) held virtually steady in third, while News station KYW(AM) dropped a full point to 6.3.

■ Detroit: Urban-formatted WJLB(FM) increased its first-place share to 8.8, maintaining its lead over Middle-of-the-Road/Talk WJR(AM), which also increased slightly to 7.5. The largest gain was posted by Country station WWW(FM), which jumped from 5.5 to 7.4; the greatest decline was suffered by WJZZ(FM), dropping from 5.6 to 3.3, and out of the top 10.

■ Washington: CHR leader WPGC-FM continued to outdistance its nearest competitor 2-1, posting a 12.4 first-place finish against Country-formatted WMZQ-AM-FM's 5.9. Third-place Urban-oriented WKYS(FM) lost almost a full share to finish at 5.4.

■ Boston: First-place CHR-formatted WZOU(FM) slipped significantly, from 10.8 to 8.3, but still managed to stay well ahead of second-place WBZ(AM), which gained more than a full point to finish at 7.0. AOR-formatted WBCN(FM) slipped to third place with a 6.7, while CHR also-ran WXKS-FM lost more than a full point to slip from second to fourth at 6.7. ■



WHITE HOUSE HONORS ABC RADIO SERIES

First Lady Barbara Bush welcomed a number of ABC Radio executives to the White House to thank those who have worked on her 10-part radio series, *Mrs. Bush's Story Time*. The half-hour program, carried by more than 200 radio stations, features Mrs. Bush reading children's stories, along with celebrities reading their favorite tales to special cartoon guests. Among the guests at the reception in the Blue Room were (l-r) Derek Burghuis, Robin Sproul, Jim Farley, Mrs. Bush, Sherry Stroh, James Arcara, Bob Benson and Lesley Halpern.

-REB

MICHAEL JACKSON CELEBRATES 25 YEARS AT KABC

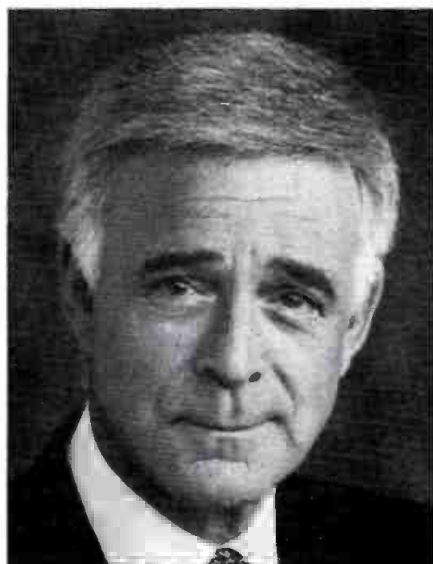
Los Angeles's knightly daytime voice makes the most of his favorite medium

By Reed E. Bunzel

No, not the Michael Jackson with the glove. The other one.

The Michael Jackson who is Los Angeles's knightly daytime talk show host on KABC(AM), celebrating his 25th anniversary with the station Dec. 12. The Michael Jackson with the ambassadorial British accent who came to the United States in the late 1950's to find a niche in American radio, who answered countless classified ads in the back of BROADCASTING magazine, and who still has every single rejection slip he got back. The Michael Jackson whose disdain for rock 'n' roll led him to all-night talk, which ultimately led him to the airwaves of southern California. The Michael Jackson who stirs the cauldron of opinion that spans L.A.'s tangle of freeways, who truly loves reading his own commercials on radio, who loves radio, period.

"Television is cold, radio is hot,"



KABC's Michael Jackson: working to make the 'art of being unnatural natural'

Jackson says. "We're all better looking on radio, because of the imagination factor. In radio we have the chance for longevity that really

doesn't apply to television. We're not at the mercy of lighting, direction and make-up, and in radio there's a greater tolerance for slow success rather than the immediacy that's expected in the ratings in television."

Jackson should know. His 25 years in front of KABC(AM) microphones, which have included (by his calculation) more than 300,000 on-air phone conversations, have made him "more experienced, better informed and a better broadcaster." That is the sort of slow evolution that he says television doesn't offer, although his seven Emmy awards make him reluctant to be overly critical of radio's junior medium. Still, radio provides an opportunity that is both flattering and humbling: "Where else can you talk not only to the same listeners you've been talking to for 25 years, but their kids as well?" he asks.

Talk radio also demands that the host perfect the "art of being unnaturally natural," Jackson observes. A

smile on television is a smile, but a smile on radio is something else. Short of being phony, radio requires that the announcer "paint word pictures, express in sounds that which you might be able to perform with a grimace or a frown or a grin on television." Such unnaturalness leads to better communication in an era where the audience is weaned on the concept that a picture is worth a thousand words. "Who needs that many words?" he asks.

Jackson believes the logarithmic scale of changes in the world have paralleled those in radio, permitting discussion of subjects that promised pink slips a quarter-century ago. "When I started on L.A. radio we were not allowed to say a woman was pregnant: she was with child, in a family way," Jackson recalls.

"The word 'breast' wasn't permitted, and 'hell' or 'damn' could get you fired." Are changes, such as those introduced by Infinity morning talker Howard Stern, healthy for radio? "Yes, as long as no one mandates that I have to listen," he says. "If you want to listen to someone always burping at you, you should be able to get it. If not, you can turn him off. There's an audience for everything, and I would much rather have it permissive than restricted."

Jackson's on-air persona can best be described as gentlemanly, and his demeanor sophisticated. A far cry from his early days as a rock 'n' roll disk jockey, "when I played the 30 records ad nauseum, ad infinitum, day in, day out." When KEWB(AM) San Francisco offered Jackson an all-night slot where he could "do anything as long as [he] didn't lose the license," he cut out the music and began talking. Without that chance, Jackson says, he probably would have "gone to that great graveyard of middle-aged disk jockeys in the sky."

After a career of talk, controversial issues, countless guests and "enough callers to fill the L.A. Coliseum four times over," Jackson has seen or said it all. All told, he considers his current gig the "best job in the world," and intends to stay behind the mike "until they carry me out." Until then, his mellifluous voice will accent the controversial issues on L.A. AM radio, and even anonymous telephone operators will answer "yes, Mr. Jackson" when he dials 411 for information.

"My God, that's flattering," Jackson says. ■

WW1 TO AIR 8 BOWL GAMES

Westwood One's Mutual Broadcasting System and NBC Radio Network will broadcast eight college football bowl games, four on each of the networks, beginning Christmas Day and ending Jan. 1, 1992. Coverage starts Dec. 25 with the Jeep Eagle Aloha Bowl, broadcast by Mutual from Honolulu and featuring Stanford University and Georgia Tech.

ABC READIES YEAR-END SHOWS

ABC Radio Networks is producing and distributing special year-end editions of each of its long-form weekly music programs, including *American Top 40 with Shadove Stevens*, *American Country Countdown with Bob Kingsley*, *American Gold*, *Rock & Roll's Greatest Hits with Dick Bartley*, and *Hot Mix*.

Shadove Stevens counts down the top 100 songs from 1991 in an expanded eight-hour special version of *AT40*, scheduled to air during an extended window Dec. 28-Jan. 1.

A similar countdown of the top 100 country songs of 1991 will be hosted by Bob Kingsley on *ACC*, with the same expanded broadcast window.

Rock & Roll's Greatest Hits host Dick Bartley will solicit the votes of listeners (via postcard) for their all-time favorite oldies songs, to be featured in a year-end special

broadcast slated for Dec. 28; a special edition of Bartley's *American Gold*, "Year-End Countdown Classic," featuring the top three hits of each year from 1957 to 1973, airs Dec. 28-Jan. 1. Also, a special "Super Hot Mix" version of *Hot Mix* will compile the top dance tracks of 1991.

SILVER GENESIS

As part of its classic rock special series, Unistar Radio Networks will present "The Genesis 25th Anniversary Special," a three-hour broadcast airing Dec. 20-22. The silver anniversary show will feature the group's classics dating back to



From left, Genesis members Tony Banks and Phil Collins, Unistar's Nick Verbitsky and band member Mike Rutherford

the 1978 album "And There Were Three," performed by Phil Collins, Mike Rutherford and Tony Banks. The special will also spotlight solo projects by the band members: Tony Banks's film career, Mike Rutherford and his group Mike and the Mechanics, and Phil Collins, one of the most successful solo stars of the past decade.

SPOT REVENUES DOWN IN OCTOBER

Local radio revenue was down 3.2% and national revenue down 3.3% through October 1991 versus the same period in 1990, according to the Radio Advertising Bureau index of revenue pool. For the month, local revenue posted a decrease of 2.9% compared with October 1990; combined national and spot radio revenues dipped 5.5%, a decrease RAB attributes primarily to a 13.4% drop in overall national ad dollars. By contrast, radio network advertising revenues were up 1.2% through October compared with the first 10 months of last year.

The Southwest remained the single bright region in the country, with local revenues up 4.5% in October, while the Southeast rebounded from a 5.9% decrease in September to a virtually flat -0.1% in October. National radio revenues were down in all regions, especially the Midwest and West. RAB calculates its revenue index from data supplied by accounting firms Miller Kaplan Arase and Hungerford Aldrin Nichols & Carter. ■

Washington

LIPINSKI PLANS RESTRICTIONS ON PPV SPORTS

Congressman seeks legislation banning pay coverage of events from public facilities

By Patrick Sheridan

Representative William O. Lipinski (D.-Ill.) is expected to introduce legislation early next year to ban pay-per-view coverage of sports events held in public facilities, including games from public colleges or stadiums financed wholly or in part by taxpayers.

Lipinski's bill is likely to prevent pay-per-view telecasts from any building constructed or supported by federal taxpayers, or at or involving universities that receive federal funding. A Lipinski spokesperson said the legislation is still in the formative stage, and as such, the specifics have yet to be worked out.

"He doesn't think it's fair for peo-



Representative Lipinski wants to ban pay-per-view sports in public venues

ple who have technically already paid for the stadium to pay more to watch it [on television]. But he's only talking about pay per view, not [basic or premium] cable right now. He's concerned that major events that people have traditionally had access to are heading to [pay per view]," said the spokesperson.

Lipinski's intentions grew in part from the news that ABC was considering airing the Nov. 16 Notre Dame-Penn State football game on pay per view. Although ABC aired the game as regularly scheduled on the network, Lipinski told AP that it has become "prohibitive for families to attend sporting events, [and] the only way for families to see sports events together is on television. We're going to lose a

MINORITY OWNERSHIP OF RADIO, TV DROPS IN 1991

Minority ownership of commercial radio and television properties dropped from 2.9% in 1990 to 2.7% in 1991, according to figures released by the National Telecommunications and Information Administration.

Although the decrease is slight, many consider it significant because minority ownership had grown steadily over the last decade, and has nearly tripled since the mid-1970's. Much of the growth was attributable to FCC rules that encourage selling to minorities and that gave preference to minority candidates during comparative hearings for new stations. Also, there has been an increase in capital available specifically for minorities, although that has not been an adequate substitute for deep-pocketed investors who own or finance many of the nation's better broadcast properties.

The decline may be a reflection of a troubled broadcast trading market that, some have said, has rendered moot part of the FCC minority ownership policies. Many stations currently on the block were bought within the last few years, so large capital gains are not involved. Consequently, tax certificates have less appeal for many. Also, many believe that the FCC has abandoned its distress sale policy, which allows for

licensees facing FCC action to sell their stations at a reduced price to minorities.

NTIA's findings have been expected for some time and come as no surprise to many, although some believe the reduction has less to do with fewer minority acquisitions than with the types of stations first-time buyers must often settle for: already troubled, small- to medium-size-market AM's. These stations have gone silent with alarming regularity in the past two years (BROADCASTING, Sept. 23).

The figures were put together by NTIA's Minority Telecommunications Development Program from lists provided by the FCC, the National Association of Broadcasters, Broadcast Capital Fund, National Association of Black Owned Broadcasters, The American Hispanic Owned Radio Association, Hispanic Business Magazine, the National Black Media Coalition and the Asian Pacific Chamber of Commerce.

Janice Obuchowski, NTIA director, says: "We are very concerned about the drop in minority ownership, and with a great deal of industry cooperation, MTDP has implemented a very effective training program for new minority broadcast owners, which we hope will help stabilize and increase minority ownership and growth."

-PJS

great deal in this country if we allow pay per view to develop."

Lipinski, one of 13 co-sponsors of H.R. 550 (the Cable Consumer Protection Act of 1991), joins a growing number of legislators who have either already introduced pay-per-view bills or plan to do so in the near future. In

May, Senator John McCain (R-Ariz.) introduced the Public Access to National Sporting Events Act, which would amend the Communications Act of 1934 to require live telecasts of both the Super Bowl and the World Series by a national broadcast network, and in July, Representative Pe-

ter Kostmayer (D-Pa.) introduced the Fairness to Fans Act of 1991, which would invalidate the antitrust exemption for professional sport teams if the number of home games available on free TV is less than the average number of games televised each year over the previous 10 years. ■

AS THE FIRST AMENDMENT TURNS 200, ATTORNEYS HANDICAP PROSPECTS FOR FIFTH ESTATE FREEDOM

Some expect 'Red Lion' to be declawed given appropriate test case

By Harry A. Jessell

Congress shall make no law... abridging the freedom of speech, or of the press..."

The First Amendment turned 200 years old yesterday. It was on Dec. 15, 1791, that Virginia made the First Amendment and the other guarantees of liberties of the Bill of Rights a part of the Constitution by becoming the 11th state to ratify them.

But despite its age, the First Amendment is still very much in its infancy when it comes to radio and TV. According to First Amendment attorneys for the media, just what protections the First Amendment harbors for the Fifth Estate have yet to be settled by the federal courts.

And the attorneys agree there is some urgency to the question. If they have not already done so, they say, Fifth Estate journalism, in its various manifestations, will soon surpass the printed page as the principal purveyor of information in the country.

"The place for the First Amendment in new technologies is a critical issue," says Timothy Dyk, of Jones Day Reavis & Pogue, who has carried the First Amendment banner for broadcasting in numerous battles. "If you don't recognize the force of the First Amendment as you move away from the print media and into the new technologies, you are just not going to have a First Amendment at all," he says. "That would be tragic."

If the Supreme Court grants the electronic press less protection than print, "it will be limiting what is going to be the dominant means of communications in the future," says George Shapiro of Arent Fox Kintner Plotkin & Kahn. "The only people

having first-class status will be those who are no longer reaching very many people."

Broadcasting and cable, for the most part, share with newspapers and magazines the same protections against libel suits and other inhibitors of covering and reporting the news.

Those protections are well established, although a Supreme Court decision pops up every now and then that either weakens or strengthens those protections.

Where the First Amendment is expected to grow is in determining how far government may go in regulating

SON OF SAM LAW STRUCK DOWN

The Supreme Court unanimously struck down a portion of New York state's "Son of Sam" law, which prevented convicted criminals from profiting from their crimes.

Justice Sandra Day O'Connor said the law was too broad and violated the First Amendment because it denied a certain class of citizens—criminals—their right to free speech. She said that although the state has a compelling interest in compensating victims of crime, New York's statute was "overinclusive" because it could apply to works where authors admit to crimes they were not convicted of, and could prevent payments to authors who have been convicted of minor crimes and acts of civil disobedience who write non-crime related books, including fiction. Works by Malcolm X and Henry David Thoreau, O'Connor said, would have been subject to the law had it been in place during their lifetimes.

The law was enacted in 1977 following reports that serial killer David Berkowitz, also known as Son of Sam, was being courted by several movie producers and book publishers to sell the rights to his life story. Through the New York Crime Victims Board, victims are entitled to compensation from the state, while the Son of Sam law specifically prevented felons from profiting from the telling of their crimes, including selling rights to publishers or producers. Forty-two other states reportedly have similar laws, many modeled after New York's.

The law was challenged by Simon & Schuster, which paid Henry Hill, a member of the New York mafia, over \$100,000 to tell his story to author Nicholas Pileggi, who turned the story into a bestselling book, *Wiseguy*, and an Oscar-winning movie, "Goodfellas." The Victims Crime Board sought to have the money due Hill paid to the board.

Floyd Abrams, a prominent First Amendment attorney, said: "We're cheering an affirmative [decision] from a First Amendment perspective. It applies well-established First Amendment law to strike down a statute that is quite popular and quite understandable, but nonetheless imperiled First Amendment rights. More importantly, the unanimity and breadth of the Court's opinion gives a New Year's present to all who prematurely despaired [of] this Court's willingness to protect First Amendment rights."

-PJS

broadcasting and cable and the emerging electronic information services. The print media have successfully warded off government regulations with two centuries of litigation. Broadcasting has not been so fortunate in its history.

In the landmark 1969 *Red Lion* decision, the Supreme Court affirmed government content regulation, citing the scarcity of broadcast channels as the principal justification. Relying on *Red Lion*, the high court rebuffed a 1978 attempt to knock down on First Amendment grounds one of the FCC structural regulations—the bar against common ownership of a broadcast station and newspaper in the same market.

As a result, broadcasters must cope with an array of content and structural ownership regulations. The former include the remnants of the fairness doctrine and the “equal opportunities” statute requiring broadcasting to provide air time to aggrieved viewers and political candidates and provide educational programming for children. Among other things, the latter limits how many stations one company may own and restricts one company from owning a station and cable system in the same market.

“It’s been decided that broadcasting is a second-class citizen,” says James Goodale, of Debevoise & Plimpton. “The question is should it continue to be.”

Cable operators carry an equally heavy regulatory load heaped upon them at federal, state and local levels. Much of the regulation is the result of the franchise agreement they must sign to do business within municipalities. Unlike the broadcast regulations, the cable regulations have yet to be tested for their First Amendment soundness in the Supreme Court.

Even though most of the broadcast and cable regulations do not directly impact content, many lawyers believe all regulations—content or structural—erode First Amendment freedoms.

“We have allowed a system of regulation of broadcasting and cable to establish a rot around the foundation of the First Amendment,” says Harold Farrow, of Farrow, Schildehouse & Wilson, who is challenging municipal cable regulation on First Amendment grounds.

Most attorneys believe the Supreme Court will eventually revisit *Red Lion*, and many believe that the court will

“I am convinced the [Supreme Court] will change the scarcity doctrine. It’s a matter of common sense. It’s foolish to say broadcast channels are scarce in a world of 200 channels.”

Attorney James Goodale

overturn it, shattering the legal framework for content regulations and, possibly, for structural regulations as well.

“I am convinced the new court will change the scarcity doctrine,” says Goodale. “It’s a matter of common sense. It’s foolish to say broadcast channels are scarce in a real world of 200 channels, of which broadcasting is but 13.

“Anyone who would come down and say that broadcasting [channels are] scarce in light of what’s happened to [broadcast] network share and everything else would be viewed as very silly,” he says. “I don’t think the Supreme Court wants to be viewed as very silly.”

The current Supreme Court led by Chief Justice William Rehnquist has a much greater tolerance of state power and deeper skepticism of the media than courts of the 1960’s and 1970’s, says Cameron DeVore, of Davis Wright Tremaine. But if the proper case were presented, he says, *Red Lion* “would not stand up.”

In applying the First Amendment to the electronic press, the Supreme Court has “to take account of some of the differences, but not sacrifice the essence of the First Amendment,” says Dyk. The *Red Lion* decision “was a glaring example” of its propensity in the past to sacrifice the essence of the First Amendment. “I’m not sure the court today would be willing to do that,” he says. “But that challenge is going to come up to them over and over again over time. They are going to be among the most difficult issues the court faces.”

If *Red Lion* is to be challenged, it should be done in the context of an attack on a content regulation, says Dyk. A much stronger case can be

made if a direct link between the regulation and speech can be shown, he says. Only after *Red Lion* and the content regulations succumb to the First Amendment will it make sense to go after the structural regulations, he says. “Broadcasters have to lay the foundation before they build the house.”

The Supreme Court has said it would welcome the opportunity to review *Red Lion*, but when that opportunity will present itself is by no means certain. According to Dyk, it will depend on how onerous the content regulations become for broadcasters. “If the regulations are of minimal importance and don’t have a great deal of bite, it’s possible there will not be a case there,” he says. How severely the FCC decides to enforce the rules “could have a great deal to do with it.”

Cable and the First Amendment

Cable operators’ future under the First Amendment is equally uncertain. In its 1986 *Preferred* ruling, the Supreme Court hinted that the municipal regulations at issue in the case may violate cable operators’ free-speech rights, but it remanded the case to district court. The case is working itself back up to the Supreme Court. If it makes it, it could be the case that defines First Amendment rights.

Established cable operators are not eager to challenge municipal regulators on First Amendment grounds, says Farrow. It’s not the fear of losing, but the fear of winning that holds them back, he says. Municipal regulations based on a renewable franchise help preserve local cable monopolies, upon which cable operators have thrived, he says. “They don’t want to risk what they have.”

The competition will eventually come to cable, breaking up the local cable monopolies, Farrow says. And when it comes, cable operators may begin in earnest to push for First Amendment rights, he says.

Cable regulation is “vulnerable,” says DeVore. The technological differences now justifying cable’s heavy regulation “just do not stand up when you view the overall role of cable as one of the major purveyors of speech to the American public.

“It’s not going to happen this year, it’s not going to happen next year,” DeVore says. “But my suspicion and my hope is that within five years, you

are going to see a change."

"It is important for newspapers, broadcasters, cablecasters and telephone companies to craft their own theories for the First Amendment so they can argue for what they want and not ask for so much they hurt themselves in some other aspect of their business," says Dyk.

Until the challenges of *Red Lion* and municipal cable regulations arrive at the Supreme Court, the media's First Amendment advocates will analyze each First Amendment case that emanates from the court not only to gauge its immediate impact, but also to uncover clues to how the court might rule when presented with the big questions.

The question of indecency

The Supreme Court may take up the controversial question of broadcast indecency next year. If it does, its decision could portend much for broadcasting and cable.

The case is going to be important for all the electronic media, says Dyk. "It is difficult to distinguish between broadcasting and other media," he says. "We are not dealing with marginal kinds of speech. We are dealing with speech in news and cultural programs—the kinds of programs that people think of as being at the heart of First Amendment protections."

The indecency cases do not turn on the scarcity argument, Dyk says. Rather, it's more a question of a claimed effort by the government to protect unsupervised children from indecent material, he says. As a result, indecency regulation could be extended to other media.

Separate theories of the First Amendment for the different media will continue to evolve for the foreseeable future. But, according to Goodale, a single theory for all media will eventually emerge because of a convergence of the media. "It will become more difficult every year to distinguish one medium from another," he says. "Cable, for example, is totally indistinguishable from broadcasting from the viewers point of view," he says. "What's more, with the printed word traveling by fax and retrievable by access to information banks and the use of telephone wires and other forms of wire and non-wired communications, the historic distinction between print and non-print is also disappearing." ■

SMATV CHALLENGES FCC REDEFINITION OF CABLE

Operators ask court to overturn FCC ruling classifying them as cable systems; many SMATV operators facing local franchise requirements

By Patrick Sheridan

Exemptions to the FCC's new cable system definition are not consistent with the congressional intent of the Cable Telecommunications Act of 1984 and deny some video program providers equal protection under the Constitution, said a group of private cable operators who took their case to the U.S. Court of Appeals last Monday (Dec. 9).

The operators—Beach Communications, Maztel Cablevision, Western Communications and Pacific Cable Operators—are seeking to overturn the FCC's 1991 report and order redefining cable systems.

That redefinition arose when a North Dakota U.S. district court questioned the narrow scope of the FCC's 1986 cable system definition. In adopting a new definition, the FCC said that "facilities that use cable, wired or other physically shielded transmission paths, outside individual buildings, to provide video programming to subscribers within a community" are cable systems, and thus under jurisdiction of the 1984 act. The FCC said the new cable system definition did not apply to "facilities that service only subscribers in one or more multiple-unit dwellings under common ownership, control or management, unless such facilities use any public right of way."

Systems exclusively using radio frequencies to cross public rights-of-way are not considered cable systems, and the redefinition made it clear that wireless cable operators and direct broadcast satellite providers could not face local regulation because neither service relied on facilities built on public rights-of-way. However, the FCC redefinition reclassified certain configurations of SMATV systems.

In court, the FCC said when a system serves more than one multiple-unit dwelling, the cable act uses "plain language" in mandating when those systems are exempt from the cable system definition. FCC attorneys

stressed that the ownership, control or management of the multiple-unit dwelling (single-family homes in private, planned communities and mobile home parks do not apply) and non-use of right-of-way conditions must be met. In its brief, the FCC said the latest definition "implements congressional intent unambiguously expressed by the plain language of the statute."

However, in its brief, Beach Communications said that the language in the cable act had more than one meaning, and therefore the FCC could not rely on the plain-language defense. And because the language is not clear, said Deborah Costlow, attorney for the private cable operators, the legislative intent and history must be examined.

Undermining the FCC's plain-language defense is that exceptions to its original cable system definition were different than what it now uses. "In its first cut at implementing the cable act, the commission said that when it came to the multiple-unit dwelling exemption, the whole test was going to be if the public right-of-way was used. It was not going to turn on the common ownership, control or management issue," said a supervising attorney in the FCC's Litigation Division.

By avoiding the cable system label, SMATV operators (like wireless cable and DBS) are free from the cable act's local franchise requirement, which includes a 5% revenue fee and a renewal process and can include programming and local service obligations.

One unexpected issue raised by the court was whether Beach had standing to pursue the appeal on a constitutional level should the court find that the FCC properly interpreted Congress.

Costlow said the new definition denied Beach First Amendment and equal protection rights because the FCC exempted some types of systems (such as wireless) based solely on their non-use of public rights-of-way, while other systems with the same characteristics (such as SMATV) were not exempted. ■

Business

TWO-WAY TV; WRONG-WAY CASH FLOW

Interactive Network is latest venturer; NBC has an incentive to go interactive

By Geoffrey Foisie

The road to interactive TV is littered with good inventions. So far, what seems like a great business has produced mostly losses for those involved. The latest example of an industry pioneer living on a short ration of capital is Interactive Network Inc., which went public just one month ago raising \$16 million.

Even in its prospectus, the Mountain View, Calif.-based company, (NASDAQ: INNN) said the funds raised would last only about one year and that "the company has no current arrangements with respect to, or sources of, additional financing and it is not contemplated that existing shareholders will provide any portion of the company's additional financing requirements."

Existing shareholders of Interactive Network are well-known names, including its largest shareholder, NBC. Other backers include A.C. Nielsen and Cablevision Systems Corp. NBC has warrants to buy an additional 25% of Interactive stock if the network "...airs a program or programs making use of the company's interactive technology for certain specified periods...NBC will use its reasonable best efforts to provide, or to have others provide, within the program an indication to viewers of the interactive nature of the program."

Interactive Network's product is a patented method that allows television viewers to play with and learn from TV programs. It works with shows already on the air as well as some developed especially for the system.

The viewer does not affect what is on the TV screen, but can register opinions, answer questions, make guesses or receive additional information in real time about what is taking place on the screen. This "real time"

communication between Interactive headquarters and the viewer is accomplished via an FM simulcast of information from the headquarters to a receiver/keyboard/LCD display. The viewer communicates his choices and answers to headquarters by plugging in the display to a phone line.

One example of this interactive communications is a contest during an episode of *Murder, She Wrote*, when the viewer guesses which character is the murderer. Interactive Network has many other prestigious investors, directors and advisers, including pollster Robert Teeter, and it deals with big-league programmers including Major

selling its receiver/keyboard/display units at below cost through major retail chains. Still, at the end of June, there were only 100 subscribers said its president and chief executive officer, David Lockton.

Lockton said he would not release any additional subscriber information about Sacramento or the San Francisco market—which began to be marketed just several weeks ago—until at least six months from now: "I don't want to be under pressure of public disclosure while experimenting with a variety of marketing techniques. We may give it away in some places, leasing it through cable operators for \$29



Active viewing: An idea in search of customers

League Baseball and the National Football League. But what it most needs now is customers. It has been fine-tuning its equipment and adding additional programming during two years of testing in Sacramento. Then last April, it began a full-scale rollout of the system in that market, including

per month in others. What is important to me is the churn rate; how good a subscriber did I acquire through this method of marketing?"

So, in six months it may be known whether or not Interactive Network will have a good story to tell in its next round of financing. ■

Advertising Marketing

ADVERTISING OUTLOOK MIXED FOR 1992

Forecasts for 1991 are lowered (again); network, spot bear the brunt of cuts

By Joe Flint

Analysts and industry executives at the PaineWebber Media Conference in New York last week found themselves revising earlier 1991 advertising expenditure estimates and trying to put on a happy face for 1992.

Robert Coen, senior vice president and director of forecasting, McCann-Erickson, who last year projected advertising expenditures in the United States to rise 4.6% to \$136 billion (BROADCASTING, Dec. 17, 1990), said expenditures are now expected to drop 1.5% from 1990 to \$126.7 billion. The 1991 decline has not dampened Coen's outlook for 1992. The

CHANGING PERCEPTIONS OF 1991

How six months affected 1991 advertising estimates vs. 1990

	Estimated June '91	Estimate last week
Network TV	+1.5%	-5.0%
Spot TV	+1.0%	-6.5%
Cable TV	+12.0%	+10.0%
Syndication*	+20.0%	+15.0%
Local TV	+1.0%	-1.0%

*Includes Fox. Source: Robert Coen, director of forecasting, McCann-Erickson.

McCann-Erickson forecaster is looking for the elections and Olympics to boost U.S. ad spending by 6.2% to

\$134.6 billion.

National TV-radio advertising, Coen said, will grow 7.8% to \$23,310 billion in 1992, while local will see growth of 5.7% to \$15.440 billion. Coen conceded at the conference that he was probably "more optimistic about the future than anybody in this room."

Coen's new figures for 1991 confirmed what broadcasters already knew. Network television, Coen said, was down 5% to \$8.915 billion in 1991 compared to 1990. Spot television was off 6.5% to \$7.280 billion, and network and spot radio expenditures were off 2% to \$2.075 billion.

Cable and syndication continue to report double-digit growth, with cable advertising up 10% to \$1.530 billion and syndication (including Fox) up 15% to \$1.825 billion. National advertising for all TV and radio for 1991 was projected to hit \$21.625 billion, a 4.2% decrease compared to 1990. Local broadcast media, Coen projected, will drop 6% to \$14.150 billion this year compared to 1990.

Not sharing Coen's optimism for 1992 was John Perriss, chairman and chief executive officer, Zenith Media Worldwide, a London-based division of Saatchi & Saatchi. While Perriss mostly talked about the depressed advertising market abroad (with the exception of Japan), he did say that there was no immediate prospect of a return to real growth for the United States advertising market until 1994. North America, Perriss said, is "dragging down the rest of the world, and the United States ad industry still looks pretty sick."

Agreeing with that analysis was consulting firm Myers Marketing & Research (MM&R), which also put out its 1992 media spending forecast. Highlights of the MM&R study include: spending on the big-three networks, Fox and unwired networks will be up 5%-6%; spot and local television will be up 4%-5%; cable network spending up 14%-16%; local cable up



Radio's Blue-chip Broker

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25%-30% and syndication up 3%-4%. All figures are adjusted to factor in an inflation rate of 4%.

State of the networks: 1991

In his annual state of the networks address, David Poltrack, senior vice president, planning and research, CBS Broadcast Group, predicted a 5% increase in three-network revenue to about \$8.93 billion in 1992. Network revenue for 1991, he said, would be down 3%. Last year he had forecast a 2% increase in three-network revenue. Poltrack said since the Olympics will contribute to this gain, "underlying growth will be just 3%."

While 3% growth is nothing to crow about, Poltrack said he believed the "fundamentals supporting network television are sounder than they have been in recent years." Reasons for this, he

explained, include the 1% increase in the three-network prime time rating and the increase in younger demographic audiences, which he put at 2%-3%. Also improving the picture, he said, is a slower pace of cable audience growth. Said Poltrack: "This season, basic cable's collective rating is up just 13%, compared to last season's comparable 23% gain and a five-season compound growth rate of 22%."

Poltrack said the estimated \$500 million that fell out of the network ad marketplace will return. "No one," Poltrack said, "has attributed the declines to any substantial degree to a shifting in media strategy away from network television." If there is an economic turnaround before the 1992 upfront, Poltrack predicted, the three networks could see near double-digit growth in 1993. ■

Changing Hands

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

KDFT(AM) Ferris, Tex. CP sold by subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Inc. for \$2 million. Assignment includes total of nine stations for \$9.45 million (see "For the Record" for individual stations). **Seller** is headed by L.E. Willis Sr., who has 25% interest in buyer. Willis Broadcasting recently sold WCLN(AM) Clinton, N.C., and is purchasing WTZR(FM) Moyock, N.C. (Chesapeake, Va.). It also has inter-

ests in five AM's and 11 FM's. **Buyer** is headed by Celestine L. Willis, daughter of seller, and also has interests in WGTN(AM) Wilson and WKJA(FM) Belhaven, both North Carolina. KDFT has religious format on 540 khz with 1 kw day and 220 w night.

WNHT-TV Concord, N.H. □ Sold by Thomas J. Flatley to New England Television for \$1.75 million on terms. Station is not on air. Sale of station last year for \$1.5 million ("Changing Hands," June 18, 1990), approved by FCC in July, did not close. **Seller** has no other broadcast interests. **Buyer** is headed by Wilson Hickman, who is also President and 20% shareholder of Kennebec Valley Television, Inc., permittee of WWLA-TV Lewiston and seven LPTV's, all Maine. WNHT-TV is independent on ch. 21 with 1860 kw visual and antenna 1,128 feet.

WPRA(AM)-WRPC(FM) Mayaguez-San German, P.R. □ Sold by W.P.R.A. Inc. to American National Broadcasting Corp. for \$1.7 million. Terms: \$250,000 down payment and \$1.45 million cash at closing. **Seller** is headed by Ederlinda Camara de Tamayo and has no other broadcast interests. **Buyer** is headed by Fernando Vigil Jr., and has no other broadcast interests. WPRA is fulltimer with top 40

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$4,219,278 □ 13

FM's □ \$1,780,000 □ 3

AM-FM's □ \$2,335,000 □ 3

TV's □ \$1,750,000 □ 1

Total □ \$15,484,278 □ 20

Year to Date:

AM's □ \$80,909,786 □ 259

FM's □ \$213,383,609 □ 267

AM-FM's □ \$332,421,849 □ 205

TV's □ \$1,060,654,400 □ 80

Total □ \$1,687,369,644 □ 811

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

WINZ-AM/WZTA-FM,
Miami, Florida and WWNZ-
AM/WZTU-FM, Orlando,
Florida from Guy Gannett
Publishing Company to
Paxon Broadcasting, Inc.

Randall E. Jeffery
and
Brian E. Cobb
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format on 990 khz with 1 kw; WRPC has MOR format on 95.1 mhz with 25 kw and antenna 1,970 feet.

WUVU(FM) St. Augustine, Fla. □ CP sold by Shull Broadcasting Co. Inc. to Todd Communications Inc. for \$1.2 million. Terms: \$1.05 million cash at closing and \$150,000 escrow deposit. **Seller** is headed by Doug Shull, and is also licensee of WFOY(AM) St. Augustine, Fla. **Buyer** is headed by Todd Paxson, who is son of Bud Paxson,

former owner of Home Shopping Network; he has no other broadcast interests. WUVU has adult music and talk format on 97.7 mhz with 3 kw and antenna 200 feet.

WRXJ(AM) Jacksonville, Fla. □ Sold by Panamedia of Jacksonville Inc. to Paxson Broadcasting of Jacksonville Ltd. for \$425,433 on terms. Station was acquired in May for \$425,000 ("Changing Hands," May 27). **Seller** is headed by Carol Goldberg and Susan

Goldsmith, and has no other broadcast interests. **Buyer** is headed by Lowell W. Paxson Ltd., and is licensee of WCRJ-FM Jacksonville, Fla. It recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, Fla. ("For the Record," Nov. 25). Paxson, former head of Home Shopping Network, is attributable shareholder (approx. 32%) of HSN, parent of licensees of 12 TV's. WRXJ is fulltimer with oldies format on 930 khz with 5 kw.

Glut of games turning college football into a hard sell

Unit rates said to be off by at least 10% with two weeks to go before bowl games

By Joe Flint

While the teams playing in this year's college bowl games have been known for several weeks, ABC, CBS and NBC are still figuring out who all the advertisers will be.

With two weeks to go, media buyers contacted by BROADCASTING said good deals can still be had for the New Year's Day college football blitz. As is the case every year, only one or two games have national importance and the lesser bowl games are proving to be a hard sell, especially in the current economy. It probably does not help that the networks are also out there pushing NFL playoffs. That being the case, the networks are said to be offering college and pro games together as well as other sporting events to make a more attractive package for advertisers. Still, many remain unconvinced. "There



are just too many games for the amount of money that is likely to be out there," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson.

Unit rates are also said to be taking a major hit this year. Some media buyers estimated that pricing may be off as much as 10% to 20%. For example, 30-second spots on NBC's Orange Bowl are going for an estimated \$175,000. Overall, one media buyer estimated that NBC has about 25% of its inventory left to sell for bowl games. ABC is said to have slightly less than that.

ABC's big broadcast is the Rose Bowl. The network is said to have had some success selling the game although there is a discrepancy in the market between what ABC is said to be asking and what media buyers say they are paying. A safe estimate may be between \$160,000 to \$200,000 for 30-second spots. CBS's main attraction, the Cotton Bowl, is said to be available for substantially less.

Besides the abundance of games, media buyers said the market is also being hurt by the lack of spending from the automotive category. "What drives this is the auto business," said John Montegari, media buyer, Grey Advertising, "and if they are buying, then they are buying less than in previous years."

Although some network executives deny it, some media buyers say the increase in NFL playoff inventory has had an impact on the college bowl situation. "The NFL has a built-in excitement while bowl games are often inconsequential," one buyer said. This year, bowl games are competing with the upcoming winter Olympics for advertisers as well. ■

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ROBERT E. BEACHAM, MANAGING DIRECTOR

Technology

Digital Enhancing: Journalism Crisis in the Making

Minus invited broadcast speakers, the Annenberg Washington Program explores explosive issues of radio and TV reliability in the age of zeros and ones

By Peter Lambert

Digital image and sound recording and enhancement technology has injected controversy into photographic journalism and may soon similarly turn radio and television journalism on its head.

During a break in last week's Annenberg Washington Program seminar on digital image and sound manipulation, Don Tomlinson, associate professor of journalism at Texas A&M University, painted a nightmare scenario for television journalism:

Three or five years from now, a major fire occurs in a major city. All three local news operations dispatch video crews and reporters, but, due to an equipment failure, one of the stations gets only two seconds of video.

The 11 p.m. telecast is approaching, and a news producer or director—knowing his two competitors will likely go on the air with dramatic images—makes the decision to digitally sample his two seconds of video and to synthesize 20 more seconds of video that simulates the growth and increasing destruction of the blaze. The essentially faked video goes on air with no acknowledgment that the video and sound have been manipulated.

Television news directors could soon be tempted to step onto such a "slippery slope"—a slope already occupied by editors for a number of reputable print news organizations in possession of digital imaging technologies—agreed Christopher Harris, professor of photojournalism and director of the Digital Imaging Laboratory, Middle Tennessee State.

And last week's Annenberg panelists unanimously agreed that digital recording, scanning, processing and transmitting technologies now used in

still photography will handle 24 or 30 frames per second video or film in real time in the not so distant future.

Indeed, in Hollywood, where "the

THE DAB RIDE

NASA and the U.S. Information Agency demonstrated the viability of mobile satellite digital audio broadcasting (DAB) reception on the streets of the nation's capital last week, two months before the World Administrative Radio Conference considers future international spectrum allocations for DAB. The demonstration van pictured received the low-power signals using a circular, roof-mounted antenna 21 inches in diameter. Comsat uplinked the signals to INMARSAT's MARECS B maritime



satellite at 1500 mhz (the United States will ask WARC to establish a DAB band near 2300 mhz). Reception failures experienced when the van turned or traveled under heavy foliage will be corrected when higher-powered, commercial DAB systems go on-line, said USIA engineer Donald Messer. NASA and USIA hope eventually to establish satellite DAB Voice of America services, especially to the Third World, to augment, and eventually replace, shortwave services.

-PDL

whole point is to fool audiences in an entertaining way," the technology already is regularly used to alter color and motion; remove stunt wires or other superfluous images, and even to create "synthetic actors" to erase limitations on human stunts, said Raymond Fielding, dean and professor for the School of Motion Picture, Television and Recording Arts at Florida State University.

Digital imaging applications for photojournalists include improvements in quality and consistency (by enhancing color and sharpness) and increased delivery speed (worldwide distribution of a photo in under five minutes).

But the technology begs not just the unscrupulous, but also the expedient, to purvey news events that never happened. "The fault," said Harris, "does not lie with the new technology, but with those who would misuse it."

Harris, Tomlinson and Fielding all said they assume at least some radio and TV news organizations will distribute altered sounds and images without acknowledgement in the future.

Nevertheless, of 10 "very prominent network and local television news people" invited to address the seminar last week, none responded, said Tomlinson, who concluded, "Either they don't recognize the issue yet, or they don't want to talk about it." He declined to identify the individual broadcasters invited.

Arguing that the basic ability to enhance images automatically raises ethical dilemmas, Harris charged that *Time* magazine used digital processing equipment to remove a walkie-talkie antenna from behind marathon runner Mary Decker Slaney's head in the same issue in which it said it will never digitally manipulate photographs in its pages.

He also charged that *Newsweek* digitally merged separate photos of "Rain Man" actors Dustin Hoffman and Tom Cruise to simulate a mutual hug; the *Orange County Register* won a 1988 Pulitzer prize with Olympics photos it doctored to incorporate a predetermined "register sky blue" color, and *National Geographic* is "still trying to live down" two decisions it made nine years ago to merge separate photographs to meet "an editor's preconception. You can't read *National Geographic* now and not question

whether you're seeing verifiable images," he said.

These magazines made the mistake, said Harris, of uttering the words: "We have the machinery; let's use it."

Opportunities for broadcasters to make the same mistake may soon abound, panelists said, arguing that computer-based digital enhancement technologies, if still prohibitively expensive at the high end, have already arrived.

Noting that deceased entertainers Louis Armstrong, Humphrey Bogart and James Cagney certainly did not give their permission to appear in a current Coca-Cola commercial with singer Elton John, Charles Ortner, an attorney for recording artists including Madonna, and a specialist in intellectual property rights, projected that courts may begin to think twice about admitting ABSCAM-like or police-beating videotape as evidence.

Ortner warned that the 100-year-old assumption that "if it's recorded, it's true" is in mortal danger. "There is going to be increasing focus on the integrity of people who handle photography" in the U.S. justice system, he said. And, he added, Natalie Cole's 1991 release of a duet with her deceased father Nat King Cole indicates

that recorded audio faces similar doubt.

Others agreed that doubt among the courts will presage public doubt of newsgatherers' veracity. And because digital manipulation leaves no technological "fingerprints," voluntary internal and industry ethical standards will prove the only effective antidote to such public doubt. The Norwegian Institute ruled earlier this year that manipulated photos must carry a "montage" ID (an "m" inside a circle); competing publications are expected to watchdog each other concerning compliance with that mandate.

And, said Harris, given military access to advanced technology, readers and TV viewers could fairly doubt the veracity of photographs provided by defense department sources during the Persian Gulf War last winter. "You have to question what the military could have covered up," he said.

According to Fielding, filmmakers are already predicting the stockpiling of digital samples of sets and even actors—Clark Gable from 25 angles—for cheap reproduction and application of motion estimation software. Archives holding digital samples of political figures could come close behind. ■

SATELLITE FOOTPRINTS

CANADA SATELLITE ADS

Telesat Canada has begun a six-month test of Cycle Sat Inc.'s satellite delivery system for television advertising. A dozen Cyclecypher receivers were installed in Toronto and western Canada. The automated system currently allows 559 stations in the U.S. to downlink and record ads overnight. "We do feel there's a high probability of success," said Sue Knott, director of marketing for Telesat. Given a successful test, Cycle Sat would license Cyclecypher use to Telesat next summer.

"Tape will probably never go away, but we're the only national alternative," said Loren Swenson, president of Cycle Sat, which, in early 1992, will add Chicago to up- and downlink sites in New York, Detroit and Los Angeles and a dupe house in Memphis. Swenson believes Cycle Sat's move to the D-2 digital tape format will overcome criticism that

satellite delivery adds a generation between advertiser and station. Swenson said first-quarter 1991 revenues would extrapolate to \$17 million in 1991, up from \$10 million in 1990.

INTELSAT COMPRESSION

Last week, Paris-based Satel Conseil will lead a team comprising TeleDiffusion de France and Alcatel Telspace charged by Intelsat with analyzing image coding and associated satellite transmission techniques and recommending implementation scenarios.

AFRI-CNN

Turner Program Services International agreed to provide limited CNN Radio and TV audio services to AfriSpace, once the latter begins satellite delivery of radio programming direct to handheld receivers in Africa and the Middle East in late 1993 or early 1994.

Date Book

■ Indicates new listing or changed item.

THIS WEEK

Dec. 3-15—Screenings of International Emmy Award winners at *The Museum of Television and Radio*. New York. Information: (212) 621-6705.

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.

ALSO IN DECEMBER

Dec. 27—Deadline for technical papers for *Canadian Cable Television Association* 35th annual convention and cablexpo. Papers on any communications engineering topic related to cable television are eligible. Information: (613) 232-2631.

Dec. 31—Deadline for applications for advanced management training being held in February for public broadcasting executives. 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. 6—Deadline for entries for the 42nd annual Green Eyeshade Award honoring excellence in journalism sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Winners chosen in 26 categories. Full-time journalists from the southeastern states are eligible. Works must have been printed or aired between Jan. 1, 1991, and Dec. 31, 1991. Information: Kat Yancey, (404) 496-9957.

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

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

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

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

Jan. 8—Preview screening of PBS documentary "Empire of the Air: The Men Who Made Radio," sponsored by *The Radio Hall of Fame at the Museum of Broadcast Communications and General Motors*. Chicago Cultural Center, Chicago. Information: (312) 987-1500.

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—Deadline for entries for *Community Radio Program Awards* honoring the best community radio broadcasts, station-based and independent productions that exemplify outstanding and creative use of radio. Sponsored by *National Federation of Community Broadcasters*. Information: Wendy Muzzy, (202) 393-2355.

Jan. 10-16—*National Association of Broadcasters*

MAJOR MEETINGS

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 So-*

ciety/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.

■ **Oct. 14-17, 1992**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

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

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. 13-15—"Taking Charge of Tomorrow...Proactive Research Strategies for the '90s," 1992 research conference sponsored by *Cable Television Administration and Marketing Society*. Loews Santa Monica Beach Hotel. Los Angeles. Information: Colleen Harkins, (703) 549-4200.

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

Jan. 14-Feb. 2—New World Television Festival, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6705.

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. 15—Deadline for entries for INPUT '92 sponsored by *South Carolina ETV*. Those who are eligible to apply include directors, producers, writers and videographers at PBS stations, as well as independent filmmakers who produce programs for public television. Information: Sandie Pedlow, (803)

737-3208.

Jan. 16—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

Jan. 20-24—*NATPE International* convention. New Orleans.

Jan. 21-23—47th annual Georgia Radio-Television Institute sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education at the University of Georgia. Athens, Ga. Information: (404) 395-7200.

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

Jan. 27—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programming, Sattel, Inc.; John von Soosten, vice president and director of programming, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

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

Jan. 31—Deadline for entries for the 24th annual Robert F. Kennedy Journalism Awards sponsored by the *Robert F. Kennedy Journalism Awards Committee* and the *Robert F. Kennedy Memorial*. Entries must have been published or broadcast in the United States for the first time in 1991. Information: Jennifer Phillips, (202) 333-1880.

Jan. 31—Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full-time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for trade journals); have three years of professional experience in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

Jan. 31—Deadline for entries for the 1992 Vanguard Awards sponsored by *National Cable Television Association*. Information: (202) 775-3669.

Jan. 31-Feb. 2—*California Broadcasters Association* winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

Jan. 31-Feb. 1—"Getting a Jump Start on Cable Issues," ninth annual conference sponsored by *Minnesota Association of Cable Television Administrators*. Radisson Executive Conference Center and Hotel. Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

FEBRUARY 1992

Feb. 1—Deadline for entries in 1992 Best of the

HERE'S ONE BOOT CAMP YOUNG PEOPLE LOOK FORWARD TO.



In the game of life, some kids end up on a winning team. But others seem to lose continually.

Their neighborhoods are life-threatening. Their homelife is nonexistent, or worse. Their physical and emotional needs are chronically unmet.

That's why The Salvation Army sponsors camps for disadvantaged children all over the country. So they can enjoy some fresh air, exercise, new friendships, learning activities. And lots of love.

And whether they live on the streets of a dangerous neighborhood, or come from a family that just can't afford summer camp, The Salvation Army welcomes them all.

Please give, so we can continue providing our camping programs for needy boys and girls like these. Not only will they look forward to camp, but camp will help them look forward to the rest of their lives.

**THE SALVATION ARMY.
SHARING IS CARING.**



Best Promotion Contest sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

Feb. 2-3—*Minnesota Broadcasters Association and Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

Feb. 4—Deadline for entries in 1992 National Media Owl awards sponsored by *Retirement Research Foundation*. Entries must have been produced in the United States and broadcast between Jan. 1 and Dec. 31, 1991. Information: (312) 915-6868 or (312) 664-6100.

Feb. 4-5—*South Carolina Cable Television Association* winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

Feb. 5-9—20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

Feb. 5-9—*Urban Network* third annual conference. Stouffer Concourse Hotel, Los Angeles. Information: (818) 843-5800.

Feb. 6—"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 6-8—*American Women in Radio and Television* board of directors and foundation board meeting. Washington. Information: Donna F. Cantor, (202) 429-5102.

Feb. 7—Newsmaker luncheon sponsored by *International Society of Radio and Television*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Feb. 7-9—26th annual *Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 9-14—27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 9-14—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. 11—"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Feb. 11-12—*The Georgia Cable Television Association* annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Horne, (404) 252-4371.

Feb. 11-12—*North Carolina Cable Television Association* winter meeting. Washington Duke Inn, Durham, N.C.

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

Feb. 17-19—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 19-20—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 20—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Feb. 24-26—*Michigan Broadcasters Association*

mid-winter conference. Lansing Center, Lansing, Mich.

Feb. 24-29—Advanced management training seminar for public broadcasting executives sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Palo Alto, Calif. Information: Karen Cox (907) 277-2776.

Feb. 26-28—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

MARCH 1992

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

March 6-8—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 6-8—*Radio and Television News Directors Association* region two super-regional conference. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 7-10—*National Association of Broadcasters* state leadership conference. Washington.

March 11—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

March 12-15—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy, (202) 393-2355.

March 14—The Green Eyeshade Awards program sponsored by *Society of Professional Journalists*,

Atlanta professional chapter. Atlanta Airport Marriott, College Park, Ga. Information: Kat Yancey, (404) 496-9957.

March 18—Presentation of International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

March 19—*Federal Communications Bar Association* luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

March 19—17th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. The Waldorf-Astoria Hotel, New York. Information: (202) 429-5102.

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

APRIL 1992

April 5-7—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 7—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

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

April 10-15—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes,

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

2. What best describes your title? (Check one)

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| ☐ Vice President | ☐ News Director |
| ☐ Director/Manager | ☐ Chief Engineer/Technician |
| ☐ General Manager | ☐ Other (please describe) |
| ☐ General Sales Manager | |
| ☐ Station Manager | |

France. Information: (212) 689-4220.

April 12-16—National Association of Broadcasters 70th annual convention. Las Vegas Convention Center, Las Vegas.

April 22—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by *American Women in Radio and Television*, New York City chapter. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

April 22-24—Broadcast Cable Financial Management Association 32nd annual convention. New York Hilton, New York.

April 23—Federal Communications Bar Association luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

April 29—Gold Medal Award dinner sponsored by

International Radio and Television Society. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

MAY 1992

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

Open Mike

NONCOMMERCIAL REBUTTAL

EDITOR: As another of those refugees from commercial television, I'd like to register my strong disagreement with your Nov. 25 editorial critical of the "commercialization" of noncommercial television.

I'm the station manager of public station WQEX(TV) Pittsburgh. Our sister station, WQED, is the primary PBS station in the market; we're the second station. We must differentiate ourselves from not only our commercial brethren and the various cable services but from WQED as well. We are committed to providing an entirely separate and complementary service to our viewing area: for example, we do not carry a single program from PBS's prime time schedule. In order to provide that distinctive programming, we must innovate, both in the creation and acquisition of programs...and in fundraising as well.

We certainly *are* in the marketplace, but generally we don't compete for funds from the advertising budget; "buys" on our station come almost exclusively from a company's public relations kitty. In other words, most of our revenue constitutes new broadcast dollars.

Most commercial television stations have all but abandoned the concept of local programming, targeting all of their energies and resources toward news. We, on the other hand, have moved aggressively into local service, providing programs that deal with local issues. We have done this for two reasons: to better serve our communities (noncommercial stations often do that, without regard to ratings) and to tap media dollars that are now beyond the reach of our commercial brethren because they

have left the local program arena. Yes, there are still companies that will underwrite the production of local programs.

Our corporate president often says that we're the only communications medium without a box office, and that's true. We do receive some funding from the federal government, and some of us receive state funding as well. You can imagine what it's like to run a station with government as your partner.

We get some funds from the public and face the criticism of many for interrupting our programs with pledge breaks. So in the face of uncertain government support and a public whose contributions are largely dependent upon the state of the economy (and on our limited audience size), where's a guy to turn? Frankly, I'm surprised to read that a good, capitalist publication such as BROADCASTING criticizes us for being inventive enough to spread our wings to find new sources of revenue.

And what use do we make of these ill-gotten gains? A commercial station presents programs in order to make money, and that's a noble enough pursuit. They are, after all, in business. We, on the other hand, raise money to present programs.

We exist to provide programs that no one else is willing to produce. What commercial broadcaster would have subsidized the production of *The Civil War*? Even now, after its proven success?

Yes, in the real world, commercial broadcasters don't get a government subsidy. And in the real world, commercial broadcasters don't air instructional programs, or cultural programs, or many estimable children's programs. They're content to leave all that low-rated stuff to

us. So shame on you for begrudging us the few dollars we're able to wring out of those enlightened corporate citizens who believe, as we do, that those programs are needed and would never see air but for public broadcasting.—*Michael A. Fields, station manager, WQEX(TV) Pittsburgh.*

ANNIVERSARY ACCOLADE

EDITOR: The magnificent Dec. 9 celebration of BROADCASTING magazine's 60th year and the introduction of the Hall of Fame was very impressive and delightful. I feel as if I have grown up with BROADCASTING, having been born 27 days prior to the first issue and a reader since 1948.

Congratulations on a very successful event, and many good wishes for continued success.—*Ralph E. Becker, president, WBRE-TV Wilkes-Barre, Pa., and WNWO-TV Toledo, Ohio.*

FORMAT KUDOS (CONT.)

EDITOR: I suspect I am joining a parade of many, but I wanted to congratulate you on your new format. From cover to cover, it's crisp, it's smart, it's informative. It's very well done.

I look forward to many years of reading enjoyment and, most importantly, information.—*Richard Hildreth, Fletcher, Heald & Hildreth, Washington.*

EDITOR: Congratulations! I like the new look even better.

Continued success.—*David Brugger, president, America's Public Television Stations, Washington.*

BOB WRIGHT 'AT LARGE'

Continued from page 27.

schedule, say a night where the HUT's were low?

The HUT's don't differ all that much. We make a big distinction between some of the nights, but when you look across the board, people will often say to me, 'Why don't you just get rid of the weakest seven hours?' But you know, the weakest seven hours in one year don't necessarily turn out to be the weakest seven hours the next year. A number of years ago the weakest hours we had in prime time were on Thursday night. And so you have to be careful. You could carve out seven hours and all of a sudden find out that, of the 15 hours that you've left on the air, you have problems in four of them. Now, would you get rid of those four? Then pretty soon you'd be down to one hour. You don't operate a network alone. You have to look at all the dayparts, they're all interrelated. And I think it would be just too much of a burden on us; at this stage in our business life, it would be too much to give up seven hours of prime time.

Couldn't you do what Fox is doing? It's essentially creating a second channel-a cable channel, though, not a network. It will get revenues from cable operators paying as they would for a cable network.

Yes, we could do that and we're in the cable network business. It seems ironic, though, that having established ourselves so well in broadcasting with all the pressures on broadcasting that there wouldn't be more interest in wanting us to expand in broadcasting, as opposed to contract; I mean, it's this whole public policy question going backwards at the commission.

If you believe in the Communications Act at all, you would think that what they would be trying to do is to get us to offer more free over-the-air television rather than less. And yet the environment is: 'Get out of broadcasting and go to cable.' I mean, that's kind of the directional trend that we've gotten from the commission, and that's really foolish.

The NAB basically sat on the sidelines during the financial interest and syndication fight even though you're a major supporter of NAB. Is that organization representing your interests fully?

No. That organization represents portions of broadcasters, different broadcasters' interests and different issues. I think the structure of the NAB is a very troublesome one to justify in this environment. There is often very little in common between affiliated television stations and independent stations. There is very little in common in terms of objectives between radio and television. And I think it's an increasingly difficult role for the NAB to act as a representative of all people in broadcasting. The number of issues where we can be in agreement is so tiny. They're important, but they're very small in number. So it didn't surprise us when they stood on the sidelines, because their make-up is just too many diverse groups of people.

So does an affiliation of different lobbying groups make better sense than an umbrella organization?

The group of people that we rely on, that we have similar interests in, by and large, are network-affiliated television stations. That's the group that we have the most in common with. They represent a good portion of the NAB, but they don't control it.

Do you have any definite plans to propose for another kind of organizational structure?

If I did, I'd say that the NAB could be broken up and that independent stations should go their way, affiliated stations should go their way and we would go with that way, and that radio should go its way.

Are you going to make that proposal?

I guess I just did, didn't I? I don't think there's anything on the table to do that. That organization has its own focus.

Has the window gone by on DBS?

I don't know that. I think it's very difficult in this country to expect that DBS is going to be a major success story, because the infrastructure of cable is so significant. And then the next generation of fiber through telcos is right on the horizon. The question is: Where does DBS fit? That's a concern we had. That's why we did not pursue the conclusion of our arrangement with Hughes. In other countries, I think DBS is more viable because the starting gun is going off at the same time for cable, for DBS and for lots of delivery systems. But in this country it's a higher risk, more questionable. It's much more of a niche service.

Boiled down, you're saying no, the window for DBS has gone by.

You can't ever definitely answer these questions. Obviously we voted by saying no, we don't think the window is open. We don't think it's a large window, anyway. But the one unknown is compression. Compression, done very inexpensively, with adequate programing, could provide a decent shock to DBS, but it's not going to be easy. It's going to be difficult.

■

There's one other comment that I'd offer, without a question. We have a marvelous opportunity from a programing standpoint with our affiliates, more so than we had even in our absolute heyday of two or three years ago, because affiliated stations are concerned about their future, and they are concerned about the same things we're concerned about. They're concerned about having programs available that are really going to attract audiences, they're looking for an increase in their own advertising marketplace. They're concerned about their position versus other competitors. And we are sharing a lot with our affiliates, from financial data to programing information to actually investing in services, like the news channel and others. And this has been very well received. And I see a tremendous enthusiasm on the part of our affiliates, not only the news directors, the general managers, but the station ownership. And my sense of it is today, we are closer together than we have ever been on lots of things. Now, we're always going to have a difference of opinions on regulatory issues based on ownership. But even with those issues, everybody realizes that it's to our benefit to be close together on things. The cooperation levels, I guess I'm really trying to say, have never been better. There are isolated cases, because of economics, where people are doing things we prefer they not do. So as we go into 1992, coming out of a very difficult '91 ('90 was no fun, either), at least I feel that we enjoy the confidence of our affiliates. We understand their problems and concerns, and we probably have never shared more mutual respect for our ability to do things together than we have today. I think that's a great strength. ■

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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.

General manager, Central California: Our firm is looking for an unusual radio station general manager who is first and foremost a hands-on sales person. Our general managers are the best sales people in their markets and can train and lead their staffs to be #1. If you would like to join our success team and have managerial experience in small or medium markets, this position may be for you. We also welcome applications from GSM's ready to move up. Resume and references to Box T-15. EOE.

Salesman or sales manager for AM-FM small market in West Texas, within hour's drive of Lubbock. Same ownership past thirty years. Reply to Box T-18. EOE.

GM/GSM: If you are currently a SM or GSM looking to step up you may be the person we are looking for. Our Northern California property needs a strong "street wise" motivator to run our station for us. A solid background in "local and regional" sales a must. Must be able to train, motivate and administer. If this is you, rush your resume to Box T-29 EOE.

Christian college 10,000 watt daytime is seeking a station manager. Successful candidate will have a master's degree, the abilities to administer and sell, and a willingness to teach. Super environment, great place to live in the upper east Tennessee mountain empire. Salary commensurate with experience. Send letter and resume (including broadcasting history and references) to: Bill Adams, 570 Shenandoah Drive, Rt. 8, Johnson City, TN 37601. EOE.

General and sales management opportunities with rapidly growing Contemporary Christian music FM group. New stations in 1992. Experience and solid track record required. Send resume, references and salary requirements to Mark Pluimer, The Word in Music, 1465 Kelly Johnson, Suite 202, Colorado Springs, CO 80920. 719-594-0009. EOE.

Wanted: Radio network manager. Successful and growing syndicator seeks experienced professional to manage radio network operations. Responsibilities include: Managing communications, promotions and public relations with over 200 radio stations, plus managing acquisition of new affiliates. Candidates must have 5 or more years radio experience, be an aggressive decision maker and have excellent communications skills. Beautiful location near 300 natural lakes. Send resume and salary history to: Box H20, Brainerd, MN 56401. EOE.

Texas AOR: Immediate opening for aggressive sales motivator and station leader. Top rated station in a rapidly growing city. Great money for a great leader. Send resume to Box T-30. EOE.

Medium market: Sales oriented, "do it all" general manager. Contact Joe Bell, Curtis Media Group, 3012 Highwoods Blvd., Suite 201, Raleigh, NC 27604. EOE.

North Carolina: Growing group looking for sales oriented general manager for Class C FM and Full-time AM. Contact Joe Bell, WMXF, Box 470, Fayetteville, NC 28302-0470. EOE.

General manager wanted: Desirable small market West Coast combo. Must be bottom-line and sales oriented, skilled manager, organized, able to make immediate impact. Ratings and facility are good. Need no-excuses GM with winning background. EOE. Reply Box T-31.

Well, I have interviewed a lot of potential sales reps and have found a few great employees. But I need more for MN, CO, UT, TX, TN, GA, NC, and NE. If you are aggressive, know how to sell and close, want to earn an excellent income while traveling selling our products to radio stations, and have radio station management experience, just FAX me your resume at 615-646-3628. EOE.

General/sales manager for AC on the move: We've built the foundation. Now we need an aggressive leader to take it to #1. Northern California rated market. Great opportunity with first class organization. Send resume and letter outlining experience and ambitions to Box T-46. EOEMF.

Are you a person who gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answer to these questions is yes, we may have a job for you. We're NewCity Communications, and we're looking for a talented GSM for KRMG, our full service 50KW AM, that's been a market leader in Tulsa for years. Our candidate will be successful at setting priorities and developing strategies to help our talented sales staff continue to be a leader in the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent, we want to hear from you. You need to have a minimum of three years of success in agency and direct sales, and a minimum of two years as a successful sales manager. Marketing knowledge, research knowledge, and training skills are also necessary. Send your resume and letter to: Rod Krebs, General Manager, KRMG Radio, 7136 S. Yale, Tulsa, OK 74136. KRMG is an equal opportunity employer.

HELP WANTED SALES

Sales manager, Pacific Northwest, resort community...#1 rated station needs a sales manager to lead staff to the next level of growth. Must be a trainer, understand the meaning of rate integrity and leadership. We offer a great benefit program, retirement (an unheard-of commodity in radio), lots of winter recreation, 15 golf courses and wonderful environment to raise a family. Forward resume, salary requirements to Box T-20. EOE.

GSM for major sunbelt radio network. Send resume to Box T-32. EOE.

Combo morning personality and street sales. 100KW FM in Southeast. Applicant must have 3 years on-air and on-street broadcast sales experience. Excellent communication and people skills mandatory. Mail resume, references, salary and sales history to Box T-33. EOE.

HELP WANTED SALES/MARKETING

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

HELP WANTED TECHNICAL

Chief engineer for Utica-Rome's top combo, group owned Class B FM and 5K directional AM operation. Candidate for this position must have strong maintenance and administrative skills. Must possess SBE certification or FCC General Class license. Send resume with salary history to WIBX/WLZW, PO Box 950, Utica, NY 13503, Attention: Thomas Yourchak, General Manager. EOE.

HELP WANTED NEWS

Immediate opening: WTOP Newsradio 15, Washington, DC. Washington's all-news radio station has an immediate opening for an experienced anchor/reporter. Candidate should have a minimum five (5) years of broadcasting experience. Candidate should also possess excellent verbal and written communication skills. College degree desired, preferably in Broadcast Journalism or Mass Media. No calls please. Send tape and resume to: Joe D. Gillespie, Director, News & Programming, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production director/morning person for established Midwest AM/FM. Top-notch production equipment, professional yet fun staff, excellent opportunity. Located 1-1/2 hrs from Chicago in beautiful Illinois River Valley area. Send resume and tape to Joe Hogan, Operations Mgr., WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

News director: Southeast AM/FM. Run a one person staff. Applicant must have great delivery and be a self starter. Keep us on the cutting edge. You must love radio. Help us create the news credibility that the market leader must exhibit every day. Send resume, salary history and references to Box T-34. EOE.

Production director: Hands on. For Southeast AM/FM. Lead and be the example in all facets of production. Specs, demos. Experienced in 8 track. Send examples, resume, references and salary history to Box T-35. EOE.

SITUATIONS WANTED MANAGEMENT

Take charge GM: 25 years experience — sales, programming, new construction, upgrades — revenue-ratings driven. Prefer South — all considered. John Parker 502-247-0090.

GM/GSM: Need a pragmatic, levelheaded, manager who gets results? Using strong concept sales skills, this GSM's relentless efforts have doubled his station's revenue/audience share to #1 rank. He wants to put you ahead. Write to Box T-36.

General manager or sales manager position. 22 years experience. Sales and sales training; promotions; positioning and marketing — the whole 9 yards! Reply to Box T-37.

SITUATIONS WANTED SALES

Veteran on-air broadcaster, now in radio sales, wants to stay there, with a reputable station, geared to the reality of today's economy. Livable guarantee and on-going training a must! Can write and produce too! Pacific Coast preferred. Reply to Box T-38.

SITUATIONS WANTED PERSONALITY/TALENT

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

SITUATIONS WANTED NEWS

Female anchor/reporter/producer. Network contributor, major and medium market experience. Good voice, fast writer, prefers DC-Philadelphia market. 302-654-4337.

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.

Call letters for sale: WMJK, great way to increase numbers with "magic" A/C format. Call Rick Namey-G.M. 407-846-1220.

TELEVISION

HELP WANTED MANAGEMENT

General manager: Small, privately owned broadcast group has an opening for general manager. Excellent lifestyle and working environment available. Experience in station and/or sales management required. Please respond to Box T-24. EOE.

Local sales manager: KMGH, the fastest growing station in Denver is looking for a leader who knows what it takes to succeed in today's environment. Minimum three years of management experience in the top 50 markets required. Send resumes only to: Chris Westerkamp, General Sales Manager, KMGH, 123 Speer Blvd., Denver, CO 80203. EOE.

GM needed for UHF station on air for several years and struggling. Great opportunity for energetic, promotionally minded leader who can build our 1000 watt operation into a profitable entity. Excellent mid-west non-metro community with much to offer a creative manager who is strong on sales. If you're ready for this kind of challenge write Box T-39, giving full information. EOE.

M.I.S. manager: Northeast 24 hour local cable news channel seeks MIS manager to manage and trouble shoot computer systems which run newsroom, broadcast automation and administrative functions. Knowledge of MS Dos, C, C++ and Novell Lan is required. Must have college degree and broadcast automation experience. Send resume to Radio City Station, PO Box 1549, New York, NY 10101-1549. EOE.

Traffic/systems manager: Fox affiliate seeks a manager to direct staff of four. This key position oversees station programming and traffic functions. An excellent opportunity for an individual with Columbia experience. Mail resume in confidence to Kenko Corporation, 2250 Seymour Avenue, Cincinnati, OH 45212 or call Dave Wittkamp at 1-800-733-2065. EOE.

HELP WANTED SALES

We need a hustler! Mid-sized syndicator looking for a strong West Coast salesperson to work large and small market territory. Willingness to travel hard, work the phones, and be a team player are necessary requirements. Send resume to Box T-13. EOE.

General sales manager: Opportunity available with small market, group owned station. Previous sales management experience required. Progressive company also provides further growth opportunities. Please respond to Box T-25. EOE.

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 Attn: General Manager, WBFF Fox 45, 2000 W. 41st St., Baltimore, MD 21211. WBFF is an equal opportunity employer.

Top 50 NBC affiliate seeking two AE's. Must have two years strong local direct and agency sales experience. Send your resume, references, and samples of your best sales presentations to: Morrell Devlin, Local Sales Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

Account executive: Seeking AE with a minimum two years independent sales experience. Must have strong agency skills and be a leader with new direct. Value-added and co-op experience a plus. Strong independent outdelivering the NBC and FOX stations. Send resume to Janet Noll, Sales Manager, WJZY-TV, PO Box 668400, Charlotte, NC 28266-8400. EOE.

Account executive: WDEF-TV, Chattanooga's CBS affiliate, is accepting applications for the position of local account executive. Three or more years of television sales experience is preferred. Applicants should be aggressive, creative, organized, and motivated. Agency and new business development skills are required. Qualified applicants should send a resume to: Lynn Ayes, Local Sales Manager, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. WDEF-TV, a Park Communications Station, is an equal opportunity employer.

HELP WANTED MARKETING

Regional marketing manager Western region: Major TV rep firm seeks regional marketing manager to develop new business for station clients. We are looking for an energetic sales pro with experience in product marketing/promotion and TV media to call on top level manufacturer, retail and agency executives. This new position, based in Los Angeles, offers tremendous growth potential, excellent compensation and benefits, some travel required. Confidential replies to Box T-26. An equal opportunity employer.

HELP WANTED TECHNICAL

Overnight tape/master control operator: Sign station off/on. Record satellite programming for tape delay. Verify daily commercial play list and dub commercials, PSA's and promos. Load daily commercial play list into automation computer. Send resumes to Royce Baird, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Technician: Northeast major market television station seeks a television technician with a minimum of 10 years experience in all phases of television broadcasting including operations, maintenance, systems design and layout. Must possess a "General Class" F.C.C. license, and have a formal technical education. All inquiries should be addressed (no calls) to Irwin Ross, Director of Engineering, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

E.I.C.: Northeast 24 hour local cable news channel seeks highly motivated hands-on engineer-in-charge. Should have knowledge of broadcast equipment plant engineering, news automation, camera robotics, switching systems and master control/network origination systems. Autocad experience and knowledge of microwave and transmission systems a plus. Must be able to trouble-shoot studio equipment and on-line editing systems. Must have 5 years of broadcast engineering and operations experience. Send salary history and resume to Radio City Station, PO Box 1549, New York, NY 10101-1549. EOE.

Maintenance engineer. L.A. post production house featuring the latest cutting edge technology is seeking an experienced and creative maintenance technician. Hands-on experience and an extensive knowledge of sophisticated editing systems and their associated hardware and software a must. Contact Alan Wechsler Vidcom Post, 2600 Olive Ave., Burbank, CA 91505. Fax 818-841-2350. Resumes only. No calls. 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.

TV weathercasters wanted: Seeking to build a TV weather dept. from scratch. At least one year on-air experience. Colorgraphics weather system experience a plus. Send air tape to: National Weather Network, PO Box 786, Jackson, MS 39205. EOE.

Consumer reporter/consumer specialist: If you have what it takes to produce Chattanooga's best consumer news, we want to meet you. We will provide a producer, the best news crew in the Southeast, SNG, ENG and computers. You must be experienced, aggressive and a self-starter. Anchor skills a plus. This is not a beginner's job! Send non-returnable tape and resume showing your best work to: Jim Church, News Director, NewsChannel 9, 410 West 6th Street, Chattanooga, TN 37402. WTVN is an equal opportunity employer.

Anchor team: We need an anchor team for the 90's. This beautiful Southern city needs a new news team. If you have 2-3 years anchor experience and are good at live reporting, we would like to see your tape. Please, no repeat applicants. We are looking for good anchors who want to stay put. Send resume and tape to: Harry Bowman, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. No phone calls. EOE.

Reporter: Degree, good work ethic, strong writing/editing skills. \$11,000. No calls. Tape, resume to Anne Paape, WKBT, 141 So. 6th St., La Crosse, WI 54601. EOE.

Experienced news director sought by group owned, top 25 market affiliate. Please send brief resume, in confidence, to Box T-41. EOE.

Assistant news director: Group-owned affiliate needs individual with strong leadership ability, experience and high standards. Excellent reporting and anchor staff in modern facility located in warm climate. All replies confidential to News Director. Reply to Box T-40. An EOE-M/F station.

Regional news coordinator: The ABC affiliated stations in the Carolinas are looking for someone to facilitate a daily news exchange. We want a person with the news instincts of an assignment editor, the technical ability needed to handle satellite feeds and live remotes, and the patience to deal evenly with four very aggressive news operations. Please send letters and resumes to: Lee Meredith, News Director, WTVN, PO Box 2009, Durham, NC 27702. No phone calls please. A Cap Cities/ABC affiliate. EOE.

News producer: Group-owned affiliate seeks an assertive, determined individual with a need to win and skills required. New broadcast facility. All applications confidential to News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413. EEO, M/F.

The Weather Channel, Inc. is accepting applications for an on-camera meteorologist position. Successful candidates will possess excellent communications skills with a minimum one year television weather broadcast experience. B.S. in Meteorology strongly preferred. Send non-returnable resume tape and resume to Chuck Herring, 2600 Cumberland Parkway, Atlanta, GA 30339. Pre-employment physical and substance abuse test required. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant art director to help lead top TV graphics department. WABC-TV New York seeks a highly skilled, hands-on design manager. Major market experience and strong management skills needed. News and promotion experience necessary for a high-pressure environment. Experience with state-of-the-art computer design and production equipment a must. Send resume and reel to: Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

Producers: For a variety of positions, including entertainment, talk, news and information. Candidates should have prior television producing experience and must be innovative, flexible, enthusiastic and have a desire for excellence. Resumes and/or tapes and salary requirement to Dan Akens, Station Manager, WSMV-TV, PO Box 4, Nashville, TN 37202. WSMV is an equal opportunity employer.

Traffic: Small New England independent seeking leader for 2 person traffic department. Strong Colombine skills required. Salary negotiable depending on experience. Resume to Box T-42. EOE.

Director/switcher wanted for South Florida's top television station. Hands-on exp. with Grass Valley 300, Ampex ADO, Chyron TV, & knowledge of CMX 3400 is desired. College degree pref. Send resume to Larry Berman, Prod. Supvr., WPLG/TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

On-line editor: Sony 9000, GV 200, A53D experience required. Send resume, reel and salary requirements to: Melissa Dahl, Post Production Manager, Orbis Broadcast Group, 358 West Ontario, Chicago, IL 60610. Fax: 312-951-2686. EOE.

TV news producer: Minimum 3 years line producing experience. Looking for demonstrated creative producing skills, not show stacker. Strong writing is a must, along with leadership skills. Send 3/4" tape of tonight's newscast, writing samples, and letter outlining your producing philosophy to News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. EOE. No phone calls please.

Producer/director: Entry level. Responsibilities will include directing newscasts, public affairs programs and some commercials. Send resume to: Larry Waters, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. No phone calls please. 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.

Experienced program / production / operations manager seeks career challenge. Program know-how, production excellence, tight operation and budget control! Reply to Box T-43.

SITUATIONS WANTED NEWS

Outstanding sportscaster also knowledgeable newperson looking for a good station in which to work. Call Ed, 216-929-0131.

TV weather = Rocket science? I don't think so. Weather for people, not space shuttle astronauts! Reply to Box T-29.

Experienced news cameraman/editor seeks staff position in news or production. Currently freelancing. Will relocate anywhere. Ray. 818-891-1168.

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.

MISCELLANEOUS

Travel: Hotels or airlines unrestricted, we are a direct response advertising agency with instant business for your station. 904-469-9787. Hyacinth Int'l.

Bill Slater and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

Attention job hunters! Broadcasting's best employment-listings consultant will become even better in 1992. Additional offerings with upgrades throughout. Ask about our all new "Portfolio of Services". Media Marketing, PO Box 1476—PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or FASTFAX: 813-787-5808.

Primo People is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Seton Hall University Department of Communication broadcasting teacher: Broadcasting assistant/associate professor to teach undergraduate media research, theory and criticism, with a specialization in broadcast history and ethics and laws (with potential for graduate level teaching in communication research), beginning September 1992. Candidate should have solid grounding in traditional and contemporary media theory and research. Ph.D. required and evidence of scholarly activity with significant teaching experience. Tenure track position. Send application, vita and three letters of reference to: Dr. Donald J. McKenna, chair; Department of Communication; Seton Hall University; South Orange, NJ 07079-2696. Application deadline: January 20, 1992. Seton Hall University is a private institution affiliated with the Roman Catholic Archdiocese of Newark, NJ approximately 15 miles from New York City. Communication is the largest department in the College of Arts and Sciences with curricula cycles in broadcast-film, public relations-advertising, journalism, communication graphics, speech and theater, and a new MA in Corporate and Public Communication. Seton Hall is an affirmative action/equal opportunity employer.

Broadcast journalism educator. Rank: open. The E.W. Scripps School of Journalism is seeking a broadcast journalism educator with extensive professional experience. A master's degree is preferred. Teaching would focus on all aspects of broadcast journalism, including radio/TV news production, ENG, and other related courses. The school has more than 800 majors in six fully accredited undergraduate sequences and master's and Ph.D. programs. Salary range: \$35,000-42,000. Application deadline: January 31, 1992. Send resume to: Robert K. Stewart, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701-2979. An Equal Opportunity Employer.

Assistant/associate professor: The Department of Communications seeks an experienced television theory and production faculty member for a full-time tenure track position beginning August 1992. Doctorate in Communications desired/Master's degree required. Successful candidate will have significant professional media experience. For a complete application, a candidate must present: 1.) A letter of application and a resume; 2.) A resume videotape on either VHS or U-Matic; 3.) At least three current letters of recommendation. Salary dependent on qualifications. Review of applicants will begin February 1, 1992, but the position will remain open until filled. Submit application to: Dr. Ralph R. Donald, Chairman, Department of Communications, 305 Gooch Hall, UT Martin, Martin, TN 38238-5099. UT Martin is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

HELP WANTED SALES

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

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Broadcast sales director: Ad expenditure research firm seeks self starter with good verbal skills and ability to build and maintain client relationships. 3-5 years sales experience in broadcast area and knowledge of Data/PC Systems required. Send resume and salary request to: Personnel—RER, 11 W. 42nd St., 11th Floor, New York, NY 10036. EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

TV weathercasting workshop: Produce your on-air demo tape in studio with two camera set-up, chroma key, colorgraphics computer system, weather set etc... and get not only a demo air tape... but real experience in front of the camera. Professional AMS TV weathercaster with 10 years experience on-air will coach and critique you and assist. Weekend workshop bookings available. Other times by appointment. Call National Weather Network: 601-352-6673 for dates & info.

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

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.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

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.

Broadcast Equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185. We do start-up business.

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.

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

Buy, sell, employment. DataBank Computer listings. Modem: 300 to 2400 baud, MNP-5, V.42bis. \$0.99 minute. Average seven minutes. 900-329-8080.

Complete Systemation satellite network automation system. Six cassette decks and computer for air. English logging plus one deck and production computer. Currently working. \$5900. Gary Hawke 916-842-4158.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

TELEVISION HELP WANTED NEWS

SCIENCE TELEVISION JOURNALIST

Network seeking Science TV Reporter. Daily deadlines and extensive travelling. Qualifications: Undergraduate degree in science field, 4 years as science journalist, 2 years reporting science on TV. No calls. Send resume, print samples to Box T-12. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

San Diego's 10 K G T V

KGTV, San Diego's leading TV station now has the following employment opportunities:

Commercial
Producer/Director

News and Program
Producer/Director

On-Line Computer Editor

Please call JobLine 10 for specific duties and requirements. Minorities and women are encouraged to apply.

JobLine 10: (619) 237-6250
Equal Opportunity Employer M/F/H/V

PROGRAMING SERVICES

PRIMO PROMO VOICE

National voice available for TV/Radio promos in many markets. For info and/or demo, write:

Promo Voice
Gold Mountain Corporation
Box 94
Novelty, OH 44072-0094

ALLIED FIELDS

EMPLOYMENT SERVICES

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

JOBPHONE

- Press: 1. Radio jobs, updated daily
2. Television jobs, updated daily
3. Hear "talking resumes"
4. To record "talking resumes" and employers to record job openings
5. Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.99 per min. (5 6 2 7)

EMPLOYMENT SERVICES CONTINUED

HotLine
TV Anchor, Weather, Reporter, Sports, Sales, Producer & Entry Level.
1-900-786-7800
Info. from all markets \$1.95 per min.
Radio Disc Jockey, News, Sales Program Director & Entry Level.
117 W. Harrison Blvd. 6th Fl. St. R-347 Chicago, IL 60605

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TRY MEDIALINE

TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR
LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
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MISCELLANEOUS

Money Machine
Blows money and/or coupons
Patrons try to catch as many as they can
(309) 788-0135

SPECIAL EARLY DEADLINE NOTICE

Due to the Holiday Season, the deadlines for Classified Advertising will be Noon, Friday December 20, 1991 for the December 30, 1991 issue; and Noon, Friday December 27, 1991 for the January 6, 1992 issue.

Holiday Extension - Deadline December 31, 1991

Give Us Your Best Shot... NOW!

This is your last shot to appear in the February, 1992 edition!



DON FITZPATRICK/NEWS NAMES
The Broadcast Professionals Directory People

Broadcast Professionals Directory
900 North Point Suite D-404
San Francisco, CA 94109 Fax: 415-928-2884
800-989-NEWS (6397)

Why? You can be listed in the guide to broadcast professionals.

What? The first and only desk reference guide on broadcast professionals.

Who? General managers, news directors, program managers, producers, network correspondents, anchors, reporters, sportscasters and weathercasters.

Why list? Other broadcasters can locate you — check your experience, awards you've won and what you're doing now.

Who gets it? Distributed free to network news executives and news directors.

How much? For your personal listing: \$100.
Directory price: \$50 pre-publication price.
\$65 thereafter.

When? Entry Deadline — Dec. 31

How? Call now for an application.
800-989-NEWS (6397)

*Advertisers and Artists,
The David Crane Agency
and Ken Lindner
Associates are encouraging
their clients to list immediately.
You should be listed too!*

FOR SALE STATIONS CONTINUED

Central Florida Full-timer AM in single station Market. Brick Concrete Building with over \$150M in brand new equipment. Situated on 5 acres of land. Owner wishes to retire - \$300,000.00.

Reply to Box T-45

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, take-over, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, D.C. — (202) 659-3331

LARGE MARKET F.M.

Serving a very desirable
Virginia radio market

* Tall Tower * Great Opportunity *
* Bargain at \$395,000 *

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RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC.

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708-272-4970



FOR SALE STATIONS

SUNBELT C3 WORG - Orangeburg County SC

3 acres, 365ft tower, 5 bay FM, 25kw
City grade signal across Orangeburg SC
\$250,000 down - 10 year owner financing
to financially qualified buyer

Brokers Protected

803-854-2671

AUCTION - RADIO STATION WLRV - AM 1380

Lebanon, Virginia
Saturday, December 28, 1991
at 2:00 P.M.

Auction Location: WLRV Studios, 303 West Main Street, Lebanon, VA.

Includes: All broadcasting and office equipment and furnishings and leasehold interest in studio building.

Terms: 10% cash day of sale, balance within 30 days.

Inspection: December 27, 1991, from 11:00 a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (615) 248-8181.

Kepper,
Tupper &
Fugatt

UPPER MIDWEST
\$100,000+ Cash Flows
Great Owner/Operator
Opportunity

300 Knightsbridge Parkway, Suite 360
Lincolnshire, Illinois 60069
Phone: 708 / 634-9258

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MEDIA

TEXAS GULF COAST
100KW FM

350,000 + market
Asking Price \$750,000
1 times 1990 gross

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Dallas, TX 75240

Suite 340
Ph. 214 788 2525

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IN MICROFORM

University Microfilms International

300 North Zeeb Road.
Dept. P.R., Ann Arbor, MI 48106

FOR SALE STATIONS CONTINUED

Happy Holidays!

and a Special Thanks
to all of our Clients and Friends.

Together we made the best out of 1991.
Here's to a better 1992 for all of us!

BARRY SKIDELSKY Attorney at Law

757 Third Avenue, 26th Floor
New York, NY 10017
(212) 832-4800

AUCTION - RADIO STATION

WJTP - AM 1130

Newland, North Carolina
Saturday, December 28, 1991
at 10:00 A.M.

Auction Location: WJTP Studios, Highway 181,
approximately 1/2 mile North of Newland, NC
Includes: All broadcasting and office equip-
ment and furnishings and leasehold interest in
studio building.

Terms: 10% cash day of sale, balance within
30 days.

Inspection: December 27, 1991, from 11:00
a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (815) 246-8181.

We'll give you all the credit.

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



FAX: (202) 293-FAST

OR MAIL TO:
Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon
Eastern Time for the following
Monday's issue.
See full details and rates in the
Classified Section.

BROADCASTING'S CLASSIFIED RATES

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

Payable in advance. Check, money order or
credit card (Visa or Mastercard). Full and cor-
rect 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 dead-
lines apply for issues published during a week
containing a legal holiday. A special notice
announcing the earlier deadline will be pub-
lished 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** cat-
egory desired: Television, Radio, Cable or Al-
lied Fields; Help Wanted or Situations Wanted;
Management, Sales, News, etc. If this informa-
tion is omitted, we will determine the appropri-
ate category according to the copy. **NO** make
goods will be run if all information is not in-
cluded. **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 classifi-
cations: \$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 Op-
portunities advertising require display space.
Agency commission only on display space.
Frequency rates available.

Blind Box Service: (In addition to basic ad-
vertising 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 & num-
ber), c/o BROADCASTING, 1705 DeSales
St., NW, Washington, DC 20036. **Please do**
not send tapes.

Word count: Count each abbreviation, ini-
tial, 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 er-
rors must be reported to the Classified Ad-
vertising Department within 7 days of publi-
cation date. No credits or make goods will
be made on errors which do not materially
affect the advertisement.

Publisher reserves the right to alter classi-
fied copy to conform with the provisions of
Title VII of the Civil Rights Act of 1964, as
amended. Publisher reserves the right to ab-
breviate, alter, or reject any copy.

Two ways to plant a tree for Global ReLeaf



Now there are two ways
you can plant a tree. You can
dig in and do it yourself. Or,
dial 1-900-420-4545.

You see, when you call
our special Action Line, the
\$5.00 charge actually pays for
planting a tree and we'll also
send you detailed information
on Global ReLeaf. So call now.
Earth needs all the trees you
can plant. And that's why we
need you.

1-900-420-4545

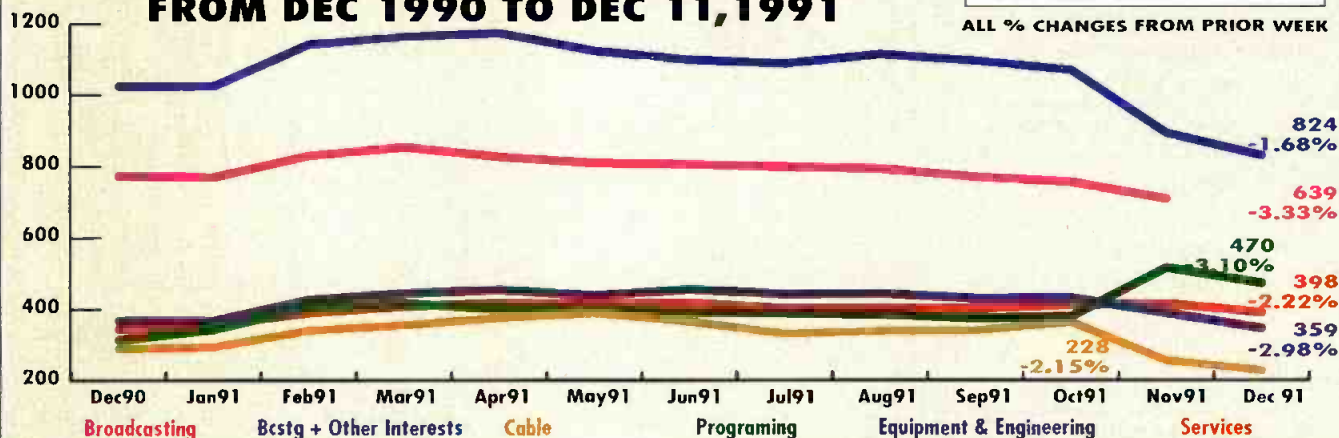


A program of The American Forestry Association
Citizens caring for trees & forests since 1875
P.O. Box 2000, Washington, DC 20013

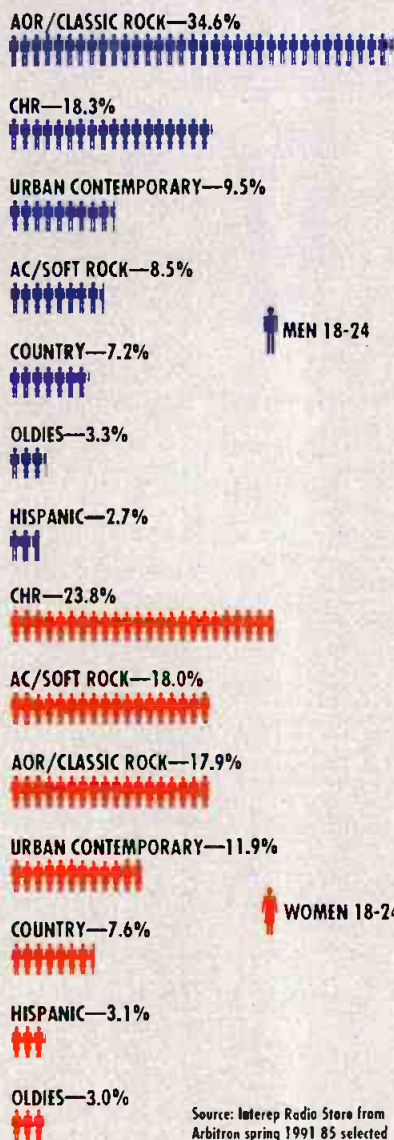
Classified 67

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1990 TO DEC 11, 1991



RADIO FOMAT PREFERENCES



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 Dec. 2 through Dec. 6 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KUKI-AM-FM Ukiah, CA** (AM: BAL911122EF; 1400 khz; 1 kw-U; FM: BALH911122EG; 103.3 mhz; 1.9 kw; ant. 1,840 ft.)—Seeks assignment of license from James D. Johnson to Ukiah Broadcasting Corp. for \$465,000 ("Changing Hands," Dec. 2). Seller is trustee for estate of Fenton Broadcasting Inc., and has no other broadcast interests. Buyer is headed by Keith Bussman and John LaRue, and backed by Strategic Products Corp. (60%) and Allied Communications Equipment (40%). LaRue is permittee of KSPY(FM) Quincy, CA. Filed Nov. 22.

■ **WRXJ(AM) Jacksonville, FL** (BTC911118ED; 930 khz; 5 kw-U)—Seeks transfer of control from Panamedia of Jacksonville Inc. to Paxson Broadcasting of Jacksonville Ltd. for \$425,433. Station was acquired in May for \$425,000 ("Changing Hands," May 27). Seller is headed by Carol Goldberg and Susan Goldsmith, and has no other broadcast interests. Buyer is headed by Lowell W. Paxson Ltd., and is licensee of WCRJ-FM Jacksonville, FL. It recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL ("For the Record," Nov. 25). Paxson, former head of Home Shopping Network, is attributable shareholder (approx. 32%) of HSN, parent of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; WHSW(TV) Baltimore; KHSN(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. Filed Nov. 18.

■ **WHYM(AM) Pensacola, FL** (BAL911202EA; 610 khz; 500 w-D)—Seeks assignment of license from Jimmy Swaggart Ministries to Cathedral of Praise Ministries Inc. for \$83,500. Seller is headed by evangelist Jimmy Swaggart, and is licensee of WLUX(AM) Baton Rouge and WJYM(AM) Bowling Green, OH. It was awarded CP for new educational FM in Baton Rouge; review of decision is pending. Buyer is headed by Franklin Walden, and has no other broadcast interests. Filed Dec. 2.

■ **WUVU(FM) St. Augustine, FL** (BAPLH91120-HJ; 97.7 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of CP from Shull Broadcasting Co. Inc. to Todd Communications Inc. for \$1.2 million. Seller is headed by Doug Shull, and is also licensee of WFOY(AM) St. Augustine, FL. Buyer is headed by Todd Paxson, son of Bud Paxson, former owner of Home Shopping Network (see above); he has no other broadcast interests. Filed Nov. 20.

■ **KUCL(AM) Boise, ID** (BAPL911122EA; 730 khz; 500 w-D)—Seeks assignment of CP from PTI Broadcasting Inc. to Idaho State Board of Education (Boise State University) as gift. Seller is headed by Roy Robinson and Charles E. Robinson, and is subsidiary of Pacific Telecom Inc., licensee of KZMG(FM) New Plymouth, ID; KQLO(AM) Reno and KWNZ(FM) Carson City, both Nevada; KDUK(AM) Eugene and KLCZ(FM) Florence, both Oregon. It is also parent of Eagle Valley Communications Corp., which owns cable systems in Colorado. Buyer is headed by Gary Fay, and has interests in

Abbreviations: AFC—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—prescriptive service authority; pwr—power; RC—remote control; S-A—Scientific-Atlantic; SH—specified hours; SL—studio location; TL—transmitter location; trans—transmitter; TPO—transmitter power output; U or unl—unlimited hours; vis—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

KBSM(FM) McCall, KBSU(FM) Boise, KBSW(FM) Twin Falls and several translators, all Idaho. Filed Nov. 22.

■ **WESL(AM) East St. Louis, IL** (BAL911121ED; 1490 khz; 1 kw-U)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1 million (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **WPXN(FM) Paxton, IL** (BTCH911121HP; 104.9 mhz; 3 kw; ant. 298 ft.)—Seeks transfer of control within licensee Paxton Broadcasting Corp. for \$30,000. Sellers are David Blumer and Catherine Blumer, transferring all of their 50.5% ownership interest (jointly held). Buyers are Daniel C. and Sandra L. Daugherty, jointly, husband and wife, and Joel C. and Lori A. Cluver, jointly, husband and wife. Daniel Daugherty is sales manager of WPXN; he and Sandra Daugherty jointly own 24.75% of stock of Paxton Broadcasting. Joel Cluver is program director of WPXN; he and Lori Cluver jointly own 24.75% of stock of Paxton Broadcasting Corp. Filed Nov. 21.

■ **WWCA(AM) Gary, IN** (BAPL911121EC; 1270 khz; 1 kw-U)—Seeks assignment of CP from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **KULY(AM) Ulysses, KS** (BTC911127EA; 1420 khz; 1 kw-D, 500 w-N)—Seeks transfer of control of licensee Grant County Broadcasting Co. Inc. in bank repossession. Licensee is headed by Sam Elliott, and has no other broadcast interests. Assignees are Citizens State Bank and Southeast Kansas Bank. Filed Nov. 27.

■ **KAOK(AM) Lake Charles, LA** (BAL911127ED; 1400 khz; 1 kw-U)—Seeks assignment of license from Trinity Communications Inc. to Cajun American Broadcasting Co. Inc. for \$143,700. Seller is headed by Ed J. Prendergast, and has no other broadcast interests. Buyer is headed by R.E. ("Gus") Payne, and has no other broadcast interests. Filed Nov. 27.

■ **WMAX(AM) Kentwood, MI** (BAL911125EB; 1480 khz; 5 w-U)—Seeks assignment of license from WMAX Inc. to Grand Valley State University Board of Control for \$246,000 for tax purposes and will change hands as part sale and part gift; station has been appraised at \$1 million. Seller is headed by J. R. McClure Jr., and has interests in WFAM(AM) Augusta, GA, and KKKK(FM) Odessa, TX. He was granted CP for LPTV ch. 49 at Myrtle Beach, SC. Buyer is headed by Thomas A. Butler, and is

licensee of WGVU-TV Grand Rapids, WGVK-TV Kalamazoo and WGVU-FM Allendale, all Michigan. Filed Nov. 25.

■ **KKCG-AM-FM Fosston, MN** (AM: BAL911127EB; 1480 khz; 5 kw-D, 2.5 kw-N; FM: BALH911127EC; 107.1 mhz; 3 kw; ant. 110 ft.)—Seeks assignment of license from North Country Radio Inc. to Pine to Prairie Broadcasting Inc. for \$335,000. Seller is headed by Dale R. Olmstead, and is licensee of KKAQ(AM) and permittee of KKAQ(FM) Thief River Falls, MN. Buyer is headed by Larry E. Roed, and has no other broadcast interests. Filed Nov. 27.

■ **WNHT-TV Concord, NH** (BALCT911125KO; ch. 21; 1860 kw-V; ant. 1,128 ft.)—Seeks assignment of license from Thomas J. Flatley to New England Television for \$1.75 million. Station is not on air. Sale of station last year for \$1.5 million ("Changing Hands," June 18, 1990), approved by FCC in July, did not close. Seller has no other broadcast interests. Buyer is headed by Wilson Hickman, who is also president and 20% shareholder of Kennebec Valley Television, Inc., permittee of WWLA-TV Lewiston and seven LPTV's, all Maine.

■ **WIMG(AM) Ewing, NJ** (BAL911121EB; 1300 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$750,000 (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **WXLX(AM) Albemarle, NC** (BAL911129ED; 1010 khz; 1 kw-D)—Seeks assignment of license from Stanly County Communications Inc. to Agape Faith Church Inc. as gift. Station is not on air. Seller is headed by William C. Boyce III, who also has interests in 30.6% interest in WTHP(FM) Thomasville, NC. Buyer is headed by J.B. Whitfield, and has no other broadcast interests. Filed Nov. 29.

■ **WGSP(AM) Charlotte, NC** (BAL911121EF; 1310 khz; 1 kw-D)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$550,000 (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **WBXB(FM) Edenton, NC** (BALH911121EH; 100.1 mhz; 2.75 kw; ant. 299 ft.)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$550,000 (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **WADV(AM) Lebanon, PA** (BAL911120EB; 940 khz; 1 kw-D, 5 w-N)—Seeks assignment of license from Robert Kapp to F.D.K. Inc. for \$50,000. Seller has no other broadcast interests. Buyer is headed by Dorothea L. Krug (50%), and has no other broadcast interests. Filed Nov. 20.

■ **WPCN(AM) Mt. Pocono, PA** (BTC911126EB; 960 khz; 1 kw-D, 24 w-N)—Seeks transfer of control of licensee Mt. Pocono Broadcasting Inc. to Jeff Williams Woehrie for \$196,078. Sellers are Herman Marlen, Emil Wagner, Albert DeHope, George Buynak and Janet Buynak, who have no other broadcast interests. Buyer owns 100% voting stock of TIAB Communications Corp., permittee of new FM at Tobyhanna, PA. Filed Nov. 26.

■ **WURD(AM) Philadelphia** (BAL911121EI; 900 khz; 1 kw-D, 42 w-N)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **WPRA(AM)-WRPC(FM) Mayaguez-San German, PR** (AM: BAL911120HH; 990 khz; 1 kw-U; FM: BALH911120HI; 95.1 mhz; 25 kw; ant. 1,970 ft.)—Seeks assignment of license from W.P.R.A. Inc. to American National Broadcasting Corp. for \$1.7 million. Seller is headed by Ederinda Camara

de Tamayo and has no other broadcast interests. Buyer is headed by Fernando Vigil Jr., and has no other broadcast interests. Filed Nov. 20.

■ **WXSS(AM) Memphis, TN** (BAL911121EE; 1030 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1 million (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

■ **KDFT(AM) Ferris, TX** (BAPL911121EA; 540 khz; 1 kw-D, 220 w-N)—Seeks assignment of CP from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Inc. for \$2 million. Assignment includes WIMG(AM) Ewing, NJ; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WXSS(AM) Memphis, TN; WGSP(AM) Charlotte, NC; WPCE(AM) Portsmouth, VA; WBXB(FM) Edenton, NC, and WURD(AM) Philadelphia, for total of \$9.45 million (see individual stations). Seller is headed by L.E. Willis Sr., who has 25% interest in buyer. He recently sold WCLN(AM) Clinton, N.C. ("For the Record," Aug. 12), and is purchasing WTZR(FM) Moyock (Chesapeake, VA), NC. Willis also has interests in KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WVRS(FM) Warrenton and WSRG(AM) Durham, both North Carolina; WMXS(FM) Cape Charles, VA; WTJH(AM) East Point, GA; WPZZ(FM) Franklin, IN, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWP(AM) Marion, all South Carolina. Buyer is headed by Celestine L. Willis, daughter of L.E. Willis, and also has interests in WGTM(AM) Wilson and WKJA(FM) Belhaven, both North Carolina. Filed Nov. 21.

■ **KDGE(FM) Gainesville (Dallas), TX** (BALH911121HL; 94.5 mhz; 100 kw; ant. 1,935 ft.)—Seeks assignment of license from Allison Broadcast Group Inc. to Celebrity Radio Corp.; assignment is actually stock sale within licensee, as set purchase agreement will be filed as amendment in near future. Merger with Founders Media Group in September for \$8.3 million fell through (see "Actions," below). Licensee is headed by Steve Allison, and has no other interests. Buyers are Larry I. Pollock and Ronald E. Weinberg. Pollock owns 33% of voting stock of Independent Group Inc., which has interests in WRMR(AM)-WDOK(FM) Cleveland. Filed Nov. 21.

■ **WKDE-AM-FM Altavista, VA** (AM: BAL911126HT; 1000 khz; 1 kw-D; FM: BALH911126HU; 105.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Fernbrook Broadcasting Corp. to DJ Broadcasting Inc. for \$300,000 ("Changing Hands," Dec. 2). Seller is headed by Mark I. Jacob, and has no other broadcast interests. Buyer is headed by David P. Hoehne, who is account executive for WVFT(TV) Lynchburg-Roanoke, VA. Filed Nov. 26.

■ **WPCE(AM) Portsmouth, VA** (BAL911121EG; 1400 khz; 1 kw-U)—Seeks assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT(AM) Ferris, TX, below). Filed Nov. 21.

Actions

■ **KSNE(FM) Marshall, AR** (BALH910614GM; 104.3 mhz; 100 kw; ant. 820 ft.)—Dismissed assignment of license from Marshall Broadcasting Corp. to Arthur C. Morris for \$500,000. Seller is headed by L.E. Willis Sr., and is president, director and 100% shareholder of Willis Broadcasting Corp., which is licensee of KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRG(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg,

WKWQ(FM) Batesburg and WWP(AM) Marion, all South Carolina. Buyer has no other broadcast interests. Action Nov. 22.

■ **KPAL(AM) North Little Rock, AR** (BTC910912EE; 1380 khz; 5 kw-D, 2.5 kw-N)—Granted transfer of control from Ainsley Communications Corp. to Darlene Bell as part of divorce settlement. Transferor is headed by Melvyn Bell, and is subsidiary of Bell Equities, licensee of KRZB-TV Hot Springs, AR. Transferee has no other broadcast interests. Action Nov. 26.

■ **KBET(AM) Canyon Country, CA** (BAL911016EA; 1220 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Canyon Broadcasters Inc., debtor-in-possession, to Saddleback Broadcasting Inc. for \$330,000. Seller has no other broadcast interests. Buyer is headed by Carl Goldman (17%), and has no other broadcast interests. Action Nov. 27.

■ **KSFO(AM)-KYA(FM) San Francisco** (AM: BAL911018EE; 560 khz; 5 kw-U; FM: BALH911018EF; 93.3 mhz; 50 kw; ant. 492 ft.)—Granted assignment of license from KSFOKYA Inc. to First Broadcasting Co. for \$13 million ("Changing Hands," Nov. 4). Seller is headed by Steven A. Clifford, and is subsidiary of King Broadcasting Co., which sold its television properties to Providence Journal Co. earlier this year ("For the Record," July 22), and is also selling KING-AM-FM Seattle (see below). It also owns KGW(AM)-KINK(FM) Portland, OR. Buyer is headed by Ronald A. Unkefer, and has no other broadcast interests. Action Oct. 18.

■ **WMMO(FM) Orlando, FL** (BALH910927HK; 98.9 mhz; 38 kw; ant. 439 ft.)—Granted assignment of license from Radio Orlando to Granum Communications Inc. for \$8.15 million. Seller is headed by James E. Martin Jr., who is also partner in WAYP(FM) Holmes Beach, FL, and WGCO(FM) Jessup, GA. Buyer is headed by Herbert W. McCord, and also owns KCMZ(AM)-KCDU(FM) Dallas. Action Nov. 22.

■ **WGNE-FM Titusville, FL** (BALH911009HS; 98.1 mhz; 50 kw; ant. 462 ft.)—Granted assignment of license from SBG Communications of Florida Inc. to Southern Starr Ltd. for \$3.5 million. Seller is headed by Gerald A. Poch, and through subsidiaries owns WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. Buyer is headed by Robert E. Long, and is parent company for licensees of KOLL(FM) Pine Bluff (Little Rock), AK; WPLR(FM) New Haven, CT, and WKNN-FM Pascagoula (Biloxi-Gulfport), MS. Action Nov. 26.

■ **WNEX(AM) Macon, GA** (BAL910722EA; 1400 khz; 1 kw-U)—Granted assignment of license from Macon Broadcasting Co. to Quality Broadcasting Inc. for \$200,000. Seller has no other broadcast interests. Buyer is headed by James T. McAfee Jr. and James T. McAfee III, and is licensee of WBNM(AM)-WMRW(FM) Gordon, GA. James McAfee Jr. and James McAfee III also have interests in licensee of WQCR(AM)-WZDQ(FM) Jackson-Humboldt, TN. Action Nov. 19.

■ **KOUR-AM-FM Independence, IA** (AM: BAL911018EA; 1220 khz; 250 w-D, 166 w-N; FM: BALH911018EB; 95.3 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Leighton Enterprises Inc. to Midwest Broadcasting Inc. for \$192,500. Seller is headed by Thomas H. Graham. Buyer is headed by Dean L. Schlitter (25%), and has no other broadcast interests. Action Dec. 2.

■ **KQIV(AM) Litchfield, MN** (BAL910709EC; 1410 khz; 500 w-D)—Granted assignment of license from Gross Communications Corp.-Minnesota to Mid-Minnesota Broadcasting Co. for \$42,500. Seller is headed by Herbert P. Gross, and is licensee of KMXX(FM) Litchfield, MN. Gross also controls 100% voting stock of WLOQ(FM) Winter Park, FL. Buyer is headed by Robert W. Greenhow (60%) and Stephen M. Neighbors (40%), and has no other broadcast interests. Action Nov. 26.

■ **KZPK(FM) Paynesville, MN** (BAPH910822HL; 98.9 mhz; 50 kw; ant. 150 ft.)—Granted assignment of CP from Katrik Broadcasting Inc. to Ronald J. Linder for \$120,000. Seller is headed by Patrick M. McCabe, and has no other broadcast interests.

Buyer is headed by Ronald J. Linder, who is selling KXSS-AM-FM Waite Park (St. Cloud), MN ("Changing Hands," Sept. 2). Action Nov. 20.

■ **WRMY(TV) Rocky Mount (Raleigh-Durham), NC** (BTC910930KK; ch. 47; 2,500 kw-V; 250 kw-A; ant. 750 ft.)—Granted transfer of control of Family Broadcasting Enterprises for \$100,000. Seller is Victor Bruce Whitehead, who also has interests in LPTV W47AG Rocky Mount, NC. Buyers, general partners Robert J. Pelletier and Robert M. Chandler Jr., will each have 50% interest in licensee; they have no other broadcast interests. Action Nov. 25.

■ **KVLR(FM) Langdon, ND** (BALH911007HI; 95.7 mhz; 3 kw; ant. 100 ft.)—Granted assignment of license from Continental Broadcasting Inc. to KNCK Inc. for \$90,000. Seller is headed by Scott Bornholdt, and has no other broadcast interests. Buyer is headed by Bert and Lyle Johnson (each 45%), brothers, who have interests in KNCK(AM) Langdon, ND. Action Nov. 20.

■ **KZBS(FM) Oklahoma City** (BALH910301HQ; 98.9 mhz; 100 kw; ant. 1,108 ft.)—Dismissed app. of assignment of license from Zumma Broadcasting Company to Degree Communications Ltd. for \$3 million. Seller is headed by William R. Lacy and Josephine C. Carnahan, his mother, and has no other broadcast interests. Buyer is headed by Kent Burkhardt (16%) and Patsy S. Burkhardt (16%), husband and wife, and Gregory Wright, and is licensee of WANS-AM-FM Anderson, SC. Principals also have interests in Degree Communications III Inc., general partner of KEYI-FM PARTNERS Ltd., licensee of KMOV(AM) Austin and KEYI-FM San Marcos, TX.

■ **WMGL(FM) Ravenel, SC** (BAPLH911007HJ; 101.7 mhz; 1.32 kw; ant. 482 ft.)—Granted assignment of CP from MillCom Inc. to Ravenel Broadcasting Inc. for \$600,000. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by B. H. Bridges Jr. and Jimmy I. Gibbs (100%), and has no other broadcast interests. Action Oct. 7.

■ **WFKB(AM) Colonial Heights, TN** (BAL911009ED; 870 khz; 1 kw-D)—Granted assignment of license from William K. Rogers, receiver, to Milligan College for \$115,000. Seller has no other broadcast interests. Buyer is headed by Ralph Small, and 30 other board members. Lowell W. Paxson, one of directors, has interests in WCRJ-FM Jacksonville, FL, and recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL ("Changing Hands," July 8). He is also founder and attributable shareholder (approximately 32%) of Home Shopping Network, parent company of 12 TV's. Action Nov. 21.

■ **WKGN(AM) Knoxville, TN** (BAL910924EA 1340 khz; 1 kw-U)—Granted assignment of license from WBC of Tennessee Inc. to former owner Volunteer Broadcasting Co. for cancellation of debt; station will then be transferred to Triple S Enterprises (see below). Seller is headed by Terrell Williams, and has no other broadcast interests. Buyer is headed by Alvin R. Umans (22%); Umans and shareholders Robert L. Haag (22%), Howard N. Gilbert (22%) and Avis Cohn Primack (17%) are also stockholders of Sharon Broadcasting Co., licensee of WNLF(AM) Charlotte, MI. Action Nov. 26.

■ **WKGN(AM) Knoxville, TN** (BAL910924EB; 1340 khz; 1 kw-U)—Granted assignment of license from Volunteer Broadcasting Co. to Triple S Enterprises Inc. for \$50,000. Seller is headed by Alvin R. Umans (22%); Umans and shareholders Robert L. Haag (22%), Howard N. Gilbert (22%) and Avis Cohn Primack (17%) are also stockholders of Sharon Broadcasting Co., licensee of WNLF(AM) Charlotte, MI. Buyer is headed by Robert L. Stewart (70%), and has no other broadcast interests. Action Nov. 26.

■ **WJFB(TV) Lebanon (Nashville), TN** (BTC9100508KH; ch. 66; 250 kw-V; ant. 528 ft.)—Granted transfer of control from Bryant Communications Inc. to James W. and Lorraine C. Owens for \$1.5 million. Seller is headed by Joe F. Bryant and has no other broadcast interests. James Owens is sole shareholder of TV 10 Inc., licensee

of LPTV W10BI and LPTV W16AR, both Nashville, and is permittee of LPTV W21AW Gallatin, TN. Action Oct. 31.

■ **WDFZ(AM)** Tullahoma, TN (BAL910909EF; 740 khz; 250 w-D, 67 w-N)—Granted assignment of license from FWD Media Inc. to NRS Enterprises Inc. for \$237,000. Seller is headed by Billy Freeze (60%), and has no other broadcast interests. Buyer is headed by George Rogalle and Clint E. Nichols, and has no other broadcast interests. Action Nov. 21.

■ **KEMM(FM)** Commerce, TX (BALH911002HO; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Kemm Communications Inc. to Russell-Fields Inc. for \$230,000. Seller is headed by M. Joseph McHugh, and has no other broadcast interests. Buyer is headed by Jack Russell (50%). Gene Fields, vice president (50%), is 5% stockholder in DeSoto Broadcasting Corp., licensee of KJVC-FM, Mansfield, LA.

■ **KDGE(FM)** Gainesville, TX (BALH910826HG; 94.5 mhz; 100 kw; ant. 1,935 ft.)—Dismissed app. of assignment of license from Allison Broadcast Group Inc. to Founders Media Group for \$8.3 million ("Changing Hands," Aug. 26, see "Applications," above). Seller is headed by Steve Allison, and is merging with Buyer to form new company; it has no other broadcast interests. Buyer is subsidiary of Founder Equity Inc., headed by Warren H. Haber (35%), John L. Teeger (35%) and Edward G. Rogoff (30%). Rogoff is principal in CRB Broadcasting Corp. 100% parent of licensees of WNLK(AM)-WEFX(FM) Norwalk, CT; WFAS-AM-FM White Plains, NY; WTCR-AM-FM Kenova-Huntington, WV; WZZR(FM) Stuart, FL; WJBR-AM-FM Wilmington, DE, and WAEB-AM-FM Allentown, PA. Action Nov. 21.

■ **KMHT-AM-FM** Marshall, TX (AM: BAL911009EA; 1450 khz; 1 kw-U; FM: BALH911009EB; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license (KMHT-FM) and CP (KMHT[AM]) from Marshall Media Inc. to R.W. and J.J. Inc. for \$232,000. Seller is owned equally by Clint Fomby and George Franz, who have interests in licensee of KSAM(AM)-KHUN(FM) Huntsville, TX. Fomby also has interest in licensees of KLVY-AM-FM Levelland, KTEM(AM)-KPLE(FM) Temple and KPAN-AM-FM Hereford, all Texas, and cable TV system serving Hereford. Buyer is headed by professional boxer George Foreman (100%) and brother Ray Foreman, and has no other broadcast interests. Action Dec. 2.

■ **KIMP(AM)-KPXI(FM)** Mt. Pleasant, TX (AM: BAL911010EB; 960 khz; 1 kw-D; FM: BALH911010EC; 100.7 mhz; 100 kw; ant. 984 ft.)—Granted assignment of license from James B. Acock, receiver, to East Texas Broadcasting Inc. for \$850,000. Seller has no other broadcast interests. Buyer is owned by John D. Mitchell (75%) and Robert Earl Barnett (25%). Mitchell is also 75% owner of licensee of KLLI(FM) Hooks, TX, and 50% owner of licensee of KELE(FM) Aurora, MO. Action Nov. 25.

■ **KSFA(AM)-KTBB(FM)** Nacogdoches, TX (AM: BAL911016EB; 860 khz; 1 kw-D, 500 w-N; FM: BALH911016EC; 107.7 mhz; 50 kw; ant. 492 ft.)—Granted assignment of license from Center City Communications Inc. to George B. Wilkes III for \$700,000 ("Changing Hands," Oct. 28). Seller is headed by Ken Williams, who has interests in KILZ(AM)-KLFX(FM) Killeen-Harker Heights, Tex. Buyer has interest in WORG(AM) Orangeburg, S.C. Action Nov. 27.

■ ***KCKA(TV)** Centralia, WA (BALET911009KG; ch. 15; 537 kw-V; 64.6 kw-A; ant. 1,500 ft.)—Granted assignment of license from Tacoma School District #10 to State Board for Community & Technical Colleges for no cash consideration (see KTPS-FM-TV Tacoma, WA, below). Action Nov. 29.

■ **KING-AM-FM** Seattle (AM: BAL911017EC; 1090 khz; 50 kw-U; FM: BALH911017ED; 98.1 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license (KING[AM]) and CP (KING[F]) from KING-AM-FM Inc. to Classic Radio Inc. for \$9.75 million ("Changing Hands," July 15). Seller is headed by Steven A. Clifford, and is subsidiary of King Broad-

casting Co., which sold its television properties to Providence Journal Co. earlier this year ("For the Record," July 22), and recently sold KSFO(AM)-KYA(FM) San Francisco ("Changing Hands," Nov. 4). It also owns KGW(AM)-KINK(FM) Portland, OR. Buyer is headed equally by sisters Harriet S. Bullitt and Priscilla B. Collins, former owners and stockholders of King Broadcasting. Action Nov. 25.

■ ***KTPS-FM-TV** Tacoma, WA (FM: BALET911009KH; 91.7 mhz; 7.9 kw; 553 ft.; TV: BALET911009KF; ch. 28; 35 kw-V; 4,112 kw-A; ant. 755 ft.)—Granted assignment of license from Tacoma School District #10 to State Board for Community & Technical Colleges for no cash consideration; assignment is pursuant to state amendments that restructured and reassigned entities in the state. Assignment includes KCKA(TV) Centralia, WA (see above). Assignor has no other broadcast interests. Assignee is headed by Earl Hale and eight other directors, and has no other broadcast interests. Action Nov. 29.

■ **KFBC(AM)-KFBQ(FM)** Cheyenne, WY (AM: BTC910715EG; 1240 khz; 1 kw-U; FM: BTCH910715EH; 97.9 mhz; 100 kw; ant. 580 ft.)—Granted transfer of control from Capitol Radio Inc. to Harold F. Buck for \$10,000. Seller is headed by John Shideler, and has no other broadcast interests. Buyer is headed by Harold F. Buck, and has no other broadcast interests. Action Nov. 22.

NEW STATIONS

Actions

■ ***Anchorage** (BPET910304KN)—Granted app. of University of Alaska for ch. 9; 316 kw; ant. 238 ft. Address: 3211 Providence Dr., K-102, Anchorage, AK 99508. Applicant is headed by Robert F. Williams, and is licensee of noncommercial educational KUAC-FM-TV Fairbanks, and several television translators. Action Oct. 4.

■ **Fountain, CO** (BPH891006MP)—Granted app. of Hubbard Broadcasting Inc. for 96.1 mhz with .14 kw and ant. 603 m. Address: 1430 Vondel Park Dr., Colorado Springs, CO 80907. Applicant is headed by Carolyn D. Hubbard, and has no other broadcast interests. Action Nov. 14.

■ **Brunswick, GA** (BPED910116MX)—Granted app. of Georgia Public Telecomm Commission for 89.1 mhz; 7 kw; ant. 41 m. Applicant is headed by Richard E. Ottinger, and is licensee of nine FM's and five TV's in Georgia. Action Nov. 26.

■ **Elmwood, IL** (BPH881221MT)—Granted app. of Rainbow Broadcasting Co. for 97.3 mhz; 25 kw; ant. 100 m. Address: P.O. Box 383, Pekin, IL 61555. Applicant is owned by general partners Candace K. Scott and Jerald L. Scott, and has no other broadcast interests. Action Nov. 19.

■ **Berne, IN** (BPH881221MM)—Granted app. of Robert A. Weaver for 93.9 mhz; 3 kw; ant. 100 m. Address: 510 W. Main St., Portland, IN 47371. Applicant has no other broadcast interests. Action Nov. 25.

■ **Rock Valley, IA** (BPH890324MI)—Granted app. of Robert M. Mason for 106.9 mhz; 3 kw; ant. 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Applicant has no other broadcast interests. Action Nov. 20.

■ **Rock Valley, IA** (BPH890411MC)—Dismissed app. of Dutreil, Lundin & Rackley Inc. for 106.9 mhz; 3 kw; ant. 26 m. Address: 1019 19th St. NW, 3rd Fl., Suite 500, Washington, DC 20036. Applicant is headed by John A. Lundin, and has no other broadcast interests. Action Nov. 20.

■ **Southport, NY** (BPH900516MN)—Granted app. of Nancy Nicastro for 99.5 mhz; 1.27 kw; ant. 148 m. Address: 2999 Olcott Rd., Big Flats, NY 14814. Applicant has no other broadcast interests. Action Nov. 12.

■ ***Live Oak, TX** (BPED880930MM)—Dismissed app. of Bible Broadcasting Network Inc. for 88.3 mhz; .3 kw; ant. 100 m. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320.

Applicant is headed by Lowell L. Davey, and is non-profit, non-stock corporation which operates non-commercial educational FM's in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Action Nov. 20.

■ ***Live Oak, TX** (BPED890425MD)—Dismissed app. of Maranatha Broadcasting Inc. for 88.3 mhz; 3 kw; ant. 62 m. Address: 8115 Pleasant Forest, San Antonio, TX 78239. Applicant is headed by Mary Wade, and is licensee of WMEJ(FM) Proctorville, OH. Action Nov. 20.

Applications

■ **Callstoga, CA** (BPH911115MO)—Gary E. Willson seeks 100.9 mhz; .063 kw; ant. 898 m. Address: 2 Corte del Bayo, Larkspur, CA 94939. Applicant has no other broadcast interests. Filed Nov. 15.

■ **Windsor, CA** (BPH911115MT)—Judy Y. Hughes seeks 104.1 mhz; .25 kw; ant. 337 m. Address: P.O. Box 1200, Healdsburg, CA 95448. Applicant has no other broadcast interests. Filed Nov. 15.

■ **Bartonville, IL** (BPH911115MQ)—Howard G. Bill seeks 99.9 mhz; 3 kw; ant. 100 m. Address: 625 19th St. NW, Ste. 507, Rochester, MN 55901. Applicant is owner of Olmstead County Broadcasting Co., licensee of KOLM(AM)-KWWK(FM) Rochester, MN, and permittee of WYDS(FM) Decatur, IL. Filed Nov. 15.

■ **New Albany, IN** (BPH911115MU)—Staton Communications Inc. seeks 94.7 mhz; 1.5 kw; ant. 142 m. Address: 1612 Gardiner Lane, Louisville, KY 40205. Applicant is headed by Mildred J. Staton. Principal Kenneth L. Ramsey owns 20% nonvoting stock of Signal Mountain Radio Consolidation Inc., which will become permittee for new FM at Signal Mountain, TN. Filed Nov. 15.

■ **New Albany, IN** (BPH911114ME)—Martha J. Huber seeks 94.7 mhz; 3 kw; ant. 100 m. Address: 1927 Plum Hill Way, Floyds Knobs, IN 47119. Applicant has no other broadcast interests. Filed Nov. 14.

■ **New Albany, IN** (BPH911115MF)—D.E.K.W. Communications Inc. for 94.7 mhz; 3 kw; ant. 100 m. Address: 4205 Sunset Ave., Louisville, KY 40211. Applicant is headed by Dwayne E.K. Watkins, and has no other broadcast interests. Filed Nov. 15.

■ **Boston** (BPH911114IC)—Ardman Broadcasting Corp. of Massachusetts seeks 94.5 mhz; 8.8 kw; ant. 351 m. Address: 235 Bear Hill Rd., Waltham, MA 02154. Applicant has no other broadcast interests. Filed Nov. 14.

■ ***Asheboro, NC** (BPED911119MC)—Positive Alternative Radio Inc. seeks 89.3 mhz; 2.5 kw; ant. 120 ft. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Vernon H. Baker, and has interests in 15 AM's and 11 FM's. Filed Nov. 19.

■ **Culebra, PR** (BPH911114MS)—Aurio A. Matos seeks 106.5 mhz; 6 kw; ant. 202 m. Address: P.O. Box 847, Mayaguez, PR 00681. Applicant is president of licensee of WJDZ(FM) Levittown, Toa Baja, PR. Filed Nov. 14.

■ **Culebra, PR** (BPH911115MP)—Lloyd Santiago-Santos and Lourdes R. Bonet (general partners) seek 106.5 mhz; 6 kw; ant. 25 m. Address: Marina Bahia Plaza 9RB35, Catano, PR 00632. Applicants have no other broadcast interests. Filed Nov. 15.

FACILITIES CHANGES

Applications

AM's

■ **Southfield, MI** WSHJ(AM) 88.3 mhz—Oct. 11 application of The So. of Education of Southfield for CP to change TL: 24675 Lahser Rd, Southfield, change transmission line length.

■ **Charlotte, NC** WQGR(AM) 1540 khz—Nov. 12 application of Victory Christian Center CP to reduce pwr to 2.5 kw; change TL to 1501 north I-85 service

road, Charlotte, and change antenna system: 35 16 26 - 80 51 50.

■ **Fieldale, VA WCBX(AM)** 1160 khz—Nov. 12 application of Radio Eleven Sixty for mod. of CP (BP861030AP) to change TL: .33 km E. of State Rt. 683, 2.3 kw W. of Fieldale: 36 42 36 - 79 57 58; make changes in antenna system.

FM's

■ **Cilinton, AR KHPQ(FM)** 92.1 mhz—Oct. 21 application of Weber-King Radio for CP to change ERP: 9.3 kw (H&V); ant. 168 m.; TL: 1 mile SW of Rushing, Stone County, AR. Change to class C3 (per MM docket #90-521).

■ **Goleta, CA KMGQ(FM)** 106.3 mhz—Oct. 23 application of Richard C. Phalen, interim receiver, for CP to change ERP: .904 kw (H&V); ant.: 252 m.

■ **Pacific Grove, CA KAZU(FM)** 90.3 mhz—Oct. 31 application of Monterey Bay Public Broadcasting Foundation Inc. for CP to change antenna site coordinates: 36 33 09 - 121 47 17.

■ **Pismo Beach, CA KWBR(FM)** 95.3 mhz—Nov. 14 application of James H. Elison for mod. of license to increase ERP: 4.2 kw H&V, (per docket #88-375).

■ **South Lake Tahoe, CA KZFF(FM)** 102.9 mhz—Oct. 28 application of Emerald Communications Corp. for CP to change ERP: .847 kw H&V, ant.: 895 m. and TL: Genoa Peak, 12.9 km northeast of South Lake Tahoe in Douglas County, NV.

■ **Colorado Springs, CO KEPC(FM)** 89.7 mhz—Oct. 24 application of Pikes Peak Community College for mod. of CP (BPED-890629MA) to change composite azimuth pattern.

■ **Dock Junction, GA WXMK(FM)** 105.9 mhz—Oct. 25 application of Southland Radio Inc. for CP to change ERP: 11 kw (H&V); delete 73.215 contour protection.

■ **Marshall, IL WMMC(FM)** 105.9 mhz—Oct. 11 application of J.J. Media. Inc. for mod. of CP (BPH-870909MD as mod.) to change ERP: 3.3 kw (H&V), ant.: 90 m. correct length of installed coaxial cable.

■ **Newton, IL WIKK(FM)** 103.5 mhz—Oct. 31 application of S. Kent Lankford for mod. of CP (BPH-880727MI as mod.) to change ERP: 25 kw; TL: 2.2 km from Rose Hill, IL., at bearing of 95.7 ft.; change to class B1 (per MM docket #91-123).

■ **Burlington, KS KSNP(FM)** 95.3 mhz—Oct. 21 application of Coffey County Broadcasting Co. for

mod. of CP (BPH-890214MC) to change: ant.: 97 m.

■ **Georgetown, KY WTKT-FM** 103.3 mhz—Oct. 31 Kentucky Radio Ltd. for mod of license to increase ERP: 6 kw (H&V) (per MM docket #88-375).

■ **Greenup, KY WLGC(FM)** 105.5 mhz—Oct. 24 application of Greenup County Broadcasting Inc. for CP to change ERP: 11.7 kw (H&V); change freq. from 288 to 289; change to class C3 (per MM docket #86-29).

■ **Columbia, MD KCMQ(FM)** 96.7 mhz—Oct. 21 application of Desnick Broadcasting of Columbia Inc. for CP to change ERP: 11 kw (H&V), ant.: 148 m., TL: 2.7 km SW of Lupus, Monitea County, MO, change to class 2 (per docket #89-74).

■ **Tarkio, MO KTRX(FM)** 93.5 mhz—Oct. 9 application of Kanza Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Warrenton, MO KFAV(FM)** 99.9 mhz—Oct. 17 application of Kaspar Broadcasting Co. of Missouri for mod. of CP (BPH-880107MO) to change ERP: 6 kw (H&V); change to class C3 (per docket #91-44).

■ **Beaver Springs, PA** (no call letters) 106.1 mhz—Oct. 17 application of Mary Anne Fleisher for mod.

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of CP (BPH-900503ML) to change ERP: .18 kw (H&V); ant.: 399.1 m.; TL: 1.6 km east of intersection of Shade Mountain Rd. and Rte. 235, Spring Twnshp, Snyder County, PA.

■ **Pamplico, SC** WMXT(FM) 102.1 mhz—Nov. 4 application of Pamplico Broadcasting Ltd. for CP to change ERP: 50 kw (H&V); ant.: 150 m.; TL: 1.5 mi NW of Lake City, on US 378, Lake City, SC; change to class C2 (per MM docket #90-586).

■ **Harriman, TN** WLIQ(FM) 92.7 mhz—Oct. 29 application of Communications Enterp. INC. for CP to change ERP: 1.2 kw (H&V); ant.: 202 m. TL: Walden Ridge.

■ **Ripley, TN** (no call letters) 94.9 mhz—Oct. 25 application of Lauderdale Broadcasting Co. for mod. of CP (BPH-871007MA) to change TL: 2.1 km from Ripley, at bearing of 33.3 ft.

■ **Charlotte Amalie, VI** WTBN(FM) 102.1 mhz—Oct. 15 application of Trans Caribbean Broadcasting Co. for mod. of CP (BPH-840430IO as mod.) to change ERP: 33 kw (H&V), ant.: 509 m., TL: top of Crown Mountain, 1-10A, Estate Dortha, St. Thomas.

■ **Bridgewater, VA** WRDJ-FM 105.1 mhz—Oct. 22 application of WRDJ Inc. for mod. of CP (BPH-900629IB) to change ERP: 6 kw (H&V).

■ **Medical Lake, WA** KAAR(FM) 95.3 mhz—Oct. 28 application of Sunbrook Communications II Ltd. for CP to change ERP: 14.4 kw (H&V); ant.: 145 m.; change freq. from 95.3 to 101.9; change to class C2 (per MM docket #89-130).

■ **Buckhannon, WV** WBQT(FM) 93.5 mhz—Oct. 22 application of Hartynn Inc. for CP to change ERP: 2.75 kw (H&V), ant.: 164 m., TL: approximately 7 km SE of Buckhannon, change to channel 22B1 (per docket #90-23).

Actions

AM

■ **Portage, IN** WNDZ(AM) 750 khz—Nov. 4 application of WNDZ Inc. dismissed for CP to increase power to 17 kw and make changes in antenna system.

FM's

■ **Demopolis, AL** WZNU(FM) 106.3 mhz—Nov. 1 application of Southstar Communications Corp. granted for CP to change ERP: 50 kw H&V, change ant.: 150 m.; change freq.: 106.5 mhz; change to class C2; (per docket #87-451), and change TL: 1.4 km southeast of center of Dayton, AL: 32 20 40 - 87 37 43.

■ **Clinton, AR** KHPQ(FM) 92.1 mhz—Nov. 13 application of Weber-King Radio returned for CP to change ERP: 9.3 kw (H&V); ant.: 168 m.; TL: 1 mi. SW of Rushing, Stone County, AR; change to class C3 (per MM docket 90-521).

■ **Apple Valley, CA** KZXY-FM 102.3 mhz—Nov. 13 application of Ruby Broadcasting Inc. granted for CP to change ERP: 6 kw H&V; ant.: 100 m.

■ **New Haven, CT** WYBC-FM 94.3 mhz—Nov. 7 Yale Broadcasting Co. Inc. granted for mod. of CP (BPH-871106IW) to change ERP: 1.78 kw (H&V); ant.: 99 m.; TL: West Rock Ridge, 1.17 km NE of intersection of State Routes 15 and 69, New Haven County, CT (install directional antenna).

■ **Chiefland, FL** WLOH-FM 97.3 mhz—Nov. 5 application of White Construction Co. Inc. granted for mod. of CP (BPH-880816NY) to change ERP: 6 kw (H&V); proposes to extend height of existing WLQH(AM) tower to accommodate proposed new FM.

■ **Destin, FL** WMMK(FM) 92.1 mhz—Nov. 12 application of Reid Broadcasting Corp. granted for CP changes ERP: 25 kw H&V, ant.: 85 m., class: C3 (per docket #89-136).

■ **Monticello, FL** WJPH(FM) 101.9 mhz—Nov. 12 application of Hyden Broadcasting Co. granted for mod. of license to increase ERP: 6 kw (H&V) (pursuant docket #88-375).

■ **Clarksville, GA** WMJE(FM) 102.9 mhz—Nov. 6 application of JAC Broadcasting Co. granted for CP to change ERP: 2.75 kw H&V; ant.: 144 m.; TL:

proposed site is on north side of Pea Ridge Rd. 1.5 km west of Georgia Route 105 near Demorest in Habersham County, GA.

■ **Fort Wayne, IN** WBNF-FM 89.1 mhz—Nov. 8 application of Public Broadcasting of NE Indiana Inc. granted for CP to change ERP: 33 kw H&V; ant.: 187 m.; TL: 3632 Butler Rd., Fort Wayne. Petition for reconsideration amended 8-7-91.

■ **Manchester, IA** KMCH(FM) 94.7 mhz—Nov. 5 application of Susan I. Coloff granted for mod. of CP (BPH-880308MG as replaced and extended) for changes ERP: 6 kw (H&V), TL: 4 km east on Old Highway 20 in Manchester City Limits and 4.8 km north on unmarked gravel road.

■ **Tompkinsville, KY** WTKY-FM 92.1 mhz—Nov. 5 application of Whitmore Enterprises Inc. granted for CP to change ERP: 6 kw (H&V) as amended 7-11-91, to change ant.: 100 m.

■ **Many, LA** KWLTV(FM) 107.1 mhz—Nov. 13 application of WLV-TV Inc. dismissed for mod. of license to increase ERP: 6004.72 kw H&V (per docket #88-375).

■ **Monroe, LA** KEDM(FM) 90.3 mhz—Nov. 5 application of Northeast Louisiana University granted for CP to change antenna supporting structure height.

■ **Windom, MN** KDOM-FM 94.3 mhz—Nov. 12 application of Winoom Radio Inc. granted for CP to change ant. 102 m.

■ **Marshall, MO** KNOS(FM) 91.7 mhz—Nov. 13 application of Missouri Valley College granted for CP to change freq: 93.1 mhz; other: correct coordinates.

■ **Ainsworth, NE** KBRB-FM 92.7 mhz—Nov. 12 application of K.B.R. Broadcasting Co. granted for mod. of license to increase ERP: 4.5 KW H&V (per MM docket #88-375), correct status from 'receive' to 'accepted for filing.'

■ **Superior, NE** KRFS-FM 103.9 mhz—Nov. 12 application of Superior Broadcasting Inc. granted for CP to change ant.: 67 m., TL: rural Nuckolls County NE, 3.2 km west and 1.8 km north of intersection of US Highway 136 and N-14.

■ **Banner Elk, NC** WZJS(FM) 100.7 mhz—Nov. 6 application of Smith Communications Inc. granted for CP to change ERP: 1.1 kw H&V.

■ **Goldsboro, NC** WEQR(FM) 102.3 mhz—Nov. 13 application of Southern Broadcasters Inc. granted for CP to change ERP: 6 kw; 89 m.; U.S. Highway 70, 1 mile west of Goldsboro, Wayne County, NC.

■ **Scotland Neck, NC** WVRT(FM) 95.5 mhz—Nov. 5 application of WYAL Radio Inc. granted for mod. of CP (BPH-870331MP as mod.) to change freq. from 274A to 238A (per MM&O #90-473).

■ **Hendersonville, TN** WQQK(FM) 92.1 mhz—Nov. 5 application of Phox of Hend Inc., debtor-in-possession, granted for CP to change ERP: 3 kw (H&V).

■ **South Hill, VA** WSHV(FM) 105.5 mhz—Nov. 13 application of Old Belt Broadcasting Corp. granted for CP to change ERP: 6 kw H&V; ant.: 98 m.

■ **Altoona, WI** WISM-FM 98.1 mhz—Nov. 8 application of Alpenglow Communications Inc. granted for mod. of CP (BPH-900517MH) to change ant.: 85 m.; TL: 1819 Mitchell Ave.; Eau Claire, WI.

■ **Stevens Point, WI** WWSP(FM) 89.9 mhz—Nov. 5 application of Bd. of Regents of Univ. of Wisconsin granted for CP to change ERP: 11.5 kw H&V; class: C3.

TV

■ **Wausau, WI** WHRM-TV ch. 20—Nov. 12 application of Wisc. Educational Communications Bd. granted for CP (BPET-890105KE) for changes.

ACTIONS

■ **Pasadena, CA** Admonished KROQ-FM for broadcasting a hoax murder confession. (By Letter [FCC 91-382] adopted December 2 by Commission).

■ **Rome, GA** Granted request for ruling by TV 14 Inc., licensee of TV station WTLK, channel 14, Rome, GA, that it be included in Atlanta, GA, television market. Action by Commission December 2 by MO&O (FCC 91-393).

■ **Indianapolis** Denied personal attack and equal opportunities complaints against WFBQ-FM Indianapolis, by John Price. (By Letter [DA 91-1483] adopted November 25 by Chief, Fairness Political Programming Branch, Enforcement Division, Mass Media Bureau.)

■ **New City, New York** Granted WRKL(AM)'s request for declaratory ruling that its program "Hot Line" qualifies as bona fide news interviews, exempt from equal opportunities provision of Section 315 of Communications Act. (By Letter [DA 91-1451] adopted November 18 by Chief, Fairness Political Programming Branch.)

■ **Syracuse, NY** Conditionally granted application of Salt City Communications, Inc., for new FM on channel 290A at Syracuse; and denied competing applications of Marc A. Albert, Taylor Communications of Syracuse, Inc., and D.J.'s Broadcasting Co. (MM docket 89-311 by Initial Decision [FCC 91D-60] issued November 25 by Chief ALJ Joseph Stirmer).

■ **Fox Television Stations Inc.** Granted Fox's request for a declaratory ruling that program "Not Just News" qualifies for bona fide newscast exemption from Section 315 of Communications Act. (By Staff Ruling [DA 91-1484] adopted November 25 by Chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Ogden, UT** Designated for hearing mutually exclusive applications of Abacus Broadcasting Corp. for renewal of KJQN-FM, Ogden, and Rees Broadcasting, Inc., for a new FM on same facilities. (MM docket 91-350, by Order [DA 91-1481] adopted November 25 by Chief, Audio Services Division, Mass Media Bureau.)

ALLOCATIONS

■ **Hartselle, AL** Proposed amending FM Table by substituting channel 291C3 for channel 291A at Hartselle; comments due January 27, replies February 11. (MM docket 91-349, by NPRM [DA 91-1465] adopted November 21 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Apalachicola and Carrabelle, both Florida** Effective January 21, amended FM Table by allotting channel 293C1 to Carrabelle; filing window: January 22-February 21. (MM docket 89-497, by R&O [DA 91-1474] adopted November 22 by Assistant Chief, Allocations Branch.)

■ **Dade City, FL** Proposed allotting channel 241A to Dade City as its first FM service. Comments are due January 24, replies February 10, 1992. (MM docket 91-345 by NPRM [DA 91-1462] adopted November 21 by Assistant Chief, Allocations Branch, Mass Media Bureau.)

■ **Americus, GA** Effective January 17, substituted channel 254C3 for 254A at Americus, and conditionally modified license of WPUR(FM) accordingly. (MM docket 91-224 by R&O [DA 91-1463] adopted November 21 by Assistant Chief, Allocations Branch.)

■ **Dublin, GA, and Abbeville and Laurens, both South Carolina** Effective January 21, amended FM Table by substituting channel 240C1 for channel 240C2 at Dublin; modified CP for WQZY(FM) accordingly. (MM docket 89-513, by R&O [DA 91-1471] adopted November 22 by Chief, Allocations Branch.)

■ **Maroa, IL** Proposed allotting channel 297A to Maroa as its first FM service. Comments are due January 24, replies February 10. (MM docket 91-344 by NPRM [DA 91-1441] adopted November 15 by Assistant Chief, Allocations Branch.)

Fifth Estater

DAVID ANTON BAYLOR

From time to time, inveterate “tinkerer” Dave Baylor misses taking machines apart and putting them back together. But most days he just applies those deepest predilections to operating and troubleshooting the NBC Television Network. He savors kicking new technology tires in search of ways to free staff from “grunt work” to exercise their own best gifts. He even enjoys persuading his colleagues to embrace rather than fear change.

Toward the last of these, his experience does much of the talking. Quietly, Baylor has helped usher in some mighty changes in television operations and delivery systems over the past 20 years, including network satellite interconnection and the birth of stereo audio TV. He is convinced, he says, that “technology” can always be synonymous with “solution.”

Baylor’s rise to top executive status at NBC has come without the usual engineering degrees. He has merely followed his bliss, which, in one form or other, has always had something to do with, well, tinkering.

First, his father gave him an electronics hobby kit including a radio. And Uncle Eddie Baylor, a TV repairman, “really turned me on to electronics. And he gave me the confidence to strike out on my own. I kind of became the neighborhood TV and radio repair guy in high school.”

There were also forces influencing him to lead people. Between his loves for high school math, science and tennis in the mid-1960’s, he joined an up-and-coming company called McDonald’s, where, he says, a focus on developing people proved “the key to success,” for them, himself and the engineering shops he has since managed. “One of the things that has been very important to me has been using the opportunities I’ve had to make sure that, wherever I am, people are judged on their ability,” he says.

But first came trench work, initially appointment to an internship with the U.S. Naval Ordnance Laboratory. It combined University of Maryland



electrical engineering classes with hands-on experience assisting developers of one advanced weaponry project (including the Polaris missile) after another—an eclectic experience he would repeat in television.

War and the draft intervened, but for most of the next two years, Baylor

learned, taught and practiced radio maintenance and repair for the U.S. Army. Directing a radio repair shop in Viet Nam, he found that “you can really do more than you ever think you can do, and you can deal with more than you ever think you can deal with. That time was the biggest confidence builder I’ve had, both on the physical and mental planes. And it taught me to accept things you can’t change and to deal with the things you can.”

Confidence, combined with “serendipity,” led him in 1970 to “the right place at the right time”—noncommercial WTVI(TV) Charlotte, N.C., where he was given “the opportunity to do it

all—master control, telecine, camera, maintenance, the mobile unit, announcing, and I produced a few weekly programs,” he recalls.

Three years later, a tour of PBS turned into lunch and a job offer at the fledgling network, where “again, everybody learned to do everything.” The operations technician moved to engineering and, he says, “some mind-boggling technological advances. Public TV was viewed as an independent, objective test bed for the industry.”

The tests came one after another. A three-year closed-captioning project culminated in adoption of an encoder design. PBS and Grass Valley co-developed a studio automation system. And in 1976, PBS began an “enormous” project and two years later became the first network to reach affiliates via satellite.

“I was impressed from beginning to end with his technical ability and his ability to deal with people,” says Dan

Wells, then PBS vice president of operations and engineering.

By the time PBS and the Electronics Industries Association developed stereo audio standards for TV, Baylor was ready to manage a national network—first PBS, then NBC. He has automated NBC’s playback and record operations and implemented and refined a Ku-band satellite network more complex and flexible than any other in the world.

“Dave presented solutions to our technical challenges in such a way that they

could be understood and appreciated and accepted by all of us,” says PBS President Bruce Christensen. “He’s a superb problem solver.” ■

Vice president, broadcast operations, NBC, New York; b. Washington, July 24, 1949; electrical engineering internship, weapons system design, U.S. Naval Ordnance Lab and University of Maryland, 1967-69; microwave radio technical training, U.S. Army Southeast Signal School, Augusta, Ga., 1969-71; microwave radio field repair technician, Danang, South Viet Nam, 1970-71; operations and maintenance technician and program producer, noncommercial WTVI(TV) Charlotte, N.C., 1971-73; technician and duty supervisor, PBS, Alexandria, Va., 1973-81; director of technical operations, 1981-84; vice president, broadcast operations and engineering, 1984-86; present position since 1986; m. Shirley Johnson, Sept. 12, 1987; children: Sean, 23; Mark, 16.

Fates Fortunes

MEDIA



Ted Dorf, VP and general manager, WWRC(AM)-WGAY-FM Washington, has announced his retirement after 39 years with the station. Dorf joins Metro Traffic Control, Washing-

ton, as VP, affiliate relations, and remains as consultant to WWRC-WGAY-FM's parent company, Greater Media.

John D. Dresel, VP, marketing, New Seattle Arena project, KJR(AM)-KLTX(FM) Seattle, named general manager.

Rick Torcasso, president, RT Media and Teleconversions, joins Alliance Broadcasting, Walnut Creek, Calif., as senior VP.

David Webster, former director, North America, BBC, joins Radiosat International, Washington, as president and member of board of directors, succeeding **Peter Marshall**, named president, Keystone Communications, and continues as member of Radiosat board of directors.

Samuel V. Howe, director of field marketing, Cox Cable, Atlanta, named director of operations, finance and administration, succeeding **David A. Bialis**, named controller, *The Atlanta Journal-Constitution*, Cox Newspapers.

Christopher R. O'Toole, controller and administrative director, Triax Communications Corp., Denver, named VP, finance and administration.

Kevin O'Grady, president and general manager, WYTZ(FM) Chicago, joins KZOK-FM Seattle as station manager.

Scott Hanley, program director, WGVU-FM Allendale, Mich., named assistant general manager.

J. William Beindorf, president and general manager, WVEC-TV Hampton, Va. (Norfolk), retired.

James C. McLendon, director of sales and marketing, WMAZ(AM)-WAYS(FM) Macon, Ga., named VP and general manager.

Bill Clardy, operations manager, WGTN-AM-FM Georgetown, S.C., named general manager.

SALES AND MARKETING

Dennis Dunphy, national sales account executive, NBC-TV, Chicago, joins Discovery Networks there as account executive.



DeLeo

Frank DeLeo, VP, marketing, Mott's U.S.A., joins Comedy Central, New York, as VP, marketing.

Robert Werner, national sales manager,

KUTP(TV) Phoenix, joins WSBK-TV Boston in same capacity.

David D'Eugenio, national sales manager, WFLX(TV) West Palm Beach, Fla., adds duties as general sales manager.

Robert H. Biernacki, formerly with WABC(AM) New York, joins Metro Traffic Control there as regional director of marketing, Northeast region.

Loren W. Neuharth, general sales and marketing manager, KGMB(TV) Honolulu, joins KGGM-TV Albuquerque, N.M., as general sales manager.

Gail Ball, formerly with KGHL-AM-FM Billings, Mont., joins KULR(TV) there as account executive. **Donna Jones**, account executive, *Lewiston Morning Tribune*, Lewiston, Idaho, joins KULR as assistant account executive.

Jay D. Austin, sales manager, WMCC(TV) Marion, Ind. (Indianapolis), joins WKNN-FM Pascagoula, Miss., as general sales manager.

Appointments at DDB Needham Washington, McLean, Va.: **Jim Kingsley**, VP and creative director, named senior VP and creative director; **Tammy Smith**, management supervisor, **Andy Dumaine**, senior copywriter, and **Cristina Creager**, senior art director, named VP's.

Steve Nettore, general manager, WPOM(AM) Riviera Beach, Fla. (West Palm Beach), joins WSBV-TV Venice, Fla. (Sarasota), as general sales manager.

Nick Palen, local sales manager, KGAN(TV) Cedar Rapids, Iowa, named general sales manager.

Appointments at Blair Television: **Aleyne Larner**, account executive, Lakers team, Los Angeles, named sales manager; **Nancy Dodson**, national sales manager, KSBW(TV) Salinas, Calif., named sales manager, Dodgers team, Chicago; **Charles W. Holmes**, sales manager, Cubs team, Chicago, named sales manager, Bears team, and **Jan Barkell**, account executive, Blackhawks team, Chicago, named sales manager, Cubs team.

John Mazur, account executive, NBC Spot Sales, joins TeleRep, Los Angeles, in same capacity.

David J. Joseph, general sales manager, KTTU-TV Tucson, Ariz., joins co-owned KLRT(TV) Little Rock, Ark., in same capacity.

Ellen Weinstein, senior VP, sales, VNU Agency Services Group, New York, joins Advanced Media Systems as director of sales and marketing.

Kerry Marston, from WNVZ(FM) Norfolk, Va. (Virginia Beach), and **Bailey Symington**, from WFOG(FM) Norfolk, named account executives, WTKR-TV, there.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Richard A. Leavitt**, formerly with Tatham/RSCG Inc., Chicago, and **Brian R. Krueger**, formerly with Procter & Gamble, named senior media planners. **Powell Michael**, from Valentine-Radford Advertising, named art director.

PROGRAMING

Jeane Willis, associate segment producer, sports and TV personalities, *Good Morning America*, ABC Entertainment, West Coast, named to same capacity, East Coast office, New York.

Ken Horton, co-executive producer, *Dallas*, joins Twentieth Television, Los Angeles, as senior VP, current programming.

Lucille A. Fortunato, director of affiliate relations, CRN International, joins ABC Radio Networks, New York, as manager, special program sales.

Bobbee Carson Gabelmann, executive director, cable sales, Paramount Pictures domestic television division, New York, named VP, programming.

Joe Fisch, creative consultant, *Step By Step*, Lorimar TV, Culver City, Calif., named supervising producer.

Martin J. Kaplan, former senior VP, business and legal affairs, Cineplex Odeon Films, joins Republic Pictures Corp., Los Angeles, as senior VP, business and legal affairs.



Frons

Brian Frons, president, The Lee Rich Company at Lorimar TV, joins New World Television, Los Angeles, as executive VP.

Herbert O. Weiss, VP, regional sales,

Columbia Pictures TV, joins Multimedia Entertainment, New York, as regional sales manager.

Donald J. Frehe, general sales manager, Central region, Tribune Entertainment Co., Chicago, joins Carolco TV Inc. there as manager, Midwest sales.

Richard Milnes, executive VP, worldwide TV distribution, Weintraub Screen Entertainment Inc., joins Warner Bros. International, London, as managing director, U.K. territory.

Chris Rovatar, Central region sales manager, MTM Television Distribution, Chicago, named VP, Central regional sales manager.

WILLIAM MORRIS NAMES NEW BOARD MEMBERS



Gottlieb



Crestani



Griffin



Kanno

The William Morris Agency announced last week it has added four new members to its board of directors. The four are Robert Gottlieb, head of the New York literary department; Bob Crestani, head of television, West Coast; Jim Griffin, head of television, East Coast, and Alan Kanno, chief operating officer, New York. The newly elected group joins Norman Brokaw, chairman, Jerry Katzman, president, Walter Zifkin, chief operating officer, and Larry Auerback, Leonard Hirshan and Owen Laster, all of whom are executive vice presidents. As a result of the restructuring, current board members Lou Weiss, chairman emeritus, and Roger Davis and Tony Fantozzi, executive vice presidents, will resign their seats but remain active within the agency and act as advisers to the board.



Deborah Lunn, executive VP, Airports Association Council Intl. Inc., joins Turner Private Networks, Atlanta, as VP and general manager, Airport Chan-

nel. **P. Louis Gobin**, director of television-distribution accounting, Turner Entertainment, Atlanta, named controller, Turner Program Services Intl., there.

Martin Miller, director of broadcast and on-air marketing, WGBH(FM) Boston, named program director.

Jill Medvedow, radio program director, WGBH, named director of national public affairs and program development.

Geoffrey Mason, former ABC Sports executive, joins America's Cup 1992 television, San Diego, Calif., as broadcast host.

John Bason, reporter/producer, *Stateline* and *Legislative Report*, University of North Carolina Center for Public TV, Research Triangle Park, N.C., named producer/director of special projects. **Scott Davis**, former senior TV director, Maryland Public Television, joins University of North Carolina Center for Public TV as senior producer/director.

NEWS AND PUBLIC AFFAIRS

Aaron Brown, anchor, KIRO-TV Seattle, joins ABC News, New York, as anchor, *World News Now*.



Walker

Elaine Nogay Walker, public affairs manager, KCAL(TV) Norwalk, Calif. (Hollywood), named public affairs director.

Bob Salsberg, managing editor, WEEI(AM) Bos-

ton, joins Associated Press there as broadcast editor.

Catherine Daly, from WPLG(TV) Miami, joins WTMJ-TV Milwaukee as managing editor.

New reporters at KING-TV Seattle: **Dan Lothian**, from WPTV(TV) West Palm Beach; **Julie Francavilla**, from Kelo-TV Sioux Falls, S.D., and **Susannah Frame**, from KREM-TV Spokane, Wash.

Mearl Purvis, medical reporter and weekend co-anchor, WTNH-TV New Haven, Conn. (Hartford), joins WMC-TV Memphis, Tenn., as 5 p.m. and 10 p.m. co-anchor. **Carey Hoffman**, noon and 5 p.m. anchor, WHBQ-TV Memphis, joins WMC-TV there as overnight an-

FORMER BROADCASTING GM DIES

Maurry Long, retired vice president and general manager, BROADCASTING Publications Inc., Washington, died Dec. 9 of cancer in Chevy Chase, Md. He was 80 years old.

Long was born in St. Paul, and grew up in Fargo, N.D. He attended Northwestern University from 1929 to 1931, and graduated from the University of North Carolina in 1933.

After a stint in government service, Long joined BROADCASTING as a researcher for the yearbook in 1934. He soon became an advertising manager, business manager and, in 1954, a vice president. He later worked at Digital Broadcasting Co., McLean, Va., as vice president from 1977 to 1978.

Long was a member of the National Press Club and the Washington Advertising Club. Survivors include his wife, June; two daughters, Frances and Donna, and son, Allen.



Long in 1976

chor and reporter.

Richard Rose, from WSCH-TV Portland, Me., joins WJKS(TV) Jacksonville, Fla., as general assignment reporter and fill-in anchor.

Jane Poston, reporter and anchor, KOMV(TV) Columbia, Mo., joins KULR-TV Billings, Mont., as reporter.

Appointments at WSPA-TV Spartanburg, S.C.: **Amy Marsh**, weekend anchor and reporter, named 11 p.m. anchor and reporter; **Mark Koebel**, reporter, named 6 p.m. and 11 p.m. weekend anchor, and **Ray Tedder**, assignment editor, named senior reporter.

Cheri Haag, managing editor, WVVA(TV) Bluefield, W. Va., named news director.

Ann Rollins, anchor, WATE-TV Knoxville, Tenn., resigned.

Appointments at WPBF(TV) Tequesta, Fla. (West Palm Beach): **Felicia Dionisio**, associate producer, named 11 p.m. producer; **April Wortham**, from WSVN(TV) Miami, named reporter, and **Nikki Preston**, from WPEC(TV) West Palm Beach, named 5:30 p.m. producer.

TECHNOLOGY

Brian Lay, engineering manager, WHDH-TV Boston, joins KING-TV Seattle in same capacity.

William K. Brinkmoeller, temporary group I engineer, WLWT(TV) Cincinnati, named group II engineer.

Gary Dickey, director, North

American sales, Fairchild Data Corp., Scottsdale, Ariz., named VP, North American sales.

Sandra H. Young, corporate communications manager, Siecor Corp., named market development manager, hardware and equipment division.

Jess C. Rodriguez, president, Stainless Inc. tower manufacturing co., North Wales, Pa., retired and remains as consultant. **Eugene F. Stluka**, formerly with General Electric and Florig Equipment Co., succeeds Rodriguez.

PROMOTION AND PR



Beers

Libby Beers, from Walt Disney Television, joins MCA Television Entertainment, Universal City, Calif., as director of creative affairs.

Steven Nalevansky, VP, cre-

ative affairs, Paramount Pictures Domestic Television Division, Hollywood, named senior VP, creative affairs.

Betsy Wagner, from CBS/Broadcast Group, joins Fox Broadcasting Co., Beverly Hills, Calif., as VP, publicity.

Lee Armstrong, from WAGA-TV Atlanta, joins WSB-TV Atlanta as director of programming, publicity and special projects.

ALLIED FIELDS

David Kenin, executive VP, programming, USA Network, New York, named to executive advisory committee, National Academy of Television Arts and Sciences.

Anabelle Hitchcock Singh, news and public affairs director, WCPN(FM) Cleveland, and **Mike Olszewski**, assistant news director, WMMS(FM) Cleveland, elected president and VP, respectively, of Greater Cleveland Radio News Directors Association.

Mort Russin, formerly with Vicon Industries, forms M.S. Russin Group Ltd., consultants for remote position devices, video robotics and video-conferencing, located at 7648 Lexington Club Blvd., Delray Beach, Fla. 33446-3427.

Ernest Ford, TV news consultant, Dallas, elected president of Society of Professional Journalists.

Michael Bump, general sales manager, WWDE-FM Hampton-Norfolk, Va., elected president, Hampton Roads Association of Radio Broadcasters.

Jerry Gumbert, news director, KFOR(TV) Oklahoma City, joins Audience Research & Development, Dallas, as account executive.

David A. Billnitzer, project manager, Southern California Cable Marketing Council, Los Angeles, named associate director.

James D. Freeman, president and general manager, WSBT-AM-TV-WNSN(FM) South Bend, Ind., elected president of Indiana Broadcasters Association.

William Corbin, station manager, KHSL-AM-TV Chico, Calif., named to board of directors for parent company Golden Empire Broadcasting Co.

DEATHS

Frank Munzer, 74, retired technician, WJLA-TV Washington, died of stroke Nov. 27 in Bethesda, Md. He joined station (formerly WMAL-TV) in 1946, and remained there until his retirement in 1981. Survivors include his wife, Ann; two sons, Joseph and Stephen, and two grandchildren.

Monday☐Memo

“Television news must get better, because more people are depending on it for their world view.”

There have been quite a few societies during this century where thoughts and behavior were totally controlled by the state. They remind us how important it is to have an informed public with ready access to ideas, information and news of the world around us.

We need news. We're dependent, to a remarkable degree, on what we absorb from newspapers and magazines, from television and radio, for our world view, the sense of our own place and purpose in the world around us.

Because they are so important to us we need some sense of custody over the news media we depend on; and in a free society, that is best achieved through choice: the ability to choose among a variety of competing news sources, of different voices, different tones, different approaches, so that we can decide where our reliance and trust will be placed for an accurate view of the community and the world.

The news media of the early 1990's are coping with faster change and fewer certainties than at any time since World War II. The Gulf War was a sort of catalyst, prompting a fresh outpouring of self-examination by all news media—and especially newspapers—as they confront the information-based economy of the future.

One challenge is incipient monopoly. By the year 2000, according to most estimates, most of our news will be produced and distributed by about a half-dozen media giants, each with a portfolio of print and electronic media, competing globally with each other.

Another obvious challenge is the growing public distrust of journalists, which inhibits the vigor and growth of news organizations. One recent survey reported that 79% of the American public favored the government's restrictions of the press during the Gulf War and that 57% wanted even tighter controls.

Among Americans during the Gulf War, 89% said that television was their primary source of news. Nearly the same proportion said that what they read in their newspapers was something they had already seen on television; but unfortunately, most of them also said that the paper simply covered the same ground rather than providing a deeper understanding.

We need newspapers. They enjoy a degree of First Amendment protection that a licensed, regulated medium can never completely match. They set a standard for press freedom around the world. But they must, now as a secondary source, answer the *why* question by providing depth, context, understanding, background.

For television news, especially network television, some of the greatest challenges to the continuance of a distinguished history are the merging of news and entertainment and the demand for mass rather than targeted audiences. Docudramas have led us a long way down the slippery slope toward the confluence of news and dramatic production; and we should feel a chill wind whenever we encounter in TV news reporting a reenactment of any kind, whether or not it is identified as such.

This is a moment when television news must get better, because more people every day are depending on it for their world view. Newspaper readership has stayed level since the early 1970's.

The full promise of the television set has yet to be realized as a central information resource to people, in their homes, to help empower them with information of all kinds. Cable, with

its diversity and specialized niches, has already irrigated the “vast wasteland” that Newton Minow deplored so eloquently in the 1960's. In the next few years, the advent of fiber optics, of 150-channel cable systems, of direct broadcast satellites and other innovations, will open a massive flow of knowledge, learning, ideas, news and entertainment into and out of the home, at the 24-hour convenience of the viewer and according to the viewer's interactive specifications.

Where TV news is concerned, the growing diversity and niche programming of cable offers a growing opportunity for in-depth reporting and analysis of world news to satisfy those who would like to read newspapers more often but can no longer accommodate the daily newspaper habit. Many of TV's self-assessments from the Gulf War called for more depth of coverage for greater understanding and more sense of context and connectedness.

Cable is uniquely capable of meeting this need. ■



**A commentary from John H. Hoagland,
chairman, Monitor Television**

In Brief

Live coverage of the William Kennedy Smith rape trial, which wrapped up last Wednesday with a not-guilty verdict, **gave CNN a ratings boost**. The network averaged a 1.7 24-hour rating during the eight days of televised coverage, compared with its usual 0.7. The 58 hours of actual trial coverage averaged a 3.3 and reached nearly two million homes. Court TV also carried the trial live in its entirety, but its household base—5.5 million—is too low for Nielsen tabulation. Presiding Judge Mary Lupo commented on TV coverage of the trial after the verdict was read (see page 10).

Columbia Pictures Television is canceling its first-run strip *Ruckus*. The show has been airing on WNBC-TV New York at 7:30 p.m. since September and its ratings have been poor compared with the competition, although it did improve the time period compared with a year ago. CPT hoped to roll the show out nationally next

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Dec. 1. Numbers represent aggregate rating average/stations/% coverage)	
1. Star Trek.....	13.9/245/98
2. Univ. Pic. Debut.....	13.7/161/93
3. Wheel Of Fortune.....	13.6/221/98
4. Jeopardy.....	11.4/209/95
5. Oprah Winfrey Show.....	10.6/209/96
6. Entertainment Tonight.....	8.8/185/96
6. Tri Star Showcase.....	8.8/166/96
8. MGM Premiere Net IV.....	8.7/147/92
8. Wheel of Fortune (Wind).....	8.7/180/81
10. Current Affair.....	8.1/170/93
11. Cosby Show.....	7.9/203/96
12. Married... With Children.....	7.4/167/93
13. Donahue.....	6.9/224/98
14. Magic II.....	6.6/161/90
15. Sally Jessy Raphael.....	6.4/203/97
15. TV Net Movie I.....	6.4/142/91

year if it did well on WNBC-TV. It's possible the show will be converted to a weekly for national distribution. Meanwhile, late last week, WNBC-TV struck a deal with Tribune Entertainment for *Now It Can Be Told*, the new Gerardo Rivera magazine, which has been airing on Tribune-owned WPIX-TV.

WNBC-TV will air the show at 7 p.m. starting Jan. 7.

In a reversal of strategy, **MGM Domestic Television Distribution has sold the off-network rights to *thirtysomething* to Lifetime**. The company recently launched the show on an all-barter basis in syndication. According to Sid Cohen, it had initially talked to Lifetime about a cash deal, "but we couldn't get together on it." Shortly after the syndication launch, Cohen said, "the talks with Lifetime resumed unexpectedly." Lifetime will begin airing the 85-episode series in March in daytime and late night.

Talks between CNBC and Lifetime Medical Television have come to a halt. The two had been negotiating to put LMT, currently airing Sundays on Lifetime Television, on CNBC. Sources say LMT was offering CNBC a high of \$40 million to air the programming for four years. CNBC is now talking with the American Medical Association about airing its block of medical programming, which currently runs on The Discovery Channel. A source said Lifetime is now considering moving some LMT programming to Saturday to open up the 7-11 p.m. block for Lifetime programming, starting likely in second quarter 1992. A spokesperson for Lifetime confirmed that talks with CNBC "had pretty much ended," but denied plans to shift the LMT schedule.

Orion Television filed for Chapter 11 bankruptcy protection last Wednesday, a move widely anticipated in financial circles. Orion is beset with a crushing \$510 million long-term debt load, despite such recent hits as "Dances with Wolves" and "Silence of the Lambs." An Orion spokesman said that all syndicated movie package sales will continue to operate normally, but he was unable to confirm if movies sales executive VP Joe Indelli has taken over

CULLEN TO HEAD CALIF. NEWS CHANNEL

Former United Artists executive William Cullen has been named chief executive officer of Cox Cable's proposed California News Channel.

Prior to Tele-Communications Inc.'s acquisition of UAE, Cullen had been senior vice president, southwest division, of UA Cable Television Corp. in Los Angeles. In that position, Cullen, like other California cable operators, had been shown proposals for two 24-hour statewide news channels—one from Cox, the other from Hearst Corp. And like other operators, Cullen was waiting on the fence, hoping the two sides would come together.

Now Cullen is in the position of trying to convince operators to step in line behind Cox's idea. His appointment was made, said Cullen, to show the state's operators "that we're ready to go." Cox also hopes to show "elected officials and our licensing authorities that cable is interested in improving public understanding of government," said Cullen. A recent three-part series on cable TV by KRON-TV San Francisco and Century Cable's much-criticized rate hike in Los Angeles have put the California cable industry on the defensive over the past two months.

Though the launch date is at least six months away, Cullen said Cox hopes to have the channel up and running prior to the 1992 elections. Cullen said he "does not have enough knowledge yet about the economics" to know whether Cox would go ahead and launch the service to its own 450,000 California subscribers if no other cable operators have signed on by launch.

—SDM

for domestic sales president Bob King, who was said to have resigned on Dec. 6, according to an Orion source. A King World Production source said the eldest King will rejoin brothers Michael and Roger at the New York-based syndication house (see "Bi-Coastal," page 29).

A.H. Belo said it has successfully negotiated with the IRS to be allowed to **amortize and deduct, for tax purposes, "the value of network affiliation agreements and FCC licenses** of four of its television stations acquired in 1984." The settlement will allow "substantial" deductions from tax returns covering 1984-88. Belo said the agreement is still subject to review by the IRS Joint Committee on Taxation, but the company already anticipates a fourth-quarter earnings boost of 30 cents per share attributable to the settlement.

CBS said that its board of directors has **authorized share repurchases of up to \$50 million** of the company's common stock in the open market. CBS will be issuing up to \$50 million of stock upon completion of its proposed acquisition of Midwest Communications.

KGEO(AM)-KGFM(FM) Bakersfield, Calif., was sold by Kern Broadcasting Corp. to Rogers Brandon for **\$1.75 million**.

The compulsory license laws are unfair to sports programers, including Major League Baseball, and need to be changed, **said Major League Baseball Commissioner Fay Vincent** last week at that sport's annual winter meeting in Miami. Vincent said the law unfairly compensates MLB for games broadcast on cable superstations.

Talks between CNBC and Lifetime Medical Television have come to a halt. The two had been negotiating to put LMT, currently airing Sundays on Lifetime Television, on CNBC. Sources say LMT was offering CNBC a high of \$40 million to air the programming for four years. CNBC is now talking with the American Medical Association about airing its block of medical programming, which currently runs on The Discovery Channel. A source said Lifetime is

1991 WAS YEAR OF DECLINES FOR RADIO

McCann-Erickson Senior Vice President/Director of Forecasting Robert Coen told radio broadcasters and analysts last week that radio network and spot advertising dollars for 1991 would finish some 2% behind last year's revenue figures. Earlier this year Coen had projected that spot and network revenues would be up 2.5%, and local revenues up 1.5%. Instead, local radio ad dollars will be off by about 3.5% to \$6.375 billion.

Coen's new projections were echoed by others in the industry. Gary Fries, president of the Radio Advertising Bureau, said total radio ad dollars were down "a strong 3%" from 1990, and said he expected little or no growth through 1992. This is in contrast to the optimistic projections offered a year ago by former RAB president Warren Potash, who suggested that radio revenues would grow 7% in 1991.

Radio Network Association President Bud Heck said networks have been the only bright star in radio this year. Following a dismal first quarter that saw many national advertisers pull out of buys, radio network revenues finished up for the year. Heck placed the increase at 2%, while Coen said the final figure would be closer to 1% over 1990. Heck said he expected no less than similar growth for 1992, and possibly as high as 5%-7% over 1991.

-RAB

now considering moving some LMT programming to Saturday to open up the 7-11 p.m. block for Lifetime programming. A Lifetime spokesperson confirmed that talks with CNBC "had pretty much ended," but denied plans to shift the LMT schedule. A CNBC spokesman would not comment on any talks.

HBO Independent Productions has produced two half-hour comedy specials for ABC and Fox that will first air on HBO. Both *The Road Warriors* for ABC and *The Ben Stiller Show* for Fox will be pilots for potential series on the broadcast networks. They will first be seen on HBO the third quarter of 1992.

Time Warner is buying into the 70,000-subscriber Staten Island, N.Y., cable system jointly owned by Cox Cable and Gilbert Media. For a price said to be higher than \$50 million, Time Warner and Cox will buy Gilbert Media's share, and Time Warner will bring to that 50-50 partnership with Cox its 52,000-subscriber Fort Walton Beach, Fla., system.

Cluster Television is launching a new weekly animated half-hour, Conan the Adventurer. Produced by Sunbow Productions, 13 episodes (39 weeks of repeats) will be licensed to stations on a yet-to-be-determined straight barter basis for fall 1992.

ABC CHANGES MON., THURS., FRI.

ABC is restructuring its Monday, Thursday and Friday night schedules beginning the first week of January by pulling *MacGyver* and *Pros & Cons* from the schedule, slotting a movie night on Monday and adding reruns of *Columbo* on Thursday night. Beginning Friday, Jan. 3, the network swaps *Perfect Strangers* and *Baby Talk*, with the former now in the 9:30-10 slot and the latter at 9-9:30. Effective Monday, Jan. 6, ABC moves *FBI: The Untold Stories* and *American Detective* from Thursday, 8-9 p.m., to Monday, 8-8:30, and 8:30-9, respectively, leading into *The ABC Monday Night Movie*, which replaces *Monday Night Football* after the season ends. Beginning Thursday, Jan. 9, it will fill 8-10 with encore performances of *Columbo* which lead into *Primetime Live*'s regular time. The two-hour *Columbo*, reruns fill the vacancy created by the move of *FBI* and *American Detective* and the removal of *Pros & Cons*.

This shuffling signals the end of *MacGyver* which the network says will return with the finale on Monday, Feb. 3, at 8-9 p.m. As for *Pros & Cons*, ABC says that show will return with original episodes in a new time period later in the season.

-SC

Editorials

DAY IN COURT

In what is probably the highest profile case to come before the nation's TV cameras since the Fifth Estate was allowed into the state courts, Judge Mary Lupo had this to say about the media's role in the proceedings: "I want to make a public statement concerning the presence of the media at this trial and the presence of the cameras in this courtroom because I think it's important for you [the jury] to know. There were several pretrial hearings and the issue of whether or not to allow cameras in the courtroom came up several times. And at one of the pretrial hearings, one of the attorneys who represents a group of media people stood over there at a podium and said: 'Judge, yes, it's going to be all over the tabloids. Yes, we're going to write about it...but you're going to be able to find a jury in Palm Beach County. You will find citizens in this community regardless of what they have read and heard who will agree to be fair and impartial and follow the law.' And, you know, he was right."

That's a verdict we can live with.

OUTSIDE LOOKING IN

Yesterday—Dec. 15 to be exact—the First Amendment celebrated its 200th birthday. It stands as one of the most important statements of freedom in the history of democratic government. It is the check on government power that allows this page to speak out without fear of a knock at the door, and should protect all the press from the inevitable erosion of freedom that results from exposure to the ebb and flow of political tides. But while this magazine celebrates its freedom as a member of the Fourth Estate, we cannot forget the remaining hostage.

It continues to be an affront to the Constitution and the country that the nation's electronic press, now arguably its most powerful and pervasive, continues to be denied that freedom. It is a corruption of the Bill of Rights by the sort of people who would argue that the document's protections do not extend to the electronic nation because there were no microphones in 1791. The suggestion is ludicrous. Were it not, so brittle a document would have been broken long ago.

The FCC, which early on was made a traffic cop, presiding over the procedural regulations necessary to coordinate the movements of a massive communications system, has been tempted and/or pushed into the role of jailer, abetted along the way by a parade of self-serving or simply misguided politicians, and occasionally by unfortunate court opinion. Recent FCC's have tried to shed

some of the regulatory burden, but the opportunity (and the temptation) to control content remains.

Although there are some who question whether the "First" in First Amendment was meant to suggest primacy by the drafters of the Bill of Rights, we have no such doubts. And the urgency and importance invested in that primacy carries over into the urgency with which we lobby for (importune, demand) full First Amendment rights for the electronic press. It is a call that takes on added importance with each emerging electronic messenger. We agree with communications attorney and First Amendment champion Tim Dyk, who warns that "the place for the First Amendment in new technologies is a critical issue. If you don't recognize the force of the First Amendment as you move away from the print media and into the new technologies, you are not going to have a First Amendment at all."

So, while we join those who celebrate this important birthday, we also commiserate with broadcasters, who are still waiting for their rightful invitation to the party.

THE FCC SEIZES THE NETTLE

The good news out of the FCC last week was (a) its pre-emption of jurisdiction over political advertising complaints and (b) its decision backing the right of broadcasters to refuse political spots during news broadcasts. The bad news would come were the FCC to take a Draconian approach in overseeing political advertising, just to prove how tough it can be. The two \$25,000 fines it levied last week gave one signal, but the relative leniency accorded other stations gave another. In any event, broadcasters have a far better chance for justice at 1919 M Street than they do at the mercy of all those constituent courts back home.



Drawn for BROADCASTING by Jack Schmidt

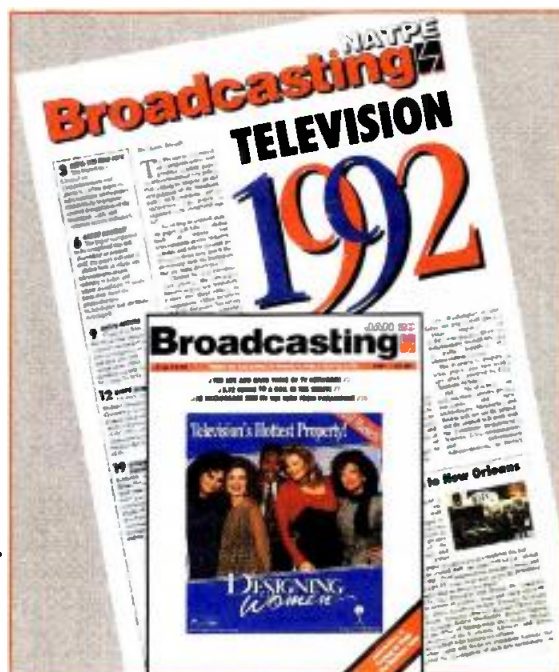
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