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- HOW BAD IT IS IN RADIO: 1992 / 4
- FEBRUARY SWEEPS: OLYMPICS COULD MAKE OR BREAK CBS LEAD / 18
- FCC MOVES TO IMPLEMENT 90-DAY REGULATORY MORATORIUM / 33

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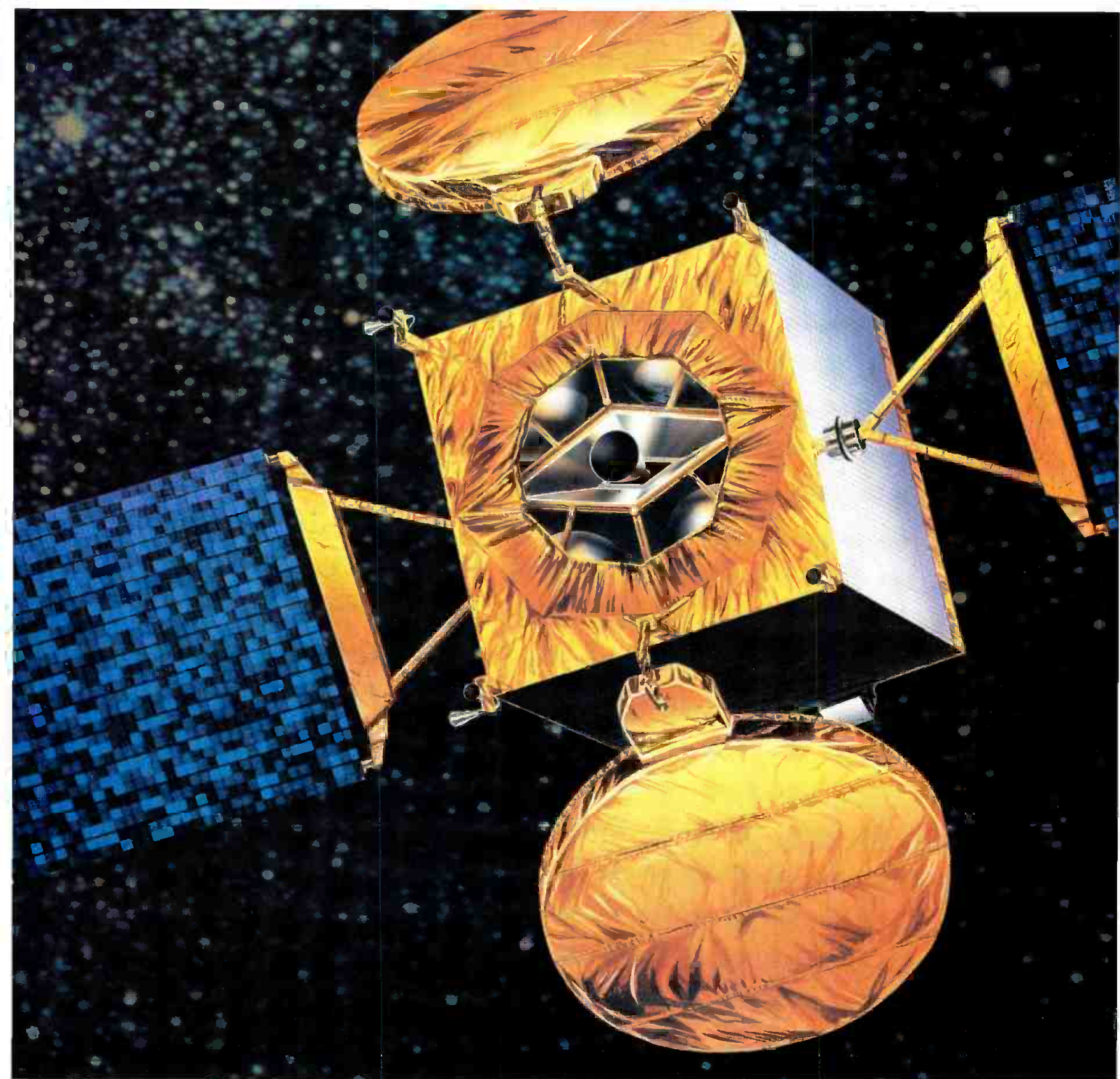
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S. 12
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Top of the Week

SENATE LOWERS THE BOOM ON CABLE

S. 12 passes 73-18 after substitute fails; retransmission consent and must carry in victorious package; House takes its turn next

By Randy Sukow

The U.S. Senate handed cable TV a humbling rebuke last Friday (Jan. 31), passing S. 12 (the Cable Television Consumer Protection Act) by a compelling 73-18 vote. Included in the reregulatory package (along with rate regulation): retransmission consent and must carry, twin provisions that hold out to broadcasters the prospect of a second revenue stream, and access to programing, which would give cable's competitors a crack at its most popular programing.

S. 12 was authored by John Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee and a bitter cable foe, who led the fight for passage. A proposed S. 12



Senator John Danforth: 'Cable is an unregulated monopoly'



Senator Bob Packwood: Substitute measure defeated 54-35

substitute introduced by Bob Packwood (R-Ore.) and backed by the cable industry and the White House went down to a 35-54 defeat. That proposal would have deleted S. 12's access-to-programing rule and set a weaker rate regulation provision, but it retained must carry and retransmission consent.

A vote of over one-third of the Senate for the substitute gave cable some hope that the White House's threat-

ened veto might be sustained. It "means we shall live to fight another day," said National Cable Television Association President Jim Mooney. "This thing has a long way yet to go, including a potential veto, and it's up to us to redouble our efforts in the House to see that the extreme bill does not prevail."

The truly significant number, S. 12's supporters said, was the mere 18 votes in opposition to their bill. "If all they can get is 18 votes in January, what are they going to get a couple of weeks before the election?" said James C. May, government relations executive vice president for the National Association of Broadcasters.

In any event, cable clearly cannot

Continues on page 6

FCC SAYS RADIO IS IN 'PROFOUND FINANCIAL DISTRESS'

Small [radio] stations—the bulk of the industry—are in profound financial distress."

That's the first line and bottom line of an internal FCC report on the state of the radio business distributed to Chairman Alfred Sikes and other commissioners last week.

"Radio today is a world of large haves and little have-nots," the report says. "Industry revenue and profits are overwhelmingly concentrated in the small number of large radio stations, while most small stations struggle to remain solvent."

One indicator of the "distress": by the FCC's count, 287 radio stations have gone dark, 53% in just the last 12 months.

Not surprisingly, the findings undergird pending proposals to relax the radio ownership rules, which prohibit a company from owning more than one AM or FM in a market and from owning more than 12 AM's and

12 FM's. (A minority-controlled company may own up to 14 stations of each type.) The FCC may vote on the ownership proposal in March or April.

"The potential economies from consolidation would materially improve industry profitability," the report says. "If a conservative 10% of general and administrative costs could be eliminated, for example, the savings would raise industry profitability by 30%," the report continues. "Alternatively, these savings could immediately boost flat per-station programing outlays by 5% and still raise industry profits by 15%," the report says.

The top-50 large-market stations, just one-half of 1% of the some 10,000 stations now on the air, account for 11% of industry revenue and 50% of industry profit in 1990, the report says. Yet stations with less than \$1 million in annual revenues—75% of all stations—on average, lost money in 1990, it says. —HJ

Hill may move to allow license depreciation

Rostenkowski seen likely to alter plan for franchise treatment

By Geoffrey Foisie

Broadcasters may be given a break on depreciating for tax purposes the value of their FCC licenses. J. Michael Hines, a partner with Dow Lohnes & Albertson, told BROADCASTING last week there is now a 60-70% chance that Representative Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee, will change a bill he introduced last summer (BROADCASTING, Aug. 5, 1991) that, as currently worded, specifically excludes from depreciable assets government-bestowed franchises that are "indefinite in duration."

Tax counsel for a number of other major communications companies said they were also optimistic, but thought it was too early to predict a change. Such an alteration in the legislation would be money in the bank for broadcasters, since FCC licenses are a significant portion of a station's acquisition price. The depreciation of that portion would increase taxable expense, thereby reducing the amount of taxable income and, thus, taxes eventually paid.

A mark-up of the Rostenkowski bill is not expected until March. The legislation as currently written is said to have the support of the Internal Revenue Service and the Bush administration.

Many broadcasters, and the NAB itself, were still concentrating on getting the legislation's depreciation period, currently set at 14 years, reduced for programming contracts, which typically run only four or five years. One group owner suggested that broadcasters could avoid the lengthened depreciation period by selling their contracts back to the syndicator for a nominal sum at the end of their run and taking a write-down on the sale. Others suggested the strategy may

This Week



CBS hopes Winter Olympics firm up ratings lead (p.18).

SENATE PASSES S.12 / 4

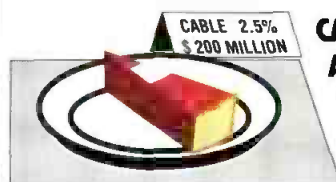
By a 73-18 vote, the Senate last Friday passed the S.12 cable reregulation bill. The legislation now moves to the House, where a bill is expected to be marked up in six to eight weeks.

SWEEPS STAKES / 18

CBS hopes February-sweeps Winter Olympic coverage will bolster its one-point-plus season-to-date lead, but the competition plans some aggressive counterprogramming: ABC and NBC have miniseries and theatricals, and Fox is staging a week-long Fox Summer Games.

INTERCONNECT HOPES / 24

Hoping to grab a larger slice of the spot advertising market, New York cable operators are forming an interconnect service for ad buys. Able to sell the entire DMA, the interconnect bills itself as New York's seventh station.



Cable goes for bigger slice of spot (p.24).

TELCO-CABLE CONDO / 26

U.S. West's Richard McCormick urges a "condominium" approach to broadband fiber networks: telcos and cable operators would share the facilities, but each would control its own sheath of fibers. TCI is a potential partner.

FOOTBALL SCORES FOR RADIO / 29

A comparison of fall and summer '91 Arbitrons shows that 24 of 29 NFL flagship stations picked up listeners when the season got under way. The biggest winner was WWL(AM) New Orleans.

FCC'S MOVING DRAMA / 32

Overruling the recommendation of his staff, GSA Administrator Richard Austin has tentatively selected the Portals, a new office building tucked away in Southwest Washington, as the new FCC site. Commission Chairman Alfred Sikes responded in a letter that he would rather stay put than switch.

CAPTIVE CRISIS AUDIENCE / 38

The Network Television Association has sent a video to advertisers extolling the benefits of commercial buys during

unscheduled news coverage. Audiences are "very sophisticated," the NTA says, citing polling data to show that viewers consider advertising support of news coverage a public service.

VIDEO-COMPUTER CONUNDRUM / 40

Engineers meeting for the SMPTE imaging conference this week will air their opinions on the issue of universal standards for video and computers. A limited survey of participants suggests the twain are years from meeting.

NEW ADDRESS IN NEW YORK

On Friday, Jan. 31, BROADCASTING's New York office moved to 475 Park Ave. South, New York 10016. The phone number is (212) 340-9860; fax is (212) 340-9869.

NEWS DEPARTMENTS

Business.....	38
Cable	24
Radio	29
Technology	40
Television	18
Top of the Week	4
Washington	32

FEATURE SECTIONS

Bicoastal.....	16
By the Numbers	54
Changing Hands.....	39
Closed Circuit	15
Datebook	43
Editorials.....	66
Fates & Fortunes	60
Fifth Estater	59
For the Record.....	55
In Brief.....	64
Monday Memo.....	63
Open Mike.....	46
Ratings Week	23

not be possible and were looking to shorten the period.

Whether the cable industry would be given similar relief may depend on whether changes in the legislation's wording are applied to all government-bestowed franchises or only those granted by the federal government.

If the legislative changes are not made, some broadcasters and cable operators may challenge the depreci-

ation policy in court. One case dealing with the depreciation of cable franchises was won by Tele-Communications Inc., and will soon be argued on appeal at the federal court in Denver. Briefs filed in the case suggest that the IRS is appealing on the grounds that cable franchises do not constitute an "agreement" for the purposes of the existing law.

Cable had some good news from Washington last week when Presi-

dent Bush proposed an "investment price allowance." In his budget statement, Bush proposed that those who invest in equipment and certain other assets be allowed to depreciate an additional 15% during the first year. Details were sketchy, but one Washington tax attorney said the allowance would apply to equipment purchased on or after Feb. 1 and before Jan. 1, 1993, and placed into service before June 30, 1993. ■

CONGRESS PASSES S.12

Continued from page 4.

rely on a veto to save them from onerous legislation. The cable industry's "veto card is no longer an ace. It may be a queen or it may be a jack," said one House aide. The cable-bill spotlight now shifts to the House side of the Capitol, where broadcasters are confident that the lopsided vote in favor of S. 12 will hit "as a political message that consumers want action...They have to get cracking on this deal," May said. Immediately after the Senate vote, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) announced his intention to mark up a cable bill in six to eight weeks.

Recognizing the intention of Markey and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to pass cable legislation this year, the cable industry strategy is expected to be less con-

frontational in the House than in the Senate. Cable will probably try to cut a deal with House leaders on cable legislation rather than mount a quixotic fight to defeat it.

Momentum for the substitute was damaged by press reports of a memo from NCTA's Mooney informing the association's board of directors that the Bush administration "is on board and will be supporting the substitute...but will not [publicly] support the bill even if the amendment is adopted. We are taking the same position" (BROADCASTING, Jan. 27).

Before the memo surfaced, "I got my hopes up because I got wind of the fact that compromise was again in the wind...I was told that a proposal had been put forward and the White House had signed on to the proposal," said Danforth at the opening of debate last Monday (Jan. 27). "It turned out that there wasn't any compromise proposal at all. Neither the cable association nor the administration is willing to compromise."

The memo "sort of came in there like a frag bomb," said Tim Wirth (D-Colo.), a supporter of the substitute. "It went off first on Friday [Jan. 24] and then the thing kept going off."

Most of the debate on the substitute was limited to three hours last Friday morning. The bill was originally planned for introduction the morning before, but Packwood could not come to the Senate chamber due to an eye injury. A Packwood request to delay the debate until this week was opposed by Senate Majority Leader George Mitchell (D-Maine), who obtained a unanimous consent agreement to schedule votes on the substitute and S. 12 on Friday.

Packwood, with a large patch on his right eye, appeared on Friday to argue for his bill. "The cable programmer [under the access-to-programing provision] will be required to sell his product to his competitor," he said during

debate on the access-to-programing provision. "I know of nothing else in the law where the holder of a copyright or trademark is compelled to sell to competitors."

Toward the end of the week's debate, access to programing and rate regulation were the main points of contention. "This is not about retransmission consent and must carry. Both [S. 12] and the substitute have must carry and retransmission," Wirth said. "This is about an attack on the new guy on the block—the cable industry."

After the vote, Wirth gave broadcast lobbyists damning praise for pushing the provisions through. "I've been doing this for almost 20 years—telecommunications legislation—and this is the first time I've seen the broadcasters do a good job. They really did a good job."

Broadcasters were not yet ready to declare final victory. Many expect House Judiciary Committee Chairman Jack Brooks (D-Tex.) to attempt to halt further consideration of retransmission consent on grounds that it is incompatible with the cable compulsory license.

Dennis DeConcini (D-Ariz.), chairman of the Senate Copyright Subcommittee, who argued against retransmission consent during last week's debate, said he would hold hearings on conflicts with the compulsory license and will seek to have himself and ranking subcommittee minority member Orrin Hatch (R-Utah) included on the cable bill's conference committee later this year.

In one respect, the differences between S. 12 and the substitute narrowed during the debate. The substitute's proposed expansion of the rural exemption on telco ownership of cable systems from communities with 2,500 or fewer residents to areas with 10,000 residents was added to S. 12 through an amendment offered by Slade Gorton (R-Wash.). ■

STOCK MARKET UNCHANGED OVER S.12

The victory for S. 12 in the Senate did not catch the stock market by surprise. Market reaction to major events is usually instant, and cable MSO stocks, for the most part, closed flat last Friday (Jan. 31), the day of the vote. Cable stock trading echoed that of the NASDAQ index, which was off by less than 1% Friday compared to Thursday.

"Most people thought the bill would pass strongly," said Jay Nelson, analyst, Brown Brothers Harriman. First Boston analyst Mary Kukowski added that the "House has yet to do its routine, and they have always been a moderating force. Chances are good that the end result will be a lot more moderate." —JF

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NEWSPAPER REPORTS TIMED TO S.12 DEBATE



TCI's Malone

Both pro-cable and anti-cable salvos were featured in the nation's press last week, timed to coincide with the S. 12 debate.

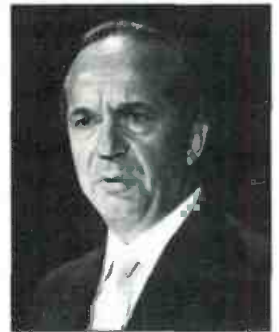
Reports of possible securities violations by Tele-Communications Inc. and its top officers were prominent in the *Wall Street Journal*, which alleged that between 1979 and 1985, cable systems were swapped be-

tween TCI and its chairman, Bob Magness, and CEO John Malone in a series of "labyrinthine self-dealings" that gave them effective voting control of the company. According to the article, TCI, through small subsidiaries, bought several Utah franchises, transferred them (it is unclear how) to separate Malone and Magness companies and later bought back the franchises for one million shares of class B stock, about 13% of all shareholder votes. The initial franchise transfers to Malone and Magness were never reported to the Securities and Exchange Commission.

A spokesman for the SEC said no statute of limitations applied to the federal government that would keep it from investigating the TCI matter or any other matter.

Arthur Strong of the Utah attorney general's office said there are statutes of limitation but would not say if those statutes relevant to the *Wall Street Journal* story had expired.

In the *Los Angeles Times*, former ABC Television President John Severino defended the cable industry. Severino, now president of Prime Ticket Network, said that rather than trying to get a retransmission fee from the cable industry, broadcasters should instead change the way they do business. After criticizing the spending of the networks and what he said was the sameness of their programming, Severino concluded: "Instead of thinking about how many ratings points they can get, they should be concerned with rate of return."



Prime Ticket's Severino

-SDM

KRON RISKS 'FORTUNE' ON PRIME SHIFT

King World files suit over plan to move 'Wheel' and 'Jeopardy' out of access period

By Mike Freeman

King World Productions has filed suit in U.S. District Court in San Francisco, claiming that KRON-TV San Francisco is committing a breach of contract with its anticipated moves of top-rated syndicated strips *Wheel of Fortune* and *Jeopardy!* into earlier time periods to make room for NBC's shifted 7-10 p.m. prime time. On Feb. 10, the day after KRON-TV and KPX-TV San Francisco shift to the earlier prime time, King World says it will move *Wheel* and *Jeopardy!* to Capital Cities/ABC's owned-and-operated KGO-TV. The station had already signed an agreement with the distributor to pick up both game shows for the 1992-93 and 1993-94 seasons.

In a move that could have far-reaching implications for top-50 market affiliates in both the Pacific and Eastern time zones that are considering a prime time shift, King World plans to aggressively protect its highly lucrative game show franchises, which, in most cases, carry prime-access time-period contract clauses. In addition to seven of the eight Capci-

ties/ABC stations signed to carry both strips through the 1993-94 season, most of the 200 incumbent stations have similar long-term deals. It remains to be seen whether King World will maintain its time-period leverage beyond the 1993-94 season, particularly if a swarm of stations are pushing ahead with prime time shifts.

KGO-TV, which is not making the change, captures *Wheel* and *Jeopardy!* for its 7-8 p.m. access lineup. Competing station sources suggest that ABC's *World News Tonight* will move to 6:30 p.m. (in place of local news), and Paramount Domestic Television's *Entertainment Tonight* (now at 7:30 p.m.) would possibly jump over to KRON-TV. KGO-TV, King World and Paramount executives were unavailable for comment.

KRON-TV Vice President and General Manager Amy McCombs, in a prepared statement, warned that the NBC affiliate will "take whatever steps that may be necessary to protect and enforce our rights," suggesting the station's possible intention to take similar legal action against King World. A King World spokeswoman

said the distributor has "specific time-period restrictions" spelled out in its contract with KRON that would be nullified if the station attempted a move to another daypart.

The complications arising from this entanglement, and KRON's application for a waiver from the prime time access rules, could have an indirect impact on how FCC Chairman Alfred Sikes and the other four commissioners view the urgency of addressing repeal of PTAR, something for which Walt Disney Co. has filed a petition previously.

King World Productions Chairman Roger King, at last week's NATPE convention in New Orleans, warned that repeal of PTAR, lobbied for by studios laden with off-network series product, would eliminate the "diversity" of first-run programming airing in the 7-8 p.m. daypart established over the last 20 years.

KRON is seeking the waiver so it can air NBC's *Tonight* show at 10:35 p.m. The FCC granted such a waiver last September to KCRA-TV Sacramento for the NBC affiliate's eight-and-a-half-month 7-10 p.m. test. ■

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DECLINING LINEUP.”**

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YOU’RE SOME KIND
OF GENIUS.**



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ABC WED. 9PM
HH SHARE

17

RANK #3

'88 - '89

BEFORE DOOGIE

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COMEDY THAT'S PURE GENIUS.



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DOOGIE HOWSER, M.D.

+41%

21

RANK #2

'89-'90

22

RANK #1

'90-'91

24

RANK #1

'91-'92

DOOGIE HOWSER, M.D.



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APPROVAL DENIED FOR LBS-AACI MERGER

Bankruptcy court judge approves motion by unsecured creditors for 30-day adjournment

By Steve McClellan

The New York Bankruptcy Court denied approval last week of a proposed Chapter 11 merger, in the form of a purchase asset agreement, between LBS and All American Communications Inc.

Judge Francis G. Conrad made the ruling despite suggestions by LBS attorney James Peck that, without immediate approval, the proposed deal might fall apart, leaving LBS without the necessary financial means to continue operating.

Approval was opposed by a group of unsecured creditors, including Warner Bros., Fox and Columbia Pictures Television.

A lawyer representing the unsecured creditors, Roy Babitt of Anderson Kill Olick & Oshinsky, argued that the unsecured creditors had essentially been shut out of the process so far, and that the merger, as proposed,

was "solely for the benefit" of AACI, LBS Chairman Henry Siegel and the secured creditor, the Bank of New York.

Judge Conrad granted a motion by the unsecured creditors for a 30-day adjournment to explore possible competing bids to AACI for the assets of LBS, as well as to negotiate more favorable terms in the reorganization plan. The plan itself is not yet formed, although its foundation is the proposed AACI-LBS merger. In its Chapter 11 filing, LBS said it did not contemplate making good on debts owed to unsecured creditors.

Peck, of Schulte Roth & Zabel, argued that, without approval now—in the thick of the syndication sales season—the assets of LBS could be "irreparably harmed," leading to a pull-out by AACI. Contractually, AACI can walk away from the deal at any time up to approval by the court.

LBS and AACI modified the deal

slightly in hopes of getting approval. It deleted a provision precluding LBS from shopping around its assets once the AACI deal was approved by the court. Also deleted were certain AACI preferences.

In denying the AACI-LBS request for expedited approval, Judge Conrad said the modified terms were significant enough to warrant renotifying interested parties.

Judge Conrad also said the proposed employment contract between AACI and Henry Siegel, who would run the merged syndication company, bore further scrutiny. Under the proposed terms, Siegel would have a five-year contract with a starting base salary of \$495,000. John Storrer, LBS executive vice president and chief counsel, told creditors last week that Siegel would also receive a bonus, subject to certain caps, of 10% of All American's pre-tax income, as well as warrants to purchase one million shares of AACI stock at \$1 per share. Last Thursday, AACI's stock closed at \$2, up one-eighth.

Judge Conrad also said he had problems with the "topping fee," where a competing bidder for LBS would have to better AACI's roughly \$7 million offer by at least \$500,000. For the size of the deal, Conrad said the topping fee was "excessive." ■

DISNEY DROPS SUIT AGAINST FOX

After two years, The Walt Disney Co. is dropping its antitrust suit against the Fox Broadcasting Co. and its Fox Children's Network affiliate cooperative, which one knowledgeable insider said cost the studios a combined \$15 million in litigation costs. Dissolution of the lawsuit, which Disney filed in the U.S. District Court of Los Angeles (BROADCASTING, Feb. 26, 1990) and which was scheduled to go to pre-trial conference on Feb. 24, 1992, came about, according to industry sources, after meetings between Disney Chairman Michael Eisner and Fox Chairman Barry Diller.

Disney, through its Buena Vista Television syndication arm, had originally charged that Fox Broadcasting Co. was engaging in illegal and anticompetitive business practices by allegedly threatening to pull its affiliation agreements from any Fox station that signed to carry BVT's two-hour *Disney Afternoon* weekday cartoon block. In the court papers, Disney cited Seattle Fox affiliate KCPQ-TV as saying Fox officials threatened to pull the station's affiliation agreement after it renewed *The Disney Afternoon* through the 1992-93 season for its 3-5 p.m. time periods and pushed FCN's animated programming into earlier time slots.

Neither studio would discuss the suit on the record, but in a brief statement Disney Studios President Rich

Frank said, "It is time to put this conflict behind us, and focus on the myriad good and long-standing relationships that have existed between Fox and Disney, as well as key officers of the two companies." One source suggested that Eisner approached Diller about the possibility of doing future business in the children's area, with Diller setting termination of the long-standing suit as the sole condition to further talks.

In fact, Jamie Kellner, president of Fox Broadcasting Co., indirectly suggested the door may be opening to Disney to provide programming to Fox Broadcasting Co. or the Fox Children's Network. "We are hopeful that having put this behind us, the Disney Co. and every area of Fox can find all sorts of productive ways to work together in the future. We are very happy at Disney's statesmanlike decision to end this litigation. We have always felt that these issues of competition are best worked out in the marketplace."

Relations were much more rancorous during the two-year discovery period. Well over 100 depositions had been taken from Fox affiliates, FCN executives and Buena Vista officials in the course of the suit, with Disney incurring \$8 million in legal billings from its law firm, Greenburg, Glusker, Fields and Claman & Marchinger, while Fox paid \$7 million to Perkins, Coie. —

Clinton coverage: media get mileage, flak

Arkansas governor's appearance on CBS's '60 Minutes' draws 40 million viewers; public sentiment is that media has lost sight of other campaign issues

By Rich Brown

The alleged marital infidelities of Arkansas Governor Bill Clinton and its impact on his presidential bid provided copious fodder for news programs last week. But just as news executives were busy tracking the story, they were also busy defending themselves against charges that they had lost sight of other campaign issues.

News coverage of Gennifer Flowers and her alleged 12-year affair with Clinton translated into sizable ratings for the networks. CBS News scored an early victory in covering the scandal when Clinton and his wife, Hillary, chose the post-Super Bowl edition of *60 Minutes* to tell their side of the story. The abbreviated episode had a 20.9 rating and 34 share, attracting close to 40 million viewers.

"His decision to go on *60 Minutes* changed the equation, in terms of the way we regarded the story," said Bill Wheatley, director of political coverage, NBC News. "Once he had done that, to say that this dispute was not newsworthy seemed to me to be inaccurate."

Wheatley, who has been among the more outspoken network news executives in calling for reformed election coverage, said it was "unfortunate" that the character issue was once again at the forefront. But he noted that in terms of actual minutes devoted to the story, *NBC Nightly News* by the middle of last week had devoted a total of just four minutes to the Flowers story.

ABC News on Thursday scored a 22 share of the audience in the overnight ratings for a *Primetime Live* interview with Hillary Clinton. Executive producer Rick Kaplan defended the network's decision to feature the candidate's wife, pointing out that the interview covered a number of topics in addition to the infidelity issue. He also said the Clintons themselves made the infidelity issue a major part of the campaign by responding to the allegations that had originally surfaced in *The Star* supermarket tabloid.

"By his own aggressive pursuit of airtime, the governor himself brought

it out in the open," agreed Ed Turner, vice president of newsgathering for CNN. As part of its coverage, the cable network on Monday presented live a press conference in which Flowers outlined her accusations against Clinton.

Democratic National Committee chairman Ronald Brown was so incensed by CNN's planned coverage of the Flowers press conference that

tions surrounding President Bush in the 1988 campaign.

"He has the right to his views, but we'll make the editorial calls as we see them," said CNN's Turner.

In other developments, the Clinton campaign last week was reportedly developing a TV commercial in which wife Hillary would once again tackle the infidelity issue.

As of last week, there were no



ABC NEWS PHOTOS

Bill Clinton's alleged affair with Gennifer Flowers has dominated campaign coverage.

he dashed off a last-minute plea to the network to keep her off the airwaves.

"Gennifer Flowers has no credibility—she threatened to sue people who claim what she is claiming now; she's been paid off by a sleazy tabloid; the details of her story don't withstand the quickest scrutiny," wrote Brown. He also criticized the cable network for not airing similar allega-

signs the press would let up on the story. Ev Dennis, executive director of The Freedom Forum Media Studies Center, said public interest in the story remains high despite strong public sentiment against the coverage.

"I kind of resent this coverage," said Kaplan. "On the other hand, there's a difference between someone having an affair and someone spending 12 years with somebody." ■

GREEN LEAVES 'L.A. LAW'

After a tumultuous half-season, Patricia Green has resigned as executive producer of *L.A. Law*. As a result, Steven Bochco, co-creator of the show, will become more involved, as will former executive producer David Kelley. Green assumed the helm of the series at the start of the season after Kelley left the series to work on his own project for CBS. "Patricia Green has chosen to resign, and we wish her well. Rick Wallace will remain as executive producer, and Steven Bochco and David Kelley will continue as executive consultants on *L.A. Law*," read the statement from Twentieth Television, which produces the series.

According to a source close to the production of the show, the decision to leave was Green's. "She was reluctant to take the job to begin with but took it anyway. It wasn't working and she knew it. She wasn't getting heat from the network or the studio, but she could see it wasn't working out," said the source.

Bochco and Kelley will oversee the final eight episodes to be produced this season.

-SC

FCC GETS RECORD BUDGET INCREASE

The president's proposed budget of \$1.52 trillion includes an allocation of \$153.3 million for the FCC for fiscal year 1993, an increase of \$27 million over FY 1992 and—at 21%—the largest one-year budget increase in the commission's history.

Besides allowing the FCC to maintain the present staffing level of 1,778 full-time employees, the proposed increase will, according to FCC Managing Director Andrew Fishel, pay for the commission's proposed relocation in January 1993 (see story, page 32). It will also cover costs for a new automation system.

According to the commission, the \$27 million increase will be used as follows: \$14.3 million for the consolidation into one building; \$7.4 million for modernization of the information system; \$5.2 million for

uncontrollable cost increases, and \$100,000 for replacement of vehicles used by field activities.

In its reaction to the budget, the commission said it "continues to support the proposal, initially presented in FY 1992, to initiate new user fees to recover some of the operational costs incurred by the commission." The user fee plan was killed for FY 1992 by the Senate, and there is no mention of user fees in the budget for FY 1993.

Included in the budget is a proposal from the administration to transfer 45 mhz on an expedited basis to the FCC for auction. Last year, the administration proposed transferring 200 mhz of radio spectrum to be auctioned off for private use. That legislation is still pending.

-JF

CBS's SAFER BLASTS NETWORK NEWS

Stories 'stitched together by committees,' veteran reporter tells duPont attendees; NBC's Wright lauds prime time news shows; Moyers wins top honors

By Rich Brown

Long-time CBS News correspondent Morley Safer lashed out at the current state of network news on Thursday during a day-long examination of the press at Columbia University.

"Reporting as I knew it has all but disappeared already," said Safer, the keynote speaker at the annual Alfred I. duPont Forum. "Stories are stitched together by committees. The thoughtful, coherent piece has given way to pastiche."

Safer said one problem with network news today is the emphasis on such "gimmicks" as new sets and new hairstyles. He also criticized what he described as the "meaningless" recurring feature stories that are now seen on each of the three network evening newscasts. Safer went so far as to say that the network evening newscasts at times are indistinguishable from such syndicated tabloid fare as *Hard Copy*.

Safer, a veteran war reporter, also took the opportunity to criticize press coverage of last year's Persian Gulf War. He was particularly critical about what he described as the weak appeals that had been made against government censorship.

Asked whether each of the three networks will remain in the news busi-

ness, Safer said one might eventually disappear because the owners will no longer be able to justify the expense.



NBC's Bob Wright: confident about the strength of evening newscasts

"They won't take pride in something that is an expensive pain in the ass," he said.

NBC President Robert Wright, another speaker at the forum, offered a more optimistic view, saying he was doubtful that the network evening newscast would fall by the wayside.

"I don't think it will happen," said Wright. "We depend on that show for a substantial amount of the revenue that supports that division. The affiliates know that."

Wright was particularly optimistic

about prime time network news shows, a category he labeled "probably the brightest spot of network television today." Advertisers are showing ever-growing interest in the category, he said.

On other news topics, Wright said NBC was hopeful it could eventually pattern other company stations after KCNC-TV Denver, the NBC station that has enjoyed success with no syndicated shows and a long lineup of locally produced news programs.

The forum was held in conjunction with the 50th annual Alfred I. duPont-Columbia University Awards. PBS documentary maker Bill Moyers took top honors, winning the Gold Baton for his contributions to broadcast journalism. Four Silver Batons were awarded for coverage of the Gulf War, including awards to Peter Jennings and ABC News; Peter Arnett of CNN; National Public Radio and WFAA-TV Dallas. Remaining Silver Batons went to independent TV producers Ken Burns for *The Civil War* and Pierre Sauvage for *Weapons of the Spirit*; National Geographic Society for *Explorer: The Urban Gorilla* (WTBS-TV Atlanta); KPIX-TV San Francisco; KBDI-TV Denver; KWWL-TV Waterloo, Iowa, and the PBS series *Frontline*, which won two awards. The awards are administered by the Columbia University Graduate School of Journalism. ■

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

IN THE RUNNING

FCC General Counsel Bob Pettit was interviewed last week at the White House for the top National Telecommunications and Information Administration post vacated last Friday by Janice Obuchowski. At the moment, his competition for the job, which carries the title of assistant secretary of commerce, includes Greg Chapados, aide to Republican Senator Ted Stevens (R-Alaska), and Tom Sugrue, former Obuchowski deputy at NTIA who is now acting head. Obuchowski, lauded at a crowded going-away party on Tuesday, used her last day to announce formation of a new telecommunications consultancy, Freedom Technologies Inc. Her partner in the new venture will be her husband, former FCC Common Carrier Bureau Chief Bert Halprin.

DINGELL'S DANDER UP

FCC preparations to comply with President Bush's call for a regulatory moratorium and review of existing regulations (see story, page 33) has hit a snag: House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Reacting to press stories, Dingell last week fired off a letter to Office of Management and Budget Director Richard Darman asking for assurances that the freeze and review doesn't apply to the FCC and other independent regulatory agencies. "If you disagree, please provide the legal basis for such application and explain fully the presidential plan," the letter says. Dingell also asks agencies' heads, who were copied on the letter, for a report by Feb. 21 on their involvement in planning the White House initiative.

SALES SLIDE

According to BROADCASTING's exclusive tabulations for its Feb. 10 sta-

tion trading special report, total revenue from standalone radio deals (FCC approved sales) in 1991 was \$535 million (793 transactions), down 38% from 1990's \$869 million (1,045 transactions). TV sales took a 61% plunge, from 1990's \$697 million (75 transactions) to 1991's \$273 million (38 transactions). Group sales—deals that included two or more standalone stations, radio and/or TV, was down 50%, from \$411 million in 1990 (60 transactions) to \$206 million in 1991 (61 transactions).

NEW YORK

BREE'S BACK

According to Multimedia Entertainment President Bob Turner, the off-again, on-again *Bree Walker* talk show project is on again with the CBS station group. He said it would likely be a 1993-94 talk show entry.

ALEXANDRIA

BEALES TO HEAD CTAM

The Cable Television Administration and Marketing Society board is expected to name Char Beales its new president when it meets in Alexandria, Va., Feb. 12-13. Vice pres-

ident in charge of program development the past several years for Comsat Video Enterprises (whose president, Bob Wussler, departed last month), Beales is said to yearn for a return to the cable mainstream. She previously served as vice president of NCTA and director of the National Academy of Cable Programming.

LOS ANGELES

LATE-NIGHT FOX

Fox plans to add a late night hour—11 p.m.-midnight ET—by fall 1993, according to a memo sent to affiliates last week. The memo also said the sixth night of prime time programming will start in summer '92—August, according to some sources—and the seventh night by first-quarter '93. The seventh night may move up if program development warrants it.

BEA, OR NOT BEA

Rumors are flying once again about Bea Arthur's future with NBC's *Golden Girls*. According to sources, the actress, who has been with the series since its debut seven years ago, is leaning toward not returning for an eighth season.

KING'S SPIN ON 'WHEEL'

In moving *Wheel of Fortune* and *Jeopardy!* to KGO-TV San Francisco as of Feb. 10 (after NBC affiliate KRON-TV, which currently has rights to the show, made public its intention to move to a 7-10 p.m. prime time schedule), King World Productions Chairman Roger King insists that the same prime access (7-8 p.m.) time period clause is in place in its contract with KGO-TV, which originally signed to pick up both top-rated game shows at the beginning of the 1992-93 season. "There is no provision in the old contract [for multiple time period tiers] and none in the new contract with KGO-TV," said King. KGO-TV officials, who have not announced any plans to shift the station's prime time, were unreachable for comment on King's claim of time period inflexibility.

Industry observers have said King World's suit against KRON-TV for what the syndicator claims is a breach of contract (see story, page 8), could be a precursor to other legal battles King World may have to wage to protect its two prime access franchises. On the issue of PTAR repeal, King said: "We just would like it if everyone plays by the rules until the lawyers can settle this thing [PTAR]." —MF

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Busman's holiday

In addition to his writing and producing duties on the late-night series *Silk Stalkings*, **Stephen J. Cannell** has added the title of co-star. In an upcoming episode, which was shot last week in San Diego and is set to air in March or April, the prolific producer guests as an unscrupulous attorney attempting to cover up a murder. The series, which Cannell created for Stu Segall Productions, airs on CBS's late-night *Crimetime After Primetime* lineup on Tuesdays at 11:30 p.m.-12:30 a.m. and also on the USA Network on Sunday at 9-10 p.m. According to a Cannell Productions spokeswoman, Cannell has appeared on television in cameo roles and small character roles, but this marks the first time he has played so substantial a role.

More Magic

Since going public with the news that he had contracted the HIV virus and subsequently retiring as star point guard of the Los Angeles Lakers, **Magic Johnson** is increasing his schedule of activities, including renewing his deal to host *Magic Johnson's Slam N' Jam* for a second season with distributor Western International Syndication. The 13-episode series is not slated to air until this March, but Western International President Ron Glazer says *The Magic* has been sold in markets representing 78% of the country and has received strong advertiser interest in a 1992-93 return.

Although Johnson will be playing in the NBA All-Star game this month and later with the U.S. Olympic team at the summer Olympics in Barcelona, Spain, the Australian Olympic team says it may boycott the basketball games for fear of exposure to the HIV virus. Johnson, who only serves as host of *Slam N' Jam*, has been playing pickup basketball games and running four miles a day, says Glazer, and "presents no health risk to anyone."

NAB tribute

The National Association of Broadcasters will honor Capacities/ABC's **Julius Barnathan** at its annual international VIP engineering dinner on April 13, day two of the NAB convention in Las Vegas. Barnathan, vice president and strategic planning, announced his retirement two weeks ago after 37 years at the network. A statistician by education, Barnathan made his mark at the network as a technologist, guiding the technical production of six Presidential campaigns and nine Olympics broadcasts. "Julie brought the business focus to broadcast technology," says NAB's Mike Rau. "He was a pragmatist in a field of idealists."

Near miss

One of the big rumors circulating at NATPE two weeks ago was that NBC was going to eliminate compensation for its daytime lineup and offer the programs on a straight barter basis to af-

filiiates. Though he opted for another plan, (BROADCASTING, Jan. 27) daytime programming head **John Miller** seriously considered eliminating compensation in part of the network's daytime lineup and, to start, offering one of the network's shows for barter. But Miller said he decided against that move because "stations don't want more inventory, they want higher ratings." The network's lineup made an upward turn in the last quarter.

Coming & Goings

Russ Maiman, who was senior vice president of MTV Networks' barter syndication sales arm, quietly left the company last month to create his own barter advertising firm, Taurus Media Sales. An eight-year sales veteran at MTV, Maiman, says a syndication sales source, is close to corralling Grove Television Enterprises, Cluster Television and Rysher Television as anchor barter sales accounts.

Mitchell Praver, vice president and director of programming, Katz Continental Television, has joined Lifetime as vice president, program acquisitions, reporting to Pat Fili, senior vice president, programming and production for the cable network. Replacing Praver at Katz is Ruth Lee, who served under Praver as director of programming at Katz Continental.

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Tom Schenek, General Sales Manager, WJZY, Charlotte

Built-In Extra Inventory

"Billboard positions and the on-air extras Genesis builds in offer something extra for our advertisers and don't take away from the station's inventory... with packages like the theme weeks this allows us to sell the show at a premium."

Richard Hammond, Local Sales Manager, WGBS, Philadelphia

Value-Added Packaging

"The value-added promotions, such as special theme weeks, have been a great tool for us to gain extra revenue from new advertisers."

Marian Ward Lent, Director of Sales Promotion, WFXT, Boston

Extra Manpower

"Genesis actually went out with my personnel on local sales calls...because of their extra efforts I sold a client whom we'd been courting for months!"

Harlan Reams, General Manager KAUT, Oklahoma City

Sales help to increase your station's revenue.



Television

THRUST AND PARRY: THE SWEEPS BEGIN

CBS is anchored by Olympics coverage; FOX, ABC and NBC counter with miniseries, movies and specials

By Steve Coe

With a rating point-plus lead over second-place NBC in prime time season-to-date, CBS's Winter Olympics coverage could either narrow the race considerably or put the network even more comfortably ahead.

With wall-to-wall prime time coverage of the games from Albertville, France, Feb. 8-23, CBS's February sweeps fortunes will hinge primarily on the public's interest in the winter sporting events. While CBS airs the Olympics, each of the other networks will offer specific counterprogramming to the games in the hopes of deflating CBS's numbers.

In addition to the Olympics, which covers the majority of February programming for CBS, the network has also scheduled some high-profile made-for-television movies and specials.

CBS starts off the sweeps month on Sunday, Feb. 2, with a Hallmark Hall of Fame presentation, *O Pioneers!*, starring Jessica Lange in the adaptation of the Willa Cather novel. On Tuesday, Feb. 4, the network airs *Fugitive Among Us*, which stars Peter Strauss and Eric Roberts. As a prelude to the Olympics, the network airs an Olympic preview special on Thursday, Feb. 6, at 8-10. *The Miss USA Pageant* airs on Friday, Feb. 7, at 9-11.

Following the Olympic run, which concludes on Feb. 23, the network airs *The Grammy Awards* on Tuesday, Feb. 25, from 8-11 p.m. On Sunday, March 1, CBS presents a reality-based movie, *A Woman Scorned: The Betty Broderick Story*, which stars Meredith Baxter. And finally, on March 3, CBS airs *Black Hope Horror*, which stars Patty Duke.

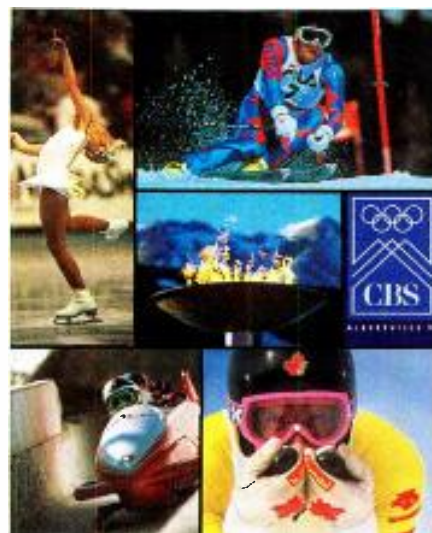


NBC's 'For I Have Sinned'



ABC's Young Indiana Jones

ABC is slating a four-hour miniseries, a series of specials, the launch of the *Young Indiana Jones Chronicles* series (see box, page 19), and at least six theatricals, three of which are specifically targeted to pulling viewers away from the Olympics. The network's sweeps lineup appears to be ABC's most aggressive in some time,



CBS's Olympic effort



Fox's Olympic counterprogramming

considering executives at ABC Entertainment have recently followed a policy of relying on series strength during the ratings months.

ABC's February sweeps programming kicks off with the four-hour *Burden of Proof*, which airs on Sunday and Monday, Feb. 9 and 10, at 9-11 on both nights. The miniseries stars Brian Dennehy, Stephanie Powers and

Hector Elizondo. On Tuesday, Feb. 11, at 10-11, the network airs *Class Clowns*, a special with Tom and Rosanne Arnold and Bill Cosby.

Also during February, ABC is taking a page out of CBS's sweeps book by scheduling a retrospective, *Happy Days Reunion*, hosted by Henry Winkler, which airs on March 3 at 9:30-11.

Of the theatricals set to air on ABC, two will be broadcast television debuts: "Ghostbusters III," which will be telecast on Sunday, Feb. 16, at 9-11, and "When Harry Met Sally," Wednesday, Feb. 26, 9-11.

The other theatricals include a Sunday, Feb. 23, presentation of "Rain Man" at 8-11 p.m. and three movies targeted to the male audience and scheduled on nights that CBS is expected to air figure skating events, which draw a heavily female audience: "Beverly Hills Cop" airs on Saturday, Feb. 15, from 9-11, "Pale Rider" airs on Monday, Feb. 17, at 8:30-11, and "Rambo III" airs on Wednesday, Feb. 19, from 9-11.

Other ABC sweeps programing includes a special on Saturday, Feb. 22, starring Jaleel White, co-star of *Family Matters*; a two-hour movie, *Crash Landing: The Rescue of Flight 232*, starring Charlton Heston and Richard Thomas; and a *Tribute to Muhammad Ali* set to air on Monday, March 2, from 9-11 p.m.

NBC's sweeps programing centers around a four-hour miniseries starring Corbin Bernsen and Mel Harris; a double airing of the theatrical "Kindergarten Cop," which makes its television debut, bypassing cable; a common-theme comedy night (Saturday), and a slate of made-for movies.

Grass Roots, the miniseries, is set to air on Sunday and Monday, March 1 and 2, at 9-11 p.m. In addition to Bernsen and Harris, the project also stars Reginald VelJohnson, Raymond Burr and John Glover.

Following the success of the network's double running of "Back to the Future III" last year, NBC is airing "Kindergarten Cop," starring Arnold Schwarzenegger, on Sunday, Feb. 9, at 8:30-11 and again on Friday, Feb. 14, at the same time.

Among the made-for-television movies slated are *For I Have Sinned*, which stars Valerie Bertinelli and airs on Sunday, Feb. 23, and *In the Best Interest of the Children*, which stars Elizabeth Ashley, Sally Struthers and

'INDY' TO FIGHT IN SWEEPS FOR ABC

In a move necessitating several schedule changes, ABC will debut *The Young Indiana Jones Chronicles* during the February sweeps on Sunday, March 1, at 8-10 p.m. as a two-hour movie, *Young Indiana Jones and the Curse of the Jackal*. The hour-long series debuts in its regular time period—Wednesday, 9 p.m.—on March 4. To make room for the new entry, ABC is moving *The Wonder Years* to 8 p.m., *Doogie Howser, M.D.* to 8:30, and rescheduling *Dinosaurs*. A new time period for *Dinosaurs* will be announced shortly. *Anything but Love*, which has ceased production, will have its last scheduled airing on Feb. 12.

To make room for the special two-hour movie set to air on Sunday, March 1, ABC will pre-empt *Life Goes On* at 7-8 p.m. and will move *America's Funniest Home Videos* and *America's Funniest People* into the 7-8 hour. The network has yet to announce what programing will fill the 10-11 hour on that Sunday. Each episode of the series opens with the 93-year-old Indiana Jones reflecting on his past adventures. The series alternates between two lead characters at different ages—a 16-year-old Indiana Jones and a younger 10-year-old.

George Lucas, executive producer of the "Indiana Jones" theatricals, served as executive producer of the series.

—SC

Sarah Jessica Parker, scheduled for Sunday, Feb. 16.

As it did against the Super Bowl, Fox is programing directly against CBS's Olympic coverage by staging the week-long *Fox Summer Games*, which features summer-themed episodes of series as well as special opening and closing ceremonies. Showtime's Super Dave Osborne hosts the week-long event and provides interstitial segments going in and out of programs during the week.

The *Fox Summer Games* week kicks off on Monday, Feb. 17, with a

brief opening ceremonies segment hosted by Osborne that leads into the theatrical "Weekend at Bernie's." On Thursday, Feb. 20, the Fox lineup of *The Simpsons*, *Drexell's Class* and *Beverly Hills 90210* all feature summer themes. Fox follows up on Friday night with another episode of *Beverly Hills 90210*, and on Saturday night, Feb. 22, Fox airs the *Fox Summer Games Special* from 9-10 p.m. The week ends with the Sunday lineup all featuring summer themes and the closing ceremonies during the *Fox Sunday Comics* at 10-11. ■

CBS wins with so-so Super Bowl

By Steve Coe

CBS's Super Bowl numbers were anything but super, and Fox lived up to its name by slipping into CBS's party and making off with a substantial number of viewers during halftime with its *In Living Color Half-time Party*.

The matchup between the Washington Redskins and Buffalo Bills produced the second-lowest rated Super Bowl since 1971, with a 40.3 rating/61 share. The numbers were formidable enough, however, to power CBS to a convincing weekly win, its 13th out of 19 for the season.

Fox's halftime draw, sponsored by Doritos, featured the cast of *In Living Color* and provided viewers with a

running clock that showed how much time remained before the start of the second half of the game.

Fox averaged a 13.4/20 for the special, up dramatically from the 4.1/6 of the lead-in *Totally Hidden Video* scored. CBS lost almost nine rating points and 15 share points during the Fox halftime special, dropping from a 42.1/64 during the last half-hour before halftime to a 32.8/49 during halftime but rebounded after halftime to a 41.8/61. The Fox-Doritos special didn't provide much of a boost to Fox's Sunday lineup; however, the regular airing of *In Living Color* that followed it averaged a 7.1/10 at 8:30-9.

For the night, CBS averaged a 36.6/55, its highest nightly average

since it hosted the Super Bowl two years ago. In post-game programming, CBS's *60 Minutes* averaged a 17.7/31 for its interview with Arkansas Gov. Bill Clinton, the show's highest average for the season.

The lowest-rated Super Bowl since 1971 was CBS's telecast two years ago,

when the San Francisco 49ers shelved the Denver Broncos 55-10. That year, CBS's numbers were so poor that the network finished in third place for the week. Thanks to last week's game, CBS won the week by more than four rating points over NBC. CBS finished with a 16.6/27 average, ahead of

NBC's 12.2/20; ABC was third with 11.7/19, and Fox averaged a 7.5/12.

In season-to-date totals, CBS continues to lead the other networks with a 13.6/22 average, more than a rating point ahead of NBC, which is averaging a 12.5/21, and ABC, with a 12.1/20. Fox is averaging a 7.7/13 for the season. ■

FATE OF SOME STRIPS HINGES ON SWEEPS SUCCESS

By Steve McClellan

A handful of key new and returning strips came out of the NATPE International show with question marks about their prospects for being on the air next year. The shows include the strip version of *Star Search*, *Now It Can Be Told*, *Candid Camera*, *Jenny Jones* and *Joan Rivers*.

Last week, the distributors of those shows expressed confidence that they would be on the air next season, but stopped short of declaring any of them a firm go.

The future of the returning shows in question will depend to some extent on their performance in the February books.

The closest that anyone would come to declaring any of those shows a go for the 1992-93 season last week was Geraldo Rivera, who said he was "100% confident" that *Now It Can Be Told* would be back for a second season. Although renewal clearance totals were not available, Rivera said that the options of the key producers and on-air correspondents had just been picked up for the second year.

Meanwhile, the new strip version of *Star Search* has now been cleared in 48% of the country, including KCBS-TV Los Angeles. Alan Bennett, executive vice president, station sales for Television Program Enterprises, declined to identify any of the other stations that have cleared the show. He cited several reasons, including the sensitivity to ongoing negotiations in other markets, and the need for stations that have already picked up the show to notify other distributors of the move.

Bennett said he had already made "two big group deals," but that it was "not in our best interests to identify any of the stations at this time." A source at the co-owned Cox station group said the stations had "made an

offer" for the show, but that the deal was not completed at deadline last week.

As for *Candid Camera*, sources said King World executives acknowledged at the NATPE show that the program was renewed for year two in less than 50% of the country, but that it had received a lot of interest internationally. "We're optimistic about the prospects for a second season," said a King World spokeswoman. But she said the company did not want to reveal renewal clearance levels at this time.

Jenny Jones's fate may be tied more closely to the February book than the other shows. According to one rep

source, a number of *Jenny* stations have clauses in their contracts specifically giving them the right to downgrade the show (along with the barter spots) if it does not reach certain performance levels. At last count, the show was cleared in 41% of the country.

Over the past three seasons, *Joan Rivers* has proved to be a tough, if battered, survivor. Rumors of the show's demise have been floated almost since its launch. "We are now looking at a fourth season," said Greg Miller, head of program development at Tribune. "Until you hear otherwise from us, I think you can assume it's going forward." ■

JAPAN-BACKED MUDIA DEBUTS

By Steve Coe

Mitani Corp., a communications and computer products company in Japan, has co-founded Mudia Corp. with an initial investment of \$60 million. Teaming with Tom Hulett & Associates, a music promotion and management firm, the new company will develop, produce and distribute television product worldwide. It will also seek co-production and co-distribution deals with outside entities. Tom Hulett and Lionel Schaen are co-chairman of the new Santa Monica, Calif.-based company.

Mitani, Schaen, Tom Hulett & Associates and JTS International Ltd., a Japanese developer and supplier of information systems, will be equal partners in the venture. In addition to Mudia America, the group formed Mudia Japan to distribute Mudia's TV programming as well as product from other producers to Japanese and Pacific Rim markets.

Mudia already has several projects in development including *The Magic*

Star Awards Show, which will be broadcast live from Tokyo over the Japanese Satellite Broadcast network and taped for syndication, and *Camp California*, produced by Mudia in association with Landmark Entertainment, an animated strip that features the music of The Beach Boys.

Mudia also has an agreement with *Daily Variety* and *Variety* to use the publications' domestic and overseas resources in preparing a weekly entertainment news show for Japan.

The company also plans to produce and broadcast live boxing matches from Memorial Hall in Kansas City and live concerts from the Hulett & Associates co-owned Sandstone Arena in Kansas City. Mudia is planning to offer both on a pay-per-view basis with subsequent syndication and home video release.

Bringing broadcast experience to the group is Lionel Schaen, who spent eight years at ABC and eight years at KHJ-TV (now KCAL-TV) Los Angeles. Schaen was also president of Harmony Gold. ■

SMALLER COMPANIES FIND ROOM TO DEAL AT NATPE

With several majors light on first-run introductions, and some firms in financial straits, small- to medium-sized companies find some opportunities

By Mike Freeman

At a time when syndicators such as Orion Pictures Television, Fries Entertainment and LBS Communications are involved in Chapter 11 bankruptcy proceedings and other major studios like Twentieth (Fox) Television and Buena Vista Television declined to introduce new first-run programming for next season, several small- to medium-sized syndication companies made a mark at the NATPE International convention in New Orleans two weeks ago.

A couple of startup distributors—Rysher Television and Grove Television Enterprises—in addition to several recently revived medium-sized players, are taking advantage of their low overhead costs to capitalize in markets where the majors have stumbled.

In contrast to the downbeat NATPE conventions of the previous five years, the 1992 edition harked back to 1970's program conferences, with over a dozen new series projects debuting at the convention (BROADCASTING, Jan. 27), an indication that a number of lean, low-overhead distributors are preparing to take a chance on new strip and weekly syndicated programs.

For the last three years, Genesis Entertainment didn't introduce any new first-run strips, but came into the convention with *The Whoopi Goldberg Show* cleared in close to 40 markets for fall 1992 (now sold in 63 markets and 65% of the U.S.) and introduced *Infatuation* (25 stations, approximately 35%) as a 1992-93 romance-based gamedy strip and *Karaoke Showcase* (50 stations, 40%) as a half-hour weekly series to start this summer.

The only glitch in the introduction of these new shows from syndicators, says Wayne Lepoff, president and COO, Genesis, is that they are almost entirely advertiser-supported barter offerings.

In the case of *Whoopi*, in which Genesis is widely rumored to have guaranteed \$4 million to secure the star's involvement in the talk show, Lepoff is banking on achieving a \$5 to

\$6 CPM national advertising rate, in line with Paramount's *The Arsenio Hall Show*.

"Some people said we were crazy for taking out *Highway to Heaven* on an all-barter basis [three years ago], and now just look around at all of the

off-network shows being launched on a barter basis," Lepoff states. "We're a fully diversified company now [with eight syndicated series set for distribution in 1992-93]."

Up until the beginning of this season, MTM Television Distribution,

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NAB 92

SUNDAY, APRIL 12—

THURSDAY, APRIL 16, 1992

LAS VEGAS CONVENTION CENTER

which recently finished paying down \$27 million toward its estimated \$43 million in long-term debt (see box, page 20), made a successful attempt at entering the first-run sitcom market with the revival series *The New WKRP in Cincinnati*, averaging a 7.3 gross aggregate rating (NSS) in season-to-date ratings.

Although MTM's syndication president, Kevin Tannehill, says there was "insufficient time" to develop a companion piece to *WKRP* for next season, the studio's syndication division picked up the distribution rights to *Warriors on Wheels*, an hour demolition derby revival for fall 1992. MTM is partnering on the production costs with Saban Entertainment, which is co-producing the series with Tri-Crown Productions. Tannehill says plans are to offer the 26 original week-

ly episodes on six-minute national and eight-minute local barter splits, with production costs at roughly \$200,000 per episode.

One surprise out of NATPE was the emergence of small, recently formed distributors. Rysher Entertainment, which Keith Samples formed after his departure from Warner Bros. Domestic Television Distribution, successfully launched NBC Production's off-network half-hour kids strip *Saved by the Bell* this season.

By taking on French producer Gaumont-Robur as senior partner, Rysher bought into a minority partnership (also with Panzer-Davis Productions) to domestically distribute *Highlander*, a 1992-93 hour action-adventure series based on the theatricals of the same name.

"The big key for these little compa-

nies is that our overhead is so much smaller we don't have to worry about a high return on our investment to cover that overhead," says Samples, who added that he has kept lean with a staff of nine full-time employees, eight of them salespeople.

Other independent distributors making news at the convention were Chicago-based Grove Television Enterprises, which captured the distribution rights to two-year-old weekly *Memories...Then and Now* after NBC News Productions pulled it away from Chapter 11 filer LBS Communications; Western International Syndication, which mounted sales of weekly action-adventure *Knights & Warriors* in 30 markets (representing 40% of the U.S.), and Goodman Entertainment, which cleared its *Parole Board* strip in 17 markets (38% coverage). ■

BROADCAST NEWS SALARIES FLAT TO DOWN

Annual RTNDA survey shows largest percentage gains made by TV executive producers (8%); radio salaries are generally down slightly from 1990

By Rich Brown

Average salary levels for most broadcast news positions were flat in 1991, with many radio journalists in particular seeing a year-to-year drop in their paychecks, according to the just-released annual salary survey by the Radio-Television News Directors Association.

And some industry players, such as talent representative Don Fitzpatrick, aren't holding out much hope for 1992. He predicted further declines in the upcoming year, pointing to stations that have already begun to trim salaries, such as Fox Broadcasting's WNYW-TV New York.

"More and more, television stations are going back to the high-priced talent and saying to them, 'We love you, but we can't afford to pay you as much money as we have in the past,'" said Fitzpatrick.

There was some TV news salary growth in 1991, primarily at network-affiliated stations. Among those staffers showing the greatest salary gains in TV newsrooms were executive producers, averaging \$34,000, a 6.2% rise over 1990. Executive producers at network-affiliated stations saw their average salary rise to \$33,500, while the same position at independent sta-

tions dropped 2.8%, to an average \$35,000 annually.

While executive producer salaries were on the rise, the typical salary for TV producers, reporters and news directors showed no growth in 1991. TV producers once again averaged \$21,000, while reporters came in at \$20,000 and news directors brought in \$45,000.

Showing slight year-to-year gains were TV camerapersons, up 2.6%, to \$17,800, and assignment editors, up 1.5%, to \$26,000.

The average salary for TV anchors was \$35,000 at both network-affiliated and independent stations, which was the same for affiliated stations in 1990 but was almost 12% lower than anchor salaries at independent stations during the previous year. Top anchors at independent stations saw their salaries cut by almost 10%, to \$47,500, while

top anchors at affiliated stations maintained an average salary level of \$50,000.

On the radio side, news directors averaged \$17,800, representing a \$400 drop from 1990 levels. Radio news directors taking the biggest salary cuts were those in the small markets, where average pay dropped 8% from 1990 levels. The average radio news director salary in 1991 was \$13,750 in the small markets, many of which operate with one-person newsrooms. Radio news director salaries in major markets were up 2% from the previous year, to \$38,000. Their large- and small-market colleagues saw a 1% year-to-year decline, earning \$22,800 and \$17,855, respectively.

Survey respondents included news directors at 353 commercial TV and 275 commercial radio stations. ■

OVERLOADED CIRCUITS

Approximately 24.6 million calls were attempted to an experimental interactive poll that immediately followed the President's State of the Union address on CBS last Tuesday night. The network was able to tabulate 315,000 of the callers on the experimental interactive telecast, which was done in conjunction with Omaha-based Call Interactive. Callers participated through an 800 toll-free telephone number, and results were tabulated during the broadcast.

Broadcasting's Ratings Week Jan20-26

	ABC	CBS	NBC	FOX
MONDAY	15.3/23	17.4/26	13.5/20	NO PROGRAMING
8:00	46. FBI: Untold Stories 11.9/18	14. Evening Shade 16.7/25	19. Fresh Prince 14.9/23	
8:30	37. American Det. 12.8/19	8. Major Dad 18.6/28	30. Blossom 13.2/20	
9:00		6. Murphy Brown 19.6/28		
9:30	12. ABC Monday Night	10. Designing Wmn 17.6/26	30. NBC Monday Night	
10:00	Movie—Bed of Lies 16.8/25	16. Northern Exposure 16.0/25	Movie—Drug Wars: Cocaine Cartel Pt. 2 13.2/20	
10:30				
TUESDAY	16.3/25	12.3/19	12.4/19	NO PROGRAMING
8:00	11. Full House 17.4/26		23. In the Heat of the Night 14.1/21	
8:30	7. Home Improvmt 19.4/28			
9:00	4. Roseanne 20.9/31	42. CBS Tuesday Night		
9:30	9. Coach 17.9/27	Movie—Born on the Fourth of July 12.3/19	44. Law and Order 12.0/18	
10:00			56. Super Bloopers & Jokes 11.0/19	
10:30	54. Civil Wars 11.2/19			
WEDNESDAY	9.6/15	11.8/19	13.0/21	NO PROGRAMING
8:00	58. Dinosaurs 10.8/17	65. Davis Rules 9.8/15	17. Unsolved Mysteries 15.7/24	
8:30	58. Wonder Years 10.8/17	69. Brooklyn Bridge 9.2/14		
9:00	50. Doogie Howser 11.5/17	40. Jake and the Fatman 12.7/19	53. Seinfeld 11.3/17	
9:30	70. Anything B/Love 8.9/14		48. Night Court 11.7/18	
10:00		30. 48 Hours 13.2/23	48. Quantum Leap 11.7/19	
10:30	74. Civil Wars 7.7/13			
THURSDAY	11.9/19	12.7/20	13.3/21	11.7/18
8:00		36. Top Cops 12.9/20	21. Cosby 14.2/22	26. Simpsons 13.5/21
8:30	54. Columbo 11.2/17		18. A Diffnt World 15.5/24	66. Drexell's Class 9.6/15
9:00		37. Street Stories 12.8/19	15. Cheers 16.1/24	47. Beverly Hills 90210 11.8/18
9:30			24. Wings 13.9/21	
10:00	28. Primetime Live 13.4/23	41. Knots Landing 12.5/21	63. L.A. Law 10.0/17	
10:30				
FRIDAY	13.3/23	9.7/17	12.3/21	5.2/9
8:00	21. Family Matters 14.2/25	67. Rescue 911 9.5/16	37. Matlock 12.8/22	82. America's Most Wanted 6.5/11
8:30	34. Step By Step 13.1/22			
9:00	35. Baby Talk 13.0/22	58. Tequila and Bonetti 10.8/18		88. Hidden Video 4.3/7
9:30	44. Perfect Strngs 12.0/21		43. NBC Movie of the Week—In Broad Daylight 12.1/21	92. Best of the Worst 3.3/6
10:00	25. 20/20 13.7/25	72. Hearts Are Wild 8.7/16		
10:30				
SATURDAY	8.1/15	8.7/15	12.6/22	8.4/14
8:00	77. Who's the Boss? 7.4/13		30. Golden Girls 13.2/23	73. Cops 8.3/14
8:30	79. Growing Pains 7.3/13		51. Walter and Emily 11.4/20	64. Cops 2 9.9/17
9:00		68. CBS Saturday Movie—Fatal Attraction 9.3/16	20. Empty Nest 14.7/25	74. UFO Report: Sightings 7.7/13
9:30	81. Young Riders 6.8/12		26. Nurses 13.5/23	
10:00			51. Sisters 11.4/21	
10:30	62. The Commish 10.1/19	84. All in the Family 5.8/11		
SUNDAY	8.6/13	6.6/55	9.4/15	6.1/9
7:00	83. Life Goes On 5.9/9		87. Eerie, Indiana 4.4/7	90. True Colors 3.7/6
7:30			86. The Torkelsons 4.6/7	89. Hidden Video 4.1/6
8:00	71. Am Fun Hme Vid 8.8/13	1. Superbowl XXVI—Washington Redskins vs. Buffalo Bills 40.3/61		28. ILC Halftime Pty 13.4/20
8:30	76. Am Fun People 7.5/11			80. In Living Color 7.1/10
9:00				77. Married w/Childn 7.4/11
9:30	61. ABC Sunday Night Movie—Romancing the Stone 10.5/17		56. NBC Sunday Night Movie—Danielle Steel's "Fine Things" 11.0/17	85. Herman's Head 5.1/8
10:00		3. Post Game Show 27.9/43		91. Get a Life 3.6/6
10:30		4. 60 Minutes 20.9/34		93. Charlie Hoover 3.0/5
WEEK'S AVGS	11.7/19	16.6/26	12.2/20	7.5/13
SSN. TO DATE	12.1/20	13.6/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

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SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

N.Y. OPERATORS CONNECT TO INTERCONNECT

Local systems hope arrangement will cut them a larger slice of spot revenue pie; other cities, citing administrative and technical costs, slow to make the move

By Sharon D. Moshavi

Cable operators, so far tapping into less than 3% of the nearly \$8 billion that advertisers spend on annual broadcast spot buys, want a bigger piece of the pie, and their best bet, cable and advertising executives say, is interconnects. Starting this year, New York, employing some state-of-the-art technology, will be the latest market to try.

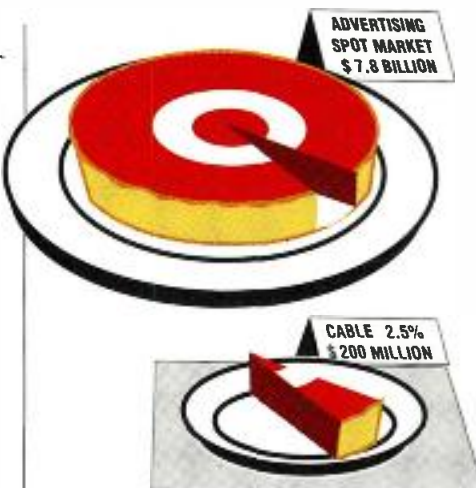
Represented by Cable Networks Inc., the bulk of the New York designated-market-area's cable operators have a soft interconnect now; a hard interconnect, managed by CNI, will launch this fall. The area's 12 operators (with a total of 41 systems) hope that the New York Interconnect can increase revenue 25-30% in the first year over the current \$15 million they collect now. New York broadcasters' share of the market is \$1 billion.

Satellite delivery of advertisements will cut out the need for hand-delivered videotapes to systems, eliminate a paperwork load to agencies and ease verification of ad placement. "The interconnect will do wonders for the New York market," says Thomas McKinney, president, Cabletelevision Advertising Bureau.

The New York Interconnect plan is to sell the entire DMA or any of four designated zones: New York City, New Jersey, Long Island and a combination of Westchester and Rockland counties in New York and Fairfield County in Connecticut.

The interconnect will have an oversight board comprising top executives from five MSO's and an advisory board consisting of the advertising executives for operators in the market.

The interconnect is being positioned



Source: Foote Cone & Belding

as New York's seventh station, although cable penetration of the entire DMA is just 60%, the industry average. That positioning as "the newest TV station in the market is to put out the message that there is an easy buying alternative," says Peter Moran, senior vice president, CNI. Eglon Simons, general manager of the New York Interconnect, says he hopes to dip into not just the television spot market but into radio as well.

Local advertising will still be sold by individual systems and operators, which will have to allocate 15% (at minimum) of their inventory to the interconnect, according to Larry Fischer, president, Time Warner City-cable Advertising. Under the soft interconnect, there was no minimum inventory allotted to CNI.

Fischer says that agreeing to come together in the market was "much less hard than anyone had anticipated." And although there are concerns about the tightening of local avails and control over inventory, the lure of large returns convinced operators to go

along, Fischer says.

But other cities are not finding interconnects so easy. Although some form quasi interconnects, or interconnects that serve only a fraction of the market, many are not willing to commit to full-fledged arrangements. Chicago, with a very loosely formed association called Greater Chicago Cable Interconnect, covering about half the area cable operators, has so far not succeeded in establishing a more organized interconnect.

Tele-Communications Inc. and Continental, the Chicago market's two largest operators, are said to be interested in spearheading the interconnect effort. But sources say other operators are reluctant to give what they see as power to already dominant forces in the market. According to Albert Giannotti, division vice president, TCI Great Lakes Inc., there is also concern that the revenues brought in by an interconnect will simply not justify its administrative and technical costs. Those issues continue to be ironed out. "We have had some meaningful discussions, and we are trying to adjust some of the logistical problems," Giannotti says.

With an interconnect, Chicago operators may be able to tap additional sources of advertising revenue, since interconnects such as the one New York is forming "will definitely attract national spot advertisers," according to Jean Pool, senior vice president, director of local broadcast, J. Walter Thompson. "Hard interconnects are the best because they are literally connected through hardware. Soft [interconnects] can disappear quickly. They can break down when Joe Operator doesn't like the rates."

Worry about lowered rates is, in

fact, a major stumbling block to forming interconnects. "In effect an interconnect helps lower cost-per-thousand [or cost-per-point] rates," says CAB's McKinney. Since an interconnect is designed to put cable on the same playing field as broadcasters, its rates must be at the same level, too. Yet many cable

systems individually have higher cost-per-point rates than broadcasters.

Even as cable markets struggle to form local interconnects, efforts are being made to determine the viability of a national interconnect. A task force set up by the CAB and CableLabs, the cable industry's research

and development arm, is exploring how to develop an "electronic highway" that would utilize digital compression to sell and transmit spot advertising throughout the country, according to Scott Bachman, director of technical operations projects, CableLabs. ■

TURNER OLYMPICS: LOSE SOME, WIN SOME

Cable's first coverage of the Olympics, beginning next week, will lose money for TNT, but network hopes to offset loss with new viewers

By Rich Brown

Turner Sports, which is spending about \$24 million to present cable TV's first coverage of the Olympics, is having some difficulty marketing the event and will lose money when it presents the winter games from Albertville (Feb. 10-21).

Turner Sports senior vice president and executive producer Don McGuire said the coverage, which will cost the network \$20 million in rights fees and \$4 million in production costs, is guaranteed to lose money for its TNT network. But he emphasized that the marquee programming will likely bring new viewers.

Turner bought its rights from CBS, which, in turn, is selling all Olympics inventory for both networks. CBS will have first choice on all coverage for its own 116 hours, an arrangement that has led some to speculate that TNT coverage will feature only "leftovers." McGuire called a press conference last week with the stated intention of quashing that perception.

"We're paying 10% of CBS's bid," said McGuire, "but I think we're getting a lot more than 10% of CBS's coverage."

TNT's 45 hours of coverage will include extensive live hockey matchups as well as possible live figure skating events. The network intends to cover all the American athletes, regardless of who wins or loses, said McGuire.

"We will probably make up in bulk what we lack in glamour, which was our intention right from the start," said McGuire.

TNT will host the games from Atlanta, where the network has 70 full-time staffers and five editing suites assigned to the Olympics. Another 51 staffers will be in Albertville, where

TNT will have unilateral cameras at the figure skating and hockey events. Other TNT footage will come from the worldwide TV feed. McGuire said keeping more than half its Olympics operation out of Albertville probably saved the network more than \$8 million.

McGuire described the agreement with CBS as "very informal," adding that many decisions on what TNT will be able to air will be decided on a day-to-day basis with the broadcaster.

"The future of our industry demands exactly what we're doing," McGuire said of the broadcasting-cable Olympics partnership. But he acknowledged that pioneering cable efforts such as theirs and NBC's summer Olympics pay-per-view plans are not an easy sell.

"It's a difficult event to market, regardless of who you are, because we are breaking new ground here," he said.

While some local cable operators

have had "enormous success" selling local avails for TNT's Olympics coverage, McGuire said perception problems surrounding the coverage have held back some operators. Indeed, a number of small operators contacted by BROADCASTING in recent weeks had little knowledge of TNT's planned coverage.

Among those cable operators planning to capitalize on TNT's Olympics inventory are Time Warner's New York City systems. At least two sponsors committed to the New York City cablecast, Air France and Evian, will repeat deals that had been struck for ESPN's coverage of the French Open.

"It's marquee events like this that enable us on the spot cable side to tell a very compelling story without having to justify that ratings rigamarole," said Larry Fischer, president, Time Warner Citycable Advertising. "It enables us to sell advertising that we wouldn't otherwise have been able to sell." ■

THE P.R. PRICE OF PPV

NBC got some free promotion for its pay-per-view summer Olympics during CBS's Super Bowl coverage, but it may not have been the plug the network was looking for. In a CBS promo that ran during the game, a voiceover accompanied by a scroll announced: "Another network is advertising Olympic coverage you have to pay for. That's the summer games. In two weeks, you will see the winter Olympics on CBS. Free."

George Schweitzer, CBS senior vice president, marketing and communications, said the promotion "was not meant to bash [NBC's PPV event]. It was meant to clear up confusion" perceived by CBS among sports fans who had seen ads for NBC's PPV telecast and were confused about which Olympic coverage involved PPV. NBC had no comment.

The ad, which did not directly mention NBC, also did not mention that the unnamed network was carrying Olympic coverage on broadcast television as well as PPV.

CBS has sold some of the rights to the winter Olympics to Turner Network Television, which will carry 45 hours of coverage starting Feb. 10. CBS is carrying 116 hours; NBC is carrying 160 hours of the summer Olympics on broadcast television. —SDM



U.S. West's Richard McCormick

THE CONDO APPROACH TO TELCO ENTRY

U.S. West does not want to be in the domestic cable business, but it wants to do business with cable operators. As the president and CEO of the \$28-billion-a-year Bell operating company sees it in the following interview with BROADCASTING editors, it makes a lot of sense for his company to get together with cable operators and share the costs and rewards of building common broadband fiber networks.

With a "condominium or shared facilities" approach, Richard McCormick claims, both would benefit. U.S. West would use its portion of the network to deliver enhanced telephone and informa-

tion services; its cable partner, to deliver the ever-growing panoply of video services.

Should the services at some point slop over and the partners become competitors, McCormick says, so be it. Look for the first deals with Denver neighbor Tele-Communications Inc. and possibly others sometime this year, he says. U.S. West's domestic aversion to the cable business does not extend to Europe. It's involved in joint cable ventures with U.S. cable companies in the UK, Hungary, Sweden, Norway and France. Only the UK system integrates phone service, but if all goes well, others may follow.

When it comes to cable, U.S. West seems to have different overseas and domestic strategies. You have been forming joint ventures with cable operators to build cable systems overseas, but you appear uninterested in owning or co-owning systems in the States.

That's a good characterization. I just haven't seen what the shareholder value opportunity is in owning cable systems by either buying existing operators out of reach or in getting into this business in a side-by-side competitive arrangement with existing cable players. So I guess the theme for domestic is: How can we find ways that we could work together in our region on development of our network and the development of cable networks where we wouldn't have to necessarily have two fibers to the home?

Is this what U.S. West means when it talks about "shared facilities" with cable operators?

Yes. I guess that word "shared" means a lot of things to different people. For me it means ownership, on a condominium basis, of a facility where the use of that facility is at the discretion of the owner. In other words, we're not sharing it with joint services, but there actually is a division within the facility itself.

Think about a common sheath that has several fibers in it. My view is we could own half of that sheath, the cable company could own the other half. As in a condominium, we could make sure the sidewalks are shoveled—in other words, that the sheath is maintained and the right of way is protected. But the cable company would have complete discretion and control over what goes over its fibers within that sheath, and the telephone company would have complete discretion and control over what information is transmitted over its sheath.

When are we likely to see some of these shared facilities arrangements?

My guess would be in 1992. I'd like to be able to tell you that we've already gotten 17 arrangements all made up. At this point we're still just talking. We have met several times with different cable operators to explore the joint build idea, and so far we don't have anything to talk about.

Tele-Communications Inc. has been identified as one of your potential partners. Do you want to mention any other names?

No. I think we've done so much work with TCI, I don't feel bad about using their name. But I really do think it's too preliminary with the others.

Does U.S. law currently allow shared facilities?

I believe it does. I believe the law would allow us to have a condominiumized fiber facility. In our regions where we are barred from being in the cable TV programming business, we would be transmitting telephony over our piece of the cable.

Are you telling me the regulators are going to permit TCI and U.S. West to get together and build a single jointly owned pipeline into every home and business in Denver?

I don't see any legal reason why we couldn't do that. Now, obviously, the regulators will want to take a look at that and make sure there were no quid pro quos—arrangements in which the companies are getting together to divide up markets and make promises that are illegal. But my view is there's nothing blocking that today. I believe we could provide joint facilities and co-own them and we could justify that to the regulators.

If TCI or any of our other shared facilities partners decide to get in the telephone business, they can do that over on

their side of that cable. And if we had the freedom to be in the video entertainment business and decided that was a good idea, we could do that with our side of the cable.

Isn't that kind of frightening to you? If you and TCI build a broadband network, TCI would be in the position of competing with you for your telephone business. Wouldn't you be undercutting your own monopoly?

The monopoly is being broken as we speak. There's nothing to prevent anybody from competing with us right now in the local telephony business. We've got fiber providers; we've got people in downtown areas, and now we're seeing them in the suburban areas. Nothing prevents any of these companies from entering our business.

Are you at a point where you expect to rebuild most of your networks for broadband services in the next 10 or 20 years?

We don't have a vision that says by the year 2015 we will have fiber to every subscriber in our company for telephony purposes. Some regions have gone so far as to say that. I guess we're a little bit more cautious about that primarily because we have so much rural territory here. We want to get fiber in the loop, but we've got to cost-justify it. We've got to support it with the revenues that we have today plus new revenues and new ideas for applications to justify it in the future.

But the technology is moving. We're moving more fiber toward the end-user customer, and I think eventually it will happen. It'll happen because of cost reasons; it'll happen because of ease of maintenance and a clarity of transmission, and it'll happen because of more and more applications being available and being desired by the end-user customers. Even if the prohibitions stay in place, this pipe is gonna get built. It may be two pipes or it may be a shared pipe. We costed it out in our company and it was \$13 billion if we were just to blanket the company and put fiber to the curb, and that didn't even include the rural areas. Those costs will come down. Those were 1990 dollars. Fiber is getting cheaper, the ability to place it is getting cheaper. If we can look for ways that we can cooperate with the cable companies, maybe we can move faster than we are.

In many respects some of the cable companies are in the same situation as we are. Some of them have lots of co-ax facilities, and for cost-justification reasons a lot of them are replacing those facilities with fiber.

Well, what are the new telephone services that are going to drive or, as you put it, cost-justify the rollout of fiber?

Data, voice and video.

And video?

Yes, video for business purposes—as extensions of telephony, not for pure entertainment. I would distinguish the video application as a personal communication for a business communication medium as opposed to an entertainment medium.

But don't you have to have some kind of entertainment service to justify the fiber to the home?

I think to get it right there to the curb, I think you probably do, and that's why we haven't been able to make the leap of faith that we ought to be there in the year 2015.

Of course, if you find a cable company that wants to be part of a condominium network, then you can make the leap in some markets.

Right.

The U.S. courts have freed U.S. West and other Bell operating companies to offer information services. Are you interested?

That's another whole area of unexplored opportunity. I could think of business applications of information services that would need fiber bandwidth. And as you look at the residential consumer, we're looking at more and more opportunities, even with our existing copper plant, to do video for various purposes. Eighty percent of our copper plant right now could handle compressed video.

Are you talking about compressed video services for the home?

I am. I think we're looking at things like marketing services that would involve purchase decisions from the home. That's another euphemism for electronic yellow pages. You don't need full-motion video necessarily to deliver that. We have videotex applications up in Omaha. We've had kind of a trial for the last year and a half. We're going to Minneapolis with videotex and then on to Seattle with what we call Community Link. We provide a gateway for information providers.

I would say that market has yet to be made. Many people have tried, and I'd have to say we're in the category of still trying to make it. Again, one probably doesn't require full-motion video or high-definition-television-kind-of-quality video to do it. You just need a lot of good information providers and, for the most part, our existing plant can accommodate it.

So you're part of the RBOC's campaign to block the newspaper industry from reimposing the ban on information services?

Sure. My view is that the information services prohibition wasn't even part of the antitrust case that broke up the Bell System. It's been a very onerous prohibition and we've won the issue in the courts. Our view now is let the marketplace develop. We're not looking at this as our blocking the newspapers from blocking us. We're advocating that we keep the freedom that we've won, and I believe we're going to prevail.

The telephone industry periodically pushes to rid itself of the statutory cable-telco crossownership ban. Things are more or less quiet on that front right now. Although you say you are not really interested in the cable business today, would you fight to get rid of that ban?

I would be in favor of anything that would provide us with more freedom. Whether or not we choose to use that freedom is another story. Yes, we would be in favor of relaxation of the existing rules.

The FCC has asked for comments on FCC Chairman Alfred Sikes's plan to foster a "video dial tone" service by permitting telcos to offer video transmission services on a common carrier basis to programers without the telcos or their customers having to get a cable franchise. What do you make of it?

I think Al's vision is that we would provide the robust network capability that would be open to various video information providers and that the telephone company would be at least one vehicle for transmitting those signals. People would be able to have video on demand and dial up programing sources and things like that. In general, I'm in favor of that sort of a capability. But I question the economics of a telephone company being able to justify a network just based on its participating in the transmission of that information. If policymakers are interested in having competition in the local telephony business and in the cable

business, I don't think the video dial tone idea is a robust enough incentive to telephone companies and their stockholders to make those kinds of investments. Companies have to have a more robust participation.

U.S. West has been aggressively pursuing telephone and cable opportunities in several European countries, including England, Norway, Sweden and Hungary. Why doesn't your reluctance to own cable systems in the U.S. extend overseas?

U.S. West is very much interested in partnering with cable companies and looking for ways that we can work together, primarily in areas where we can bring some telephony value-added.

Looking down the road 10 or 15 years, how much of the company's revenues do you see coming from their international investments?

I would like to see at least 25 percent of our revenues, eventually profits, coming from those ventures.

That would make you a bona fide international company.

Right.

Do you have plans to move into any other countries?

We have a couple on the drawing boards, but our plate's pretty full in terms of capital obligations. We'd like to digest what we have in the UK, Sweden, Norway and Hungary. We've made a fairly sizable capital commitment—close to \$500 million. Now, we haven't spent that much yet, but if you add it all together, it's between five and six. So we think we need to get the systems built and operated as opposed to taking on the rest of the world.

And having withdrawn from the Hong Kong market, is the Pacific Rim out?

I don't think it's out. What we didn't feel we had was the right set of ground rules for us to be committing the kind of money we were talking about. On that one system I think the commitment was north of \$150 million, and we saw the ground rules shifting. But Asia is not out, as far as I'm concerned.

As you look out, say 20 or 30 years, what new kinds of video and information services for consumers will rise out of the broadband fiber, video compression and other new technologies?

I'm probably not as good a prognosticator of that as others, but I believe in the home 20 years from now there will be unlimited access to information sources—video information sources, telephony information sources. In this trial, for example, the viewers here can select any one of a thousand movies, whatever's in the library. That kind of capability is going to exist upon demand. People talk about 300 television channels being available—on line all the time to all of the homes. I see full-motion video opportunities in the home for entertainment but also for security, for telephony, a picture phone for those that want it, information for marketing purposes, fulfillment purposes. I see purchases being done from the home with high-definition-television-quality transmission of what's being sold.

Possibly educational opportunities; distance learning is a term we apply to it. I really think there is no limit to the bandwidth that's going to be there, and the only limit we will have is how user friendly we make it to the end-user customer, and what the price would be to that customer to fulfill their needs. ■

Radio

STATIONS WIN EXTRA POINTS WITH FOOTBALL

24 of 29 NFL flagships increased their shares from summer to fall, Arbitron shows

By Reed E. Bunzel

When the final numbers are chalked up on the 1991-92 football season, the tally will show the big winners were not just the Washington Redskins: pro games helped boost most of the 29 stations offering play-by-play in the 26 NFL markets.

Allowing for programing, demographic and methodological variables in the final book, NFL play-by-play was a valuable commodity to stations looking to increase their audiences through sports broadcasts. In a simple analysis of the fall '91 Arbitron numbers vs. summer '91, 24 of 29 radio stations serving as "flagships" for their markets' respective NFL teams increased their shares, while five went down. On average, those that picked up listeners—not necessarily, of course, because of NFL broadcasts alone—increased an average 1.2 points, while those that went down dipped an average 0.6.

The stations that realized the greatest ratings increases were WWL(AM) New Orleans (3.3), KOA(AM) Denver (2.7), WGR(AM) Buffalo (2.2), WBZ(AM) Boston (2.0) and WHK(AM)-WMMS(FM) Cleveland (1.9). Biggest losers were KIRO(AM) Seattle (-1.4), WNEW(AM) New York (-0.6), WCBS(AM) New York (-0.5) and KVIL-AM-FM and WTAE(AM)-WVTY(FM) Pittsburgh (-0.3).

Arbitron numbers for all stations are for persons 12-plus, Monday-Sunday, 6:00 a.m.-midnight; numbers for other demographics and dayparts were not available. Stations included in this analysis are those listed in the August 13, 1991, BROADCASTING, except for WGR(AM) Buffalo, which was omitted as the Bills' flagship station. Not included in the analysis were stations carrying CBS Radio Networks' Monday Night Football broadcasts. ■

STATIONS MAKE BOOK ON NFL PLAY-BY-PLAY

NFL Team	Flagship	Summer '91	Fall '91	Change	Team's W/L Pct.
Washington Redskins	WMAL(AM)	3.6	5.1	+1.5	.875
Buffalo Bills	WGR(AM)	3.9	6.1	+2.2	.812
Denver Broncos	KOA(AM)	7.0	9.7	+2.7	.750
Detroit Lions	WWJ(AM)	4.4	6.3	+1.9	.750
Chicago Bears	WGN(AM)	8.4	8.5	+0.1	.687
Dallas Cowboys	KVIL-AM-FM*	5.6	5.3	-0.3	.687
Houston Oilers	KTRH(AM)	4.7	5.3	+0.6	.687
New Orleans Saints	WWL(AM)	8.1	11.4	+3.3	.687
Atlanta Falcons	WSB(AM)	7.2	8.5	+1.3	.625
Kansas City Chiefs	KCFX(FM)	4.8	5.0	+0.2	.625
Philadelphia Eagles	WIP(AM)	2.7	4.0	+1.3	.625
San Francisco 49ers	KGO(AM)	8.0	8.4	+0.4	.625
Los Angeles Raiders	KFI(AM)	2.1	2.7	+0.6	.562
Miami Dolphins	WIOD(AM)	4.9	5.7	+0.8	.500
	WQBA(AM)**	2.5	4.1	+1.6	.500
Minnesota Vikings	KEEY-FM	9.3	10.8	+1.5	.500
New York Giants	WNEW(AM)	2.5	1.9	-0.6	.500
New York Jets	WCBS(AM)	3.5	3.0	-0.5	.500
Pittsburgh Steelers	WTAE-AM/WVTY-FM*	9.5	9.2	-0.3	.437
Seattle Seahawks	KIRO(AM)	10.6	9.2	-1.4	.437
Cleveland Browns	WHK-AM/WMMS-FM*	10.0	11.9	+1.9	.375
New England Patriots	WBZ(AM)	5.5	7.5	+2.0	.375
Green Bay Packers	WTMJ(AM)***	10.6	11.0	+0.4	.250
Phoenix Cardinals	KTAR(AM)	8.6	9.6	+1.0	.250
San Diego Chargers	XTRA(AM)	2.0	2.1	+0.1	.250
Cincinnati Bengals	WKRC(AM)	3.7	5.0	+1.3	.187
Los Angeles Rams	KMPC(AM)	2.6	2.8	+0.2	.187
Tampa Bay Buccaneers	WQYK-AM-FM*	10.8	12.3	+1.5	.187
Indianapolis Colts	WIBC(AM)	11.5	12.4	+0.9	.062

Note:
 *AM-FM ratings combined
 **Broadcasts in Spanish
 ***WTMJ(AM) is located in Milwaukee

RAB ANNOUNCES ADVERTISING AWARD WINNERS

Top-three Marketing Partnership honors go to radio image efforts geared to auto dealers

By Reed E. Bunzel

The Radio Advertising Bureau in New York has announced the winners of both its Marketing Partnership Awards and, in conjunction with the National Automobile Dealers Association (NADA), the 15th annual Chassie Awards. The Marketing Partnership Awards recognize local radio marketing efforts; the Chassies honor excellence in radio commercial production for auto dealers and dealer associations.

The top-three Marketing Partnership Awards were awarded to associations that had focused their efforts on boosting radio's image among local automobile retailers. The gold prize went to the Detroit Radio Advertising Group (DRAG), which received \$5,000 and a complimentary RAB Radio Sales University training seminar for local radio stations. RAB awarded the top prize to DRAG for its "successful efforts to reach and influence media decision makers at some of the nation's largest auto manufacturers, retailers and advertising agencies," according to an RAB statement.

The \$3,000 silver award went to the Milwaukee Area Radio Stations (MARS), recognizing the group's

campaign to boost awareness and public perception of the local auto industry on behalf of the Automobile Dealers Association of Mega Milwaukee. The Southern California Broadcasters Association took the \$1,000 bronze award for its "How to Hit a Moving Target" campaign directed at increasing radio ad revenues from Southern California's automotive category.

Additionally, special "recognition awards" of \$500 were presented to the Puget Sound Radio Broadcasters Association (PSRBA) and the Houston Association of Radio Broadcasters (HARB) for "the creative materials they developed to communicate radio's strengths to advertisers and agencies," according to an RAB spokesperson.

The Marketing Partnership Awards "embody the spirit of partnership and cooperation that are key to the growth and prosperity of this industry," said RAB President Gary Fries. The awards were scheduled for official presentation Saturday (Feb. 1) at the RAB Managing Sales Conference in Nashville.

Eight Chassie Awards in as many categories will be presented at the annual NADA convention in Dallas Feb. 11, including five received by Dick

Orkin's Radio Ranch in Los Angeles. Best overall commercial honors went to "The Cocktail Party," produced by Orkin for Bob Harris Ford/Lincoln/Mercury in Georgetown, S.C.; the spot also won an award for best small-market commercial.

Winners in other categories include:

■ Best medium-market commercial: "Red Ribbon/M.A.D.D." for Penske Cadillac/Lexus/Daihatsu in Bakersfield, Calif.

■ Best large-market commercial: "Bill's Problem," produced by Dick Orkin's Radio Ranch for Keystone Motors, Berwyn, Pa.

■ Best medium-market campaign: "Dance Instructor"/"Noon in Siberia," produced by Dick Orkin for Cedar Rapids Toyota, Marion, Iowa.

■ Best large-market campaign: a series of commercials produced by Craig Wiese & Company for Jim Paul's Valley Olds/Pontiac/GMC, Apple Valley, Minn.

■ Best humor: a tie between "Letter #1" and "Martin Flink," both produced by Dick Orkin for California Jeep and Eagle Dealers, Los Angeles.

■ Best music: "Help Me Honda" campaign produced by Fitzgerald Advertising for New England Honda Dealers, Boston. ■

NBA TAKES RADIO PACKAGE IN-HOUSE

The NBA has become the first professional sports league to produce its own radio broadcasts, but the move comes at a price: the league was off the air for half a season and its national coverage has dropped 17%.

NBA Radio will debut coverage with the league's All-Star game on Feb. 9 on 63 stations reaching 60% of the national radio audience, the NBA announced last week. Last year, the league's national package produced by PIA Radio was carried by 90 stations (77% coverage).

The NBA was off the air for the first half of the 1991-92 season, following contractual differences with PIA Radio that were resolved in an out-of-court settlement.

Charter advertisers for NBA Radio include Fleece, GMAC, Yokohama Tires, and Jeep/Eagle.

In addition to the All-Star game, NBA Radio will broadcast a game of the week every Sunday through the end of the regular season; the first two rounds of the playoffs, and then each playoff game through the NBA Finals.

The league's announcing team will consist of play-by-play man Joe McConnell, color analyst Bob Lanier and studio host Tom Hanneman.

All broadcasts will be produced at the Minnesota Timberwolves' new radio studio, under the direction of NBA Radio executive producer Tom Carelli.

-PV

CBS READIES OLYMPIC COVERAGE

CBS Radio Networks begins its exclusive U.S. radio coverage of the 1992 Olympic Winter Games Feb. 8, broadcasting live from 13 venues within the 650-square-mile site in and around Albertville, France. CBS has assigned a team of 20 sportscasters and analysts to provide 300 special reports plus live coverage of the U.S. hockey team.

Most of CBS Radio's coverage will be heard in the U.S. during morning and afternoon drive, including the regularly scheduled "Sportstime," anchored by Greg Gumbel, and the regular weekend feature "Sports Central USA," hosted by Jim Hunter. -RBB

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ARBITRON

Washington

GSA's AUSTIN BEHIND FCC's MOVE TO PORTALS

GSA administrator second-guesses staff and picks Southwest development to chagrin of FCC officials who find it inaccessible and inconvenient

By Harry A. Jessell

General Services Administration Administrator Richard Austin overrode the recommendation of GSA staff in tentatively selecting the Portals last month as the new headquarters of the FCC, according to government sources.

The regional administrator for the Washington area had advised Austin to award the 20-year lease to the centrally located Warner building, the first choice of FCC Chairman Alfred Sikes and Managing Director Andrew Fishel, the sources said.

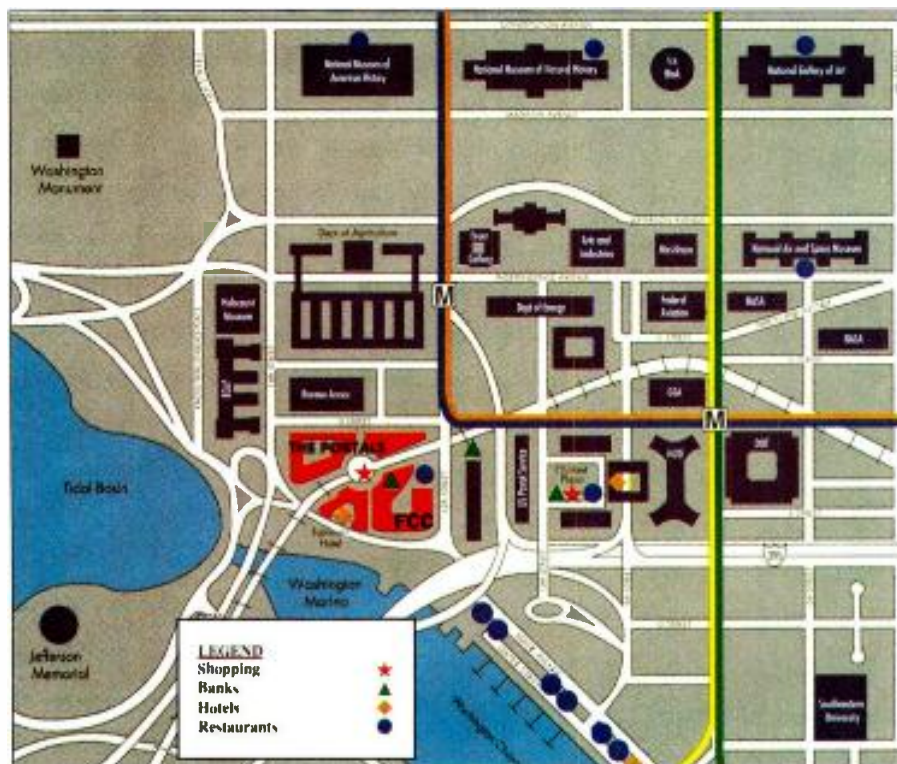
Austin was unavailable for comment last week.

James Handley, the regional administrator for the Washington area who reportedly made the recommendation rejected by Austin, said he would not specifically comment on the FCC contract until it had been finalized, even to confirm the tentative selection of the Portals. But, he said, a reversal of a staff recommendation by Austin would be highly unusual.

Sikes fired off a letter to Austin on Jan. 17, protesting the selection as well as Austin's decision, again reportedly contrary to the staff recommendation, to limit the FCC to just 286,000 square feet. The letter asks the GSA to start the selection process anew or permit the FCC to remain where it is.

"There is a difference between what the FCC thinks is in the best interest of government and what the GSA thinks is in the best interest of government," Fishel said. The FCC expects to hear back from Austin on its appeal this week, he added.

"Al's heart was set on the Warner," said one FCC official.



"FCC" marks the proposed site of the agency's new headquarters in Southwest Washington.

"Why be in Siberia, when you can be [in the Warner]?"

While the Portals may not be Siberia, it is relatively remote. The Warner, with a Pennsylvania Avenue address, is well within Washington's commercial and governmental mainstream, near the White House, major hotels, banking and shopping.

The Portals, by contrast, is removed from the hubs of Washington life, tucked away along the Tidal Basin and Washington Channel behind the Department of Agriculture.

Several sources speculated that Austin chose the Portals and limited the square footage because it was the only way to stay within the price cap

set by Congress when it first authorized the GSA to seek a new lease for the FCC in 1987. The cap was originally \$9.4 million a year, but has been adjusted for inflation each year since 1987.

Despite the prospectus, sources said, the GSA could have awarded the lease to the Warner. The GSA may exceed the prospectus cap by as much as 10% without incurring congressional wrath. And the difference between the Portals's and the Warner's price tags was less than 10%, they said.

A contributing factor in Austin's decision may have been a backlash against Fishel's incessant efforts to steer the GSA lease to the Warner or

the City Center, another new building several blocks from the Warner. Those efforts appear to have "irritated" Austin, said one FCC official.

In his appeal to Austin, Sikes argues the Portals is inaccessible for the handicapped because of the roads and narrow sidewalks that surround it, and it will not be ready for use in January 1993, as the SFO demands. Sikes also says the 286,000 square feet falls 50,000 square feet short of what the FCC feels it needs.

In forcing the FCC into the Portals, the GSA is being penny-wise and pound-foolish, Fishel said. The nearest amenities are a 20-minute walk away, he said. The costs of the lost productivity alone—\$84 million over 20 years—will "dwarf any rent savings," he said.

The 286,000 square feet of space Austin has approved—the minimum asked for in the SFO—is "totally inadequate," Fishel said.



GSA's Richard Austin wants the Portals

Rather than move into the Portals, the FCC would prefer to stay where it is, Fishel said. Not only would it avoid disruption of the bureaucracy, it would also save the taxpayers around \$25 million over two years in moving and construction expenses, he said. Sikes and Fishel are not the only FCC

FCC TAKES FM OFF AIR IN ILL.

The FCC has pulled the plug on WCFL(FM) Morris, Ill., for operating with excessive power, using a nondirectional antenna when it should have been using a directional antenna and for failing to have personnel at its transmitter, which is required because the remote control is inoperable.

The station, located about 65 miles from Chicago, was operating under special temporary authority. The Mass Media Bureau sent the station a letter telling it to go off the air, and the station complied on Friday, Jan. 24.

officials who do not want to go to the Portals. "It's a horrible place," said another high-ranking FCC official. "It's like buzzard's point." ■

FCC DOING ITS BIT FOR MORATORIUM

Sikes orders review of rules in accordance with President Bush's request for halt to any new regulations that hurt business

By Harry A. Jessell

By the time President Bush unveiled his 90-day moratorium on new government regulations (and mandate for review of existing ones) in his State of the Union address last Tuesday, the FCC was already well on its way toward doing its part.

Notified of plans for the moratorium a few weeks ago, FCC Chairman Alfred Sikes had ordered an agency-wide review of the rules and identification of those that are "outmoded and unnecessary."

Following the address and the receipt the same day of a three-page memo laying out the scope of the moratorium and bearing the President's signature, Sikes intensified preparations with a meeting of bureau and office chiefs on Thursday morning.

The result of the push may be one or more omnibus rulemakings proposing elimination of a variety of rules similar to the "regulatory underbrush" proceedings that became one of the hallmarks of Mark Fowler's chairmanship during the Reagan years ("Closed Circuit," Jan. 27).

The President's initiative may also

give a boost to some of Sikes's deregulatory efforts, most notably proceedings aimed at relaxing the ownership restriction of radio and television. It may also help Sikes persuade other commissioners to consider relaxation of the prime time access rule, despite their oft-expressed reluctance to do so.

As an independent agency, the FCC is not obliged to participate in the moratorium. But FCC Chairman Alfred Sikes is on board, and it is unlikely any of the other four commissioners—all Bush appointees—would ignore the Presidential initiative.

In his annual speech, Bush told Congress and a television and radio audience of millions that he had asked for "a 90-day moratorium on any new federal regulations that could hinder growth."

"In those 90 days, major departments and agencies will carry out a top-to-bottom review of all regulations, old and new, to stop the ones that will hurt growth and speed up those that will help growth," he said.

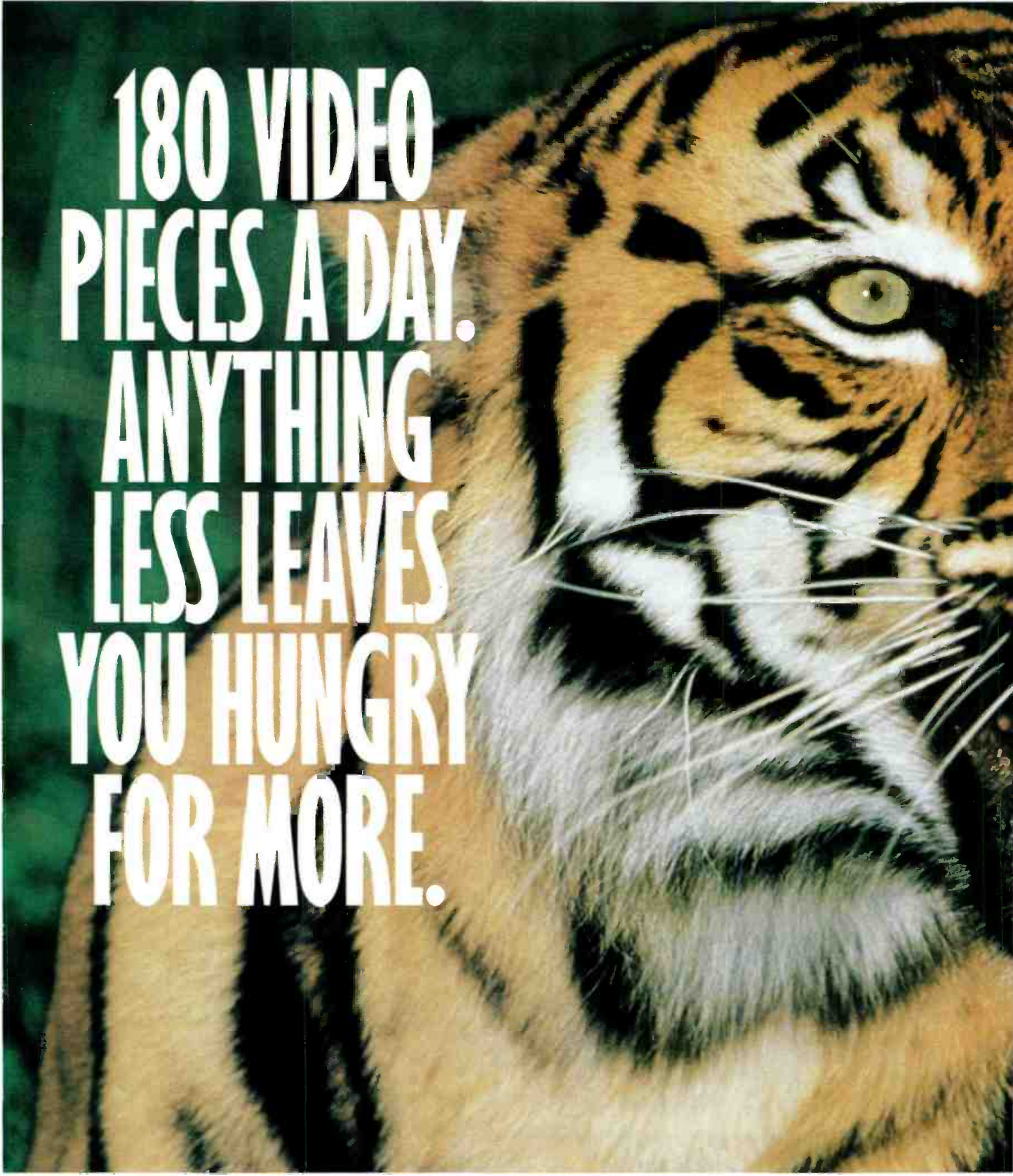
In his memo, the President asked participating agencies to appoint a "regulatory oversight official" and submit reports of deregulatory actions

with the working group of the White House Council on Competitiveness, which is overseeing the moratorium. Sikes met with White House officials to discuss the moratorium and the FCC's possible role on Jan. 15. Six days later, he sent a memo to the other commissioners soliciting their support in reviewing rules "with a view toward eliminating those that are outmoded or unnecessary."

"We can leave, as part of our legacy," Sikes said, "the termination of needless contact between the government and the private sector which siphons off a measure of private wealth and FCC resources [especially tight as demand increases and public revenues face sustained shrinkage]."

Sikes suggested there is plenty to do. "[D]espite the deregulatory efforts of the last few years, the FCC rules and regulations still take up nearly 3,000 pages in the Code of Federal Regulation." What's more, he said, the FCC uses 300 different forms.

Sikes also distributed to the other commissioners copies of a two-page memo he sent to the White House setting forth deregulatory initiatives during his chairmanship.



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S O U R C E

Included among the six mass media items was adoption of uniform technical standards for cable systems that will "reduce burdens of local cable system operators due to multiple, sometimes conflicting, local franchise technical requirements." The only problem is the FCC has not yet adopted the stations. They are expected to be adopted, however, at the FCC's next meeting on Feb. 12.

The list also includes repeal of the ballot-issue corollary of the fairness doctrine; revamping of the rules governing MMDS and other wireless cable facilities; review of the radio and TV ownership restrictions; improvement of processing of FM new-station and modification applications, and streamlining of the comparative hearing process for awarding new broadcast licenses. ■

agreement have to be very careful that they don't give up their renewal expectancy to somebody else."

Attendees also questioned Stewart about the possibility of the allocation of spectrum for high-definition television bumping low-power television stations (LPTV) off the air. According to a recent study by Pennsylvania State University, a majority of LPTV stations offer a religious format. While Stewart said he did not anticipate any significant impact on LPTV, especially in rural areas, he emphasized that "LPTV was created as a secondary service—you can't forget that." Added Stewart: "Our responsibility is to bring technology to the American public."

The FCC Mass Media Bureau Chief also told attendees he was anticipating staff cuts because of budget considerations. "I expect over the period of the year we will suffer losses of staff without being able to replace them on

FCC SEES FUTURE FOR LMA'S

According to Mass Media Chief Stewart, commission will continue to allow local marketing agreements

By Joe Flint

Don't look for the FCC to rule that local marketing agreements (LMA's) are against the public interest. That's the word from Mass Media Bureau Chief Roy Stewart, who added that while the commission "may decide to have some restrictions," he did not think the "spigot will be turned off." An LMA agreement typically allows a party other than a station's licensee (often a broadcaster in the same market) to control programing and/or advertising on the station in return for a flat fee or a percentage of advertising sold.

Stewart, speaking at an FCC panel at last week's National Religious Broadcasters convention in Washington, said he thought "as long as there is no unauthorized transfer of control of the license" there is nothing wrong with that type of time-brokerage agreement. Stewart did not speculate on the fate of a bill before the House of Representatives (H.R. 3715) limiting the amount of time a licensee can sell to 25% or less. The FCC's Field Operations Bureau recently concluded an audit of about 280 randomly selected radio and TV stations and hopes to have the results in front of the commissioners within the next two weeks. An FCC rulemaking aimed at clarifying LMA rules is part of the commission's comprehensive overview of radio rules.

Stewart did tell NRB attendees not to forget that they are responsible for the license and the requirements that come with it. Said Stewart: "What happens if somebody files a petition to deny or a competing application

[against an LMA station] and says this 'licensee's principles have been at the beach for the last five years. They've leased their station to somebody.' People that enter that time-brokerage

BARRETT COLD ON FM FREEZE

Granting the National Association of Broadcasters' upcoming request for a freeze on new FM stations could "close the door" to newcomers to broadcasting, FCC Commissioner Andrew Barrett told a group of attorneys in Chicago.

"I agree that more is not always better, but am concerned that no new license grants coupled with greater concentration of existing media may close the doors for new entrants to broadcasting," Barrett said in a Jan. 24 speech to the Midwest chapter of the Federal Communications Bar Association.

Acting on the vote of its board last month, the NAB plans to ask the FCC formally for a halt or a slowdown in the granting of new FM licenses within the next week or two (BROADCASTING, Jan. 27). It will argue that FCC policies of the past decade have produced a glut of FM stations on the air that makes it tough for all to survive.

Barrett also said he was wary of the ongoing reviews of the FCC ownership limits, saying that liberalizing or repealing those limits may lead to "greater concentration of existing media. We must be careful to insure that there is still some form of commitment to diversity and localism."

Barrett predicted FCC Chairman Alfred Sikes would move to relax radio ownership restrictions prior to the NAB convention in April and, if Congress does not protest that action too loudly, proceed to do the same to the television rule in June or July.

Looking ahead to other issues, Barrett said the FCC will not consider restrictions on time-brokerage agreements "until late this year, if at all." "I doubt if Sikes will take on this issue before he accomplishes what he wants with respect to ownership rules," the commissioner said.

Action on a proposal to reinstate the must-carry rules "depends in large measure on whether Commissioner Quello can convince two other offices to go against the chairman," he said. Such rules would require cable systems to carry local broadcast signals.

Barrett said he shares the lack of enthusiasm for a proceeding to relax the prime time access rule. "Although there does not appear to be three offices wanting to bring [reform of the prime time access rule] up for a vote any time soon, the chairman may attempt to raise it this year." —NAJ

an on-going basis." That did not deter Stewart from encouraging religious broadcasters to let their feelings be known on all issues facing the commissions, not just indecency issues. "We need to hear from you; it is a two-way street."

As for indecency, Ted Baehr of Good News Communications opened the panel by telling attendees: "The devil has stolen television and is running full steam ahead." Charles Kelly, chief, FCC's Enforcement Division, told attendees that the Solicitor

General has asked the Supreme Court to review the 24-hour ban on indecency, and Stewart reminded attendees that the commission needs documentation in the form of either an audio- or videotape if they are to pursue alleged indecency violations. ■

COUNTRIES LIKELY TO DISAGREE OVER DAB

But head of U.S. delegation to WARC says it will not seek a reservation over choices of S- or L-band frequencies for digital audio service

By Joe Flint

The United States will not seek a reservation at the World Administrative Radio Conference if other countries including Canada and Mexico do not back the U.S. government's decision to support an international digital audio broadcasting spectrum allocation on S band (near 2,300 mhz) rather than lower L-band frequencies (near 1,500 mhz.)

At a press briefing last week, U.S. delegation head Jan Baran said that as a "matter of routine we will not seek reservations in the course of this conference." Reservations in the past, he said, have been done "only with great reluctance."

The WARC conference, which starts this week in Torremolinos, Spain, and runs through March 3, is a basis for international treaty, and reservations are exceptions to the treaty.

Europe and Japan, according to Baran, have proposed spectrum in the 2,500 mhz range in the S band for DAB, while Canada and Mexico support use of the L band. Baran said the differences of opinion over spectrum usage "don't represent opposition [but] it does present problems on making everyone happy." Baran declined to discuss what backup plans the U.S. might have. "We are prepared to be flexible."

As for the possibility that there would be different allocations for DAB in three regions of the world, Baran said that was "not likely." Baran questioned whether equipment could be manufactured to provide enough flexibility in receivers and accommodate more than one allocation.

Countries are not bound by the decisions, but they try to reach agreements on international standardization for free and simple trade in communications equipment. Agreements reached



U.S. WARC delegation head Jan Baran

at WARC constitute treaties and, as such, are subject to ratification by the Senate.

Besides DAB, other issues on the WARC agenda include an increase in the allocation for shortwave broadcasting to help international broadcasters such as Voice of America, Radio Free Europe and Radio Liberty; allocations for low earth-orbiting satellites; reallocation of spectrum to provide generic mobile satellite services, and a primary earth exploration satellite allocation to avoid potential interference.

This being the first major conference held in the "new world order," Baran does not anticipate having to deal with many extraneous issues as during the 1982 WARC, when some participants wanted to remove Israel from the conference. "I am very optimistic about what I think will be an

open and dynamic period," he said.

Baran will be leading a delegation of 51 U.S. representatives at WARC. Currently a partner at the Washington law firm of Wiley, Rein & Fielding and general counsel to the Republican National Committee, he served as general counsel to the George Bush for President Committee, Bush-Quayle '88 and The American Bicentennial Presidential Inaugural.

Baran also announced last week that former U.S. Senator and Apollo astronaut Harrison Schmitt had joined the WARC delegation. ■

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April 16, 1992



Rules and
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Public Affairs Office, American Psychological
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Business

TV NETWORKS TOUT CRISIS ADVERTISING

'You've got a captivated audience,' says NTA video sent to 3,000 ad executives featuring news executives describing benefits reaped by airing ads during breaking news events

By Peter Viles

The three major television networks, stung by the defection of many advertisers during the Gulf War, are making a joint appeal to advertisers to stay on the air during unscheduled coverage of national or global crises.

To make the case, the Network Television Association last week shipped a 16-minute video, "Advertising During Times of Crisis," to 3,000 advertising executives.

The video, featuring news executives from all three major networks, seeks to dispel advertisers' fears about

risks involved in unscheduled news coverage and to highlight the attractiveness of such coverage: good demographics, high ratings and unusually rapt viewers. "If you're an advertiser, you've got a captivated audience," says Don Browne, executive vice president, NBC News. "They're in the mood to listen, and they're in the mood to be informed."

The NTA cites research to bolster its case that viewers understand the need for commercials during extended news coverage. According to polling conducted for the NTA by Bruskin Research Associates, 70% of people surveyed support advertising during

expanded war coverage, and 70% believe advertisers were doing a public service by supporting news coverage.

"The viewer out there is very sophisticated," says NTA President Peter Chrisanthopoulos. "They're not going to say, 'Oh, client X is taking advantage of a situation.'"

In the video, the news executives say networks are especially sensitive to placement of advertisements during a crisis. To avoid embarrassing juxtapositions of gory footage and ads, the networks generally insert a buffer before cutting to a commercial. During its coverage of the Exxon Valdez oil spill, for example, CBS was careful not to place Exxon ads too close to news stories on the spill, says Joseph Peyronnin, vice president and assistant to the president of CBS News.

Further, the news executives argue, unscheduled news is not always bloody or upsetting. Some events, such as the release of American hostages or key events in the fall of Communism, are uplifting.

Jennifer Young, vice president, associate director of national broadcast at Foote, Cone and Belding Communications, said she doubts advertisers will flock to unscheduled news coverage.

"Each individual situation is going to be reviewed for each client," she said. "I don't think you can make a sweeping statement about what you're going to do if there's a crisis."

She said companies that do not already advertise on network news are unlikely to buy time on unscheduled news events, which offer similar demographics. She added that Japanese clients, many of whom avoid advertising during news coverage of American crises, are unlikely to reconsider that position. ■

KATZ NEAR DEAL WITH DETROIT CABLE REP FIRM

Katz Communications, continuing its closely watched entrance into the cable spot business, is close to a deal to purchase a portion of Cable Media Corp., a regional cable rep firm based in Detroit.

CMC President Barry Harrison said he and Katz have reached a tentative agreement and are still discussing details of the deal. Several industry sources say Katz will purchase a minority portion of CMC and that Harrison will remain to help the company expand to new markets.

"We're going to become partners to grow Cable Media," Harrison said. He declined further comment on the talks, as did Katz executives.

If finalized, the deal would mark Katz's biggest step into the spot cable business. CMC represents Detroit Interconnect as well as PASS, a regional sports cable network that carries Detroit's Tigers, Red Wings and Pistons.

Katz Cable Sales, formed last year, represents Allbritton Communications NewsChannel 8 in Washington and Multimedia Cablevision in Wichita. Katz has also been negotiating with cable systems in Syracuse and El Paso.

The Katz-CMC talks have already caused realignment in the cable spot business. In response, National Cable Advertising cut its ties to CMC, which had served as its local rep firm in Detroit, according to NCA President Bob Williams.

Williams said NCA plans to open its own office in Detroit, and may compete with CMC to represent Detroit Interconnect. He said NCA has good relations with cable systems in Detroit, and that he knows of no exclusive contract between CMC and Detroit Interconnect: "To our knowledge, there are no binding, legal agreements in that regard." ■

Changing Hands

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

WPTY-TV Memphis ☐ Sold by Chase Broadcasting of Memphis Inc. to Clear Channel Communications for \$21 million cash. **Seller** is subsidiary of Chase Communications Inc., headed by David T. Chase, and is licensee of four AM's, four FM's and five TV's. **Buyer** is headed by L. Lowry Mays, and is licensee of eight AM's, eight FM's and six TV's; waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kan., is pending. WPTY-TV is Fox affiliate on ch. 24 with 3,003 kw visual and 600.6 kw aural with antenna 1,011 feet above average terrain.

KDMG-FM Pella, Iowa ☐ Sold by GBA Inc. to Intergalactic Communications Inc. for \$1.43 million. **Seller** is headed by George Beasley, who heads Beasley Broadcast Group. Beasley has at least 45% interest in ultimate licensees of 5 AM's and 15 FM's. **Buyer** is headed by Ronald Sorenson, who has notice of appeal filed for application for new FM at Des Moines, IA, which was granted to competing applicant. KDMG-FM has classic oldies format on 103.3 mhz with 100 kw and antenna 750 feet above average terrain.

WJMR(FM) Fredericktown, Ohio ☐ Sold by Ohio Broadcasting Stations Inc. to Bohmar Communications Inc. for \$325,000 on terms. **Seller** is headed by John McKinley and has no other broadcast interests. **Buyer** is headed by Arlene D. Bohach and has no other broadcast interests. WJMR has AC format on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWZD(FM) Hamlin, Tex. ☐ Sold by William R. Rice Inc., receiver, to B & D Communications Inc. for \$265,000 cash. **Seller** was receiver for assignment of WYTL(AM)-WPFR(FM) Terre Haute, Ind., which was recently approved. Rice has also been appointed receiver for WKKI(FM) Celina, Ohio, to be filed shortly. **Buyer** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's ☐ \$0 ☐ 0
FM's ☐ \$1,430,000 ☐ 1
AM-FM's ☐ \$0 ☐ 0
TV's ☐ \$21,000,000 ☐ 1
Total ☐ \$22,430,000 ☐ 2

1992 to Date:

AM's ☐ \$0 ☐ 0
FM's ☐ \$1,430,000 ☐ 1
AM-FM's ☐ \$0 ☐ 0
TV's ☐ \$21,000,000 ☐ 1
Total ☐ \$22,430,000 ☐ 2

For 1991 total see Jan. 27, 1992 BROADCASTING

PUBLIC GRANITE

Granite Broadcasting has gone public. As reported earlier ("Closed Circuit," Jan. 13), the \$7 offering price for the group owner was below that originally anticipated, while the 3 million shares sold was more than originally expected. The company trades on NASDAQ's National Market System under the symbol GBTVK.

WATCH AND READ

CBS-TV and The New York Times Co. Women's Magazines have joined forces in what they describe as the first marketing partnership between a TV network and a consumer magazine group. Together, they will sponsor a 25-market shopping-mall tour beginning in January 1993 featuring appearances by magazine editors and stars of CBS programs. Advertisers who commit to combined purchases with the two companies will be featured in the tour. The New York Times Co. Women's Magazines publishes 14 titles including *Family Circle* and *McCall's*.

SOLD!

KGEO-AM/KGFM-FM, Bakersfield, California from **Kern Broadcasting Corporation** to **Lagniappe Broadcasting, Inc.** for \$1,750,000.

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Technology

SMPTE: COMPUTER CONUNDRUM

TV and PC engineers verge, and diverge, on how deep video standards convergence ought to go in the real world

By Peter Lambert

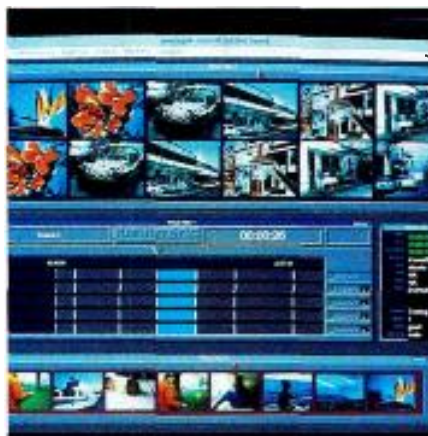
Engineering consultant John Watkinson hopes to "stir up controversy" with "The Futility of Creating Video Systems from Separate Boxes," the first of 22 technical papers to be presented at the Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging Conference this Friday and Saturday, Feb. 7-8.

A limited survey of authors lined up for the conference indicates that Watkinson will not have to stir too much.

Titled "Collision or Convergence: Digital Video/Audio, Computers and Telecommunications," the conference brings together TV and computer engineers driven by agendas that apparently converge a little and collide a lot. By several accounts, blood pressure among the 400 attendees at San Francisco's Westin Saint Francis Hotel is certain to run high from the moment the word "universal" is coupled with the word "standard."

"I'm not sure anyone needs to make a convergence of the computer and television happen. We need to accept it," or be left out of a multimedia revolution, said London-based Watkinson, who said his clients include Hewlett Packard, as well as the BBC.

Like Watkinson, Charles Poynton, a staff engineer integrating picture technology into computers for SUN Microsystems, wants to see adoption of a common digital transmission standard by the TV and computer industries—MPEG, a set of Motion Picture Experts Group transmission parameters "well on the way to becoming an international standard" among computer chip manufacturers.



Will PC video, such as Montage III, and TV share circuitry? Some say "rubbish."

He fears, however, that a U.S. digital high-definition TV transmission standard may incorporate MPEG yet prove too narrow in system implementation. If HD manufacturers "etch 1,480 by 966 lines, or 29.97 frames per second, onto the silicon, then the computer guys won't use it," he said, arguing that those parameters must remain flexibly open in software form.

The Advanced Television Research Consortium believes its MPEG-based HDTV transmission system, certified last week for testing (see page 66), will answer many of Poynton's concerns.

But, said Lawrence Thorpe, vice president of production technology for Sony Advanced Systems: "To the notion that the home must eventually have a single decoder for video and bill-paying, I say 'rubbish.'" Dialogue over the past year or so between TV and computer camps, "painful as it is, very passionate and full of a lot of screaming and a lot of ignorance, has been terrific. But it will be another

two years before we cut through to reality," he said.

The two camps appeared to agree on at least one point: personal computer-based animation, graphics and special effects will only get better. Poynton projected that multimedia's current VHS quality video will reach D-1 quality in two years and HDTV quality in five.

That "revolution in multimedia is going to require a common technology base to serve both entertainment and information services," said Poynton, who conceded that "you can go overboard and lose economies" adopting standards that are too general.

Thorpe argued the twain shall not meet on such fundamental common ground. "We record the real world in real time; computers create great images, but nowhere near real time. They don't deal with the fast data rates we deal with."

Optimizing interface capabilities "once we've created our images and got them into digital form" is a worthy cause, he said. "But to achieve a thorough convergence, which some believe must be forced—that would require enormous give and take, including the FCC decision" on HDTV, he said.

Nevertheless, several authors from the computer world suggested that, if the TV industry fails to find the utmost common standards ground with computers, U.S. manufacturers may eventually lose global digital TV markets to foreign TV, or even domestic computer, industries. "It only needs one or two outfits embracing the [consumer multimedia] technology, and everyone else will have to follow," said Watkinson. ■

FIBER GRABS MORE POINT-TO-POINT VIDEO

IDB-Vyvx deal will bring threefold increase in sports TV fiber feeds in 1992

By Peter Lambert

IDB Communications, the nation's largest reseller of satellite capacity and provider of backhaul transmission services to sports television rightsholders, will at least triple its use of Vyvx Inc.'s longhaul fiber-optic video network in 1992.

Vyvx President Del Bothof (pictured) said his 50-city network will handle at least 3,000 hours of point-to-point professional and college sports feeds for IDB this year. That kind of traffic, he said, "will help assure that we go to those [local sports, broadcast and cable TV] venues often enough to justify the cost" of building six or more new local fiber loops this year.

WilTel President Roy Wilkens said video will represent only several percent of WilTel's projected \$800 million long-distance sales in 1992. Wilkens added, however, that video could become 10% or more if WilTel builds



Bothof seeks more local fiber loops

a hybrid fiber-satellite network distribution contract, which it is proposing to do for NBC.

"Vyvx proved it could perform last year," transmitting 300 Major League Baseball games for IDB, said John Tagliaferro, president of IDB subsidiary Hughes Television Network. "By centralizing all the sports" mainly through IDB's sales force, he said, "we can most intelligently integrate fiber into the overall network. The customer makes one call and gets one price, and he gets the most logical, efficient route."

Increased fiber use will not significantly affect IDB's satellite requirements, only about 10% of which have been for point-to-point video, said Tagliaferro. Much of that involves offshore and U.S.-Canada feeds and will remain on satellite. However, he said, "the ultimate long-range solution for point-to-point very much involves fiber. We're a service company. We're not going to fight history, and we're not wedded to any particular technology."

HIGH-DEFINITION TV: MOVING TO SOFTWARE

Viacom wants to see a U.S. International Electronic Cinema Festival by 1994

By Peter Lambert

Viacom International Senior Vice President Ed Horowitz believes close to half of Showtime's 7.5 million subscribers will be among the first 10 million buyers of widescreen, advanced television sets.

So, as director of the fifth annual International Electronic Cinema Festival (IECF), now set for Tokyo June 8-13 (and Geneva in 1993), he wants a 1994 festival in the United States.

The industry has begun a "transition from a hardware discussion to a focus on the need for software," he said.

"I think it's critical there be a U.S. festival," agreed Elizabeth Daley, dean of Cinema-Television at the University of Southern California and chairwoman of this year's IECF Nominating Committee. "You aren't going to get people interested in technology they can't see. They need to sit down and see 20 examples."

Horowitz expects consumer video

distribution to provide the initial, major competition to cable in delivering HDTV to the home. Because he also believes many of the first HDTV set and VCR buyers are already pay cable subscribers—proven "early adopters of new technology"—Viacom has begun rallying cable operator support for the festival.

Although a projected 10% HD set penetration in the first five years "is not great," that figure just about matches Showtime's own 8-9% TV home penetration, half of whom may go HD in five years.

"We have to communicate to the electronics manufacturers that cable will bring high definition to market immediately," he said.

In Horowitz's estimation, the festival and Olympics and World Cup soccer coverage will broaden the body of HDTV software beyond its "largely avant-garde" character—a factor driven by HDTV's affording image manipulation and compositing beyond filmmakers' wildest dreams.

Like Horowitz, Daley said HD programming must provide something both unique and mainstream to justify home equipment costs.

"At this point, the film industry has already accepted that high-resolution, digital video is the way to handle special effects," said Daley. "We're curious to see if we can go beyond special effects; can this give us a new palette?" Cinematographers experimenting with HDTV care little about whether HD looks like 35-mm film, she said. "They're much more interested in what new things it can do."

Daley said Hollywood will convert film to HDTV for network pass-through to homes. Whether HDTV production will become commonplace remains uncertain.

This year, Daley's committee seeks HDTV submissions (entry forms are due by Feb. 28) in drama, documentary, sports and events, variety and light entertainment, music video, advertising and promotion, science and industry, and video art.

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THIS WEEK

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. 3-4**—"The Census: Mosaics. Melting Pots and the Middle Class," conference for journalists sponsored by *The Washington Journalism Center* and *The Freedom Forum*. Freedom Forum, Arlington, Va. Information: (703) 528-0800.

Feb. 4—*Idaho Cable Television Association* winter convention and legislative meeting. Owyhee Plaza, Boise, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Terry Botwick, vice president, original programming, The Family Channel. Copacabana, New York. Information: (212) 768-7050.

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. 5-March 1**—"Harold Washington: On the Air," mixed media exhibit on the late mayor of Chicago sponsored by *Museum of Broadcast Communications*. Chicago. Information: (312) 987-1500.

Feb. 6—*American Association of Advertising Agencies* legal issues seminar. Regent Beverly Wilshire Hotel, Los Angeles. Information: Dorothy Forget, (212) 682-2500.

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*. Featured speakers from network entertainment division presidents: Peter Chernin, Fox Broadcasting Company; Robert Iger, ABC Entertainment; Warren Littlefield, NBC Entertainment, and Jeff Sagansky, CBS Entertainment. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Feb. 7-8—Midwest regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Indiana University, Bloomington, Ind. Information: Glenn Gutmacher, (401) 863-2225.

Feb. 7-8—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. 7-9—*Oklahoma Association of Broadcasters* winter convention. Marriott Hotel, Oklahoma City. Information: (405) 848-0771.

ALSO IN FEBRUARY

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*

MAJOR MEETINGS

Feb. 7-8—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—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—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

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

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

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

April 8-11—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

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

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

April 12-16—*National Association of Broadcasters* 70th annual convention and HDTV World

conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. 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—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

May 3-6—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

May 27-30—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

June 10-13—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

June 14-17—*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—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

■ **Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Balti-

more, Md. Information: (703) 549-6990.

Aug. 23-26—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

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

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

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

Oct. 12-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 13-14—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

Nov. 10-13—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

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

Dec. 2-4—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

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

Feb. 10-11—Radio Group Head Fly-In sponsored by *National Association of Broadcasters Radio Department*. Grand Hyatt, Washington. Information: Jackie Kane, (202) 429-5402.

■ **Feb. 11**—*Showtime Satellite Networks* dealer college. Bally's Hotel and Casino, Reno, Nev. Information: (800) 422-9006.

Feb. 11—"Using Humor in Business," cocktail reception sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Rosemarie Sharpe, (212) 481-3038.

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. Information: (919) 821-4711.

Feb. 11-12—Television Advertising Forum sponsored by *Association of National Advertisers*. Waldorf-Astoria Hotel, New York. Information: (212) 697-5950.

■ **Feb. 12**—*Society of Broadcast Engineers, chapter 15 New York area*, meeting. Times Auditorium, New York Times Building, New York. Information: David Bialik, (212) 594-1380.

Feb. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael B. Alexander, president and general manager, WWOR-TV, Copacabana, New York. Information: (212) 768-7050.

Feb. 12-14—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

■ **Feb. 13**—"William S. Paley, The Legendary Tycoon and His Brilliant Circle," a conversation with Sally Bedell Smith, author of *In All His Glory, The Life of William S. Paley*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

■ **Feb. 13**—"The Travel Industry," luncheon sponsored by *Advertising Women of New York*. Speaker: Christopher Clouser, senior vice president, Northwest Airlines. Grand Hyatt Hotel, New York. Information: (212) 593-1950.

Feb. 14—Deadline for entries in international print and radio advertising awards competition sponsored by *The New York Festivals*. Package design added as new competition category. Submissions must have been produced, run or distributed after March 1, 1991. Information: (914) 238-4481.

■ **Feb. 17**—Deadline for entries in the first annual *Radio Creative Fund Mercury Awards*. Information: (212) 307-3477.

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

Feb. 18—*West Virginia Broadcasters Association* sales seminar. Charleston Marriott, Charleston, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

Feb. 18-19—*Wisconsin Broadcasters Association* winter convention. The Edgewater Hotel, Madison, Wisc. Information: John Laabs, (608) 255-2600.

Feb. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Pierre Cossette, producer of the Grammy Awards and of "The Will Rogers Follies" currently on Broadway. Copacabana, New York. Information: (212) 768-7050.

Feb. 19—*American Association of Advertising Agencies* legal issues seminar. The Drake Hotel, Chicago. Information: Dorothy Forget, (212) 682-2500.

Feb. 19—*West Virginia Broadcasters Association* sales seminar. Morgantown Ramada Inn, Morgantown, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

Feb. 19—*National Press Foundation's* annual awards dinner featuring presentation of the Sol Taishoff Award for Excellence in Broadcasting to Ken Burns, maker of 1990 PBS documentary "The Civil War." Sheraton Washington Hotel, Washington. Information: Denise Slaughter or Donna Washington, (202) 662-7350.

Feb. 19-20—*The Museum of Television and Radio* presents the Mark Goodson seminar series, "Two Evenings with Barbara Walters." Museum, New York. Information: (212) 621-6600.

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 Biasinsky, (202) 833-2684.

■ **Feb. 20-22**—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton and Towers, Lafayette, La. Information: (504) 383-7486.

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. 25—*American Association of Advertising Agencies* legal issues seminar. The Grand Hyatt Hotel, New York. Information: Dorothy Forget, (212) 682-2500.

Feb. 25-26—Great Lakes Broadcasting conference and exposition sponsored by *Michigan Broadcasters Association*. Lansing Center, Lansing, Mich. Information: Leslie Staniszewski, (517) 484-7444.

■ **Feb. 26**—"Franchising: Business and Legal Issues," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

■ **Feb. 26**—"The Future of Network Television," a conversation with Ken Auletta, author of *Three Blind Mice*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

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

■ **Feb. 26-March 1**—*Association of Music Personnel in Public Radio* annual conference. J.W. Marriott Hotel, Houston. Information: John Swinford, (800) 833-3976.

■ **Feb. 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Randy Falco, senior vice president, Olympics and Sports Operations, NBC and Terry O'Neil, executive producer, NBC Sports. Copacabana, New York. Information: (212) 768-7050.

Feb. 27-28—"New Ways to Win New Business," seminar sponsored by *American Association of Advertising Agencies*. Arrowwood Conference Center, Rye Brook, N.Y. Information: Linda Field, (212) 682-2500.

Feb. 28—Deadline for applications to environmental journalism fellowship sponsored by the *University of Michigan* and the *Scripps Howard Foundation*. Candidates must have a minimum of three years newsroom experience and hold full-time positions with news organizations. Information: (313) 763-1155 or (313) 763-5943.

Feb. 28-March 1—*Intercollegiate Broadcasting System* national convention. Ramada Hotel at Madison

Square Garden, New York. Information: Jeff Tellis, (914) 565-6710.

■ **Feb. 29-March 3**—*Arbitron Television Advisory Council* meeting. Tucson, Ariz. Information: Pete Megroz, (212) 887-1344.

MARCH

■ **March 1**—Deadline for entries to the Pulliam/Project Sunshine Internship sponsored by *Sigma Delta Chi Foundation*. Information: (317) 653-3333.

■ **March 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lee Masters, president and CEO, E! Entertainment Television. Copacabana, New York. Information: (212) 768-7050.

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4477.

March 6-8—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Napa Valley, 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* 36th annual state leadership conference. J.W. Marriott Hotel, Washington. Information: (202) 429-5300.

March 9-11—First annual marketing co-op conference sponsored by *Cable Television Administration and Marketing Society*. South Shore Harbour Resort and Conference Center, Houston. Information: (703) 549-4200.

March 11—*Ohio Cable Television Association* annual meeting and cablecasting awards. Hyatt on Capitol Square, Columbus. Information: Janet Johnson, (614) 461-4014.

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

■ **March 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lloyd Werner, senior vice president, sale and marketing, Group W Satellite Communications. Copacabana, New York. Information: (212) 768-7050.

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

March 13-15—"Economic Issues in the 1992 Elections," conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

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 15**—Deadline for entries for the 1992 Arthur F. Burns Fellowship program sponsored by the *Center for Foreign Journalists*. Information: (703) 620-5984.

March 15—Deadline for entries for second *International Competition for New Media Technology*. Information: Christine Davet, (514) 842-5333.

March 16—Deadline for entries for 1992 national Clarion Awards competition sponsored by *Women in Communications, Inc.* Information: Laura Rush, (703) 528-4200.

■ **March 16-17**—*North Central Cable Television Association* and *The Society of Cable Television Engineers* technical management seminar. Minneapolis

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ls. Information: (612) 641-0268

March 16-18—North Central Cable Television Association trade show and convention Hyatt Regency Hotel, Minneapolis Information: (612) 641-0268

March 17—American Advertising Federation government affairs conference. Willard Hotel, Washington Information: Clark Rector, (202) 898-0089

■ **March 18**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Robert L. Turner, president. Multimedia Entertainment Copacabana, New York Information: (212) 768-7050.

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—48th annual *Radio and Television Correspondents Association* dinner Washington Hilton, Washington. Information: Ivan Goldberg, (202) 828-7016.

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 20-22—Fourth annual western conference of college broadcasters sponsored by *National Association of College Broadcasters* University of Southern California, Los Angeles Information: Glenn Gutmacher, (401) 863-2225.

March 25-28—West Virginia Broadcasters Association spring conference for managers, programmers, engineers and associates. Sheraton Inn, Martins-

burg, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

■ **March 26**—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder and Company* and *Variety*. Among speakers: Rupert Murdoch, The News Corporation Limited; Alfred C. Sikes, FCC; Jeff Berg, International Creative Management; James A. Chiddix, American Television and Communications Corp.; Michael Fuchs, HBO; Philip Guarascio, General Motors Corp.; Stanley S. Hubbard, Hubbard Broadcasting, Inc.; Jeffrey Katzenberg, Walt Disney Studios; Jamie Kellner, Fox Broadcasting Company; Charles Koppleman, EMI Record Group of North America; Martin Nisenholtz, Ogilvy and Mather, Roy H. Pollack, Fordham Graduate School of Business; Thomas Pollack, MCA Features Group, MCA, Inc.; Howard Stringer, CBS Broadcasting Group, and Grant Tinker, GTG Entertainment, Pierre Hotel, New York. Information: (212) 492-6082.

March 26—"Broadcasters Call on West Virginia Congressmen," sponsored by *West Virginia Broadcasters Association*, Washington. Information: Marilyn Fletcher, (304) 344-3798.

March 27-29—"TV News: The Cutting Edge III," meeting sponsored by *Scientists' Institute for Public Information*, Sheraton Imperial Hotel and Convention Center, Research Triangle Park, N.C. Information: Tanya Darby, (800) 223-1730.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* Fellowships. Three fellowships to be awarded. Information (202) 659-6510.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* undergraduate and graduate scholarships. Nine undergraduate scholarships and one graduate scholarship to be awarded. Information: (202) 659-6510

APRIL

■ **April 3**—Deadline for entries for the 1992 Awards for the Advancement of Learning through Broadcasting sponsored by *National Education Association*. Programs aired between April 1, 1991, and March 31, 1992 are eligible. Information: (202) 822-7200

April 4—Third annual mid-Atlantic regional conference of college broadcasters sponsored by *National Association of College Broadcasters*, Luzerne County Community College, Nanticoke, Pa. Information: Glenn Gutmacher, (401) 863-2225

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 7-Sept. 20—Tribute to Bob and Ray, sponsored by *The Museum of Television and Radio*, Museum, New York. Information: (212) 621-6600

April 8-11—American Association of Advertising Agencies annual convention, Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

■ **April 9**—The 1992 *Ohio State Awards* banquet and ceremony National Press Club, Washington Information: Phyllis Madry, (614) 292-0185.

Open Mike

MORE HISTORY

EDITOR: I have very much enjoyed your Dec. 9, 1991, "60th Anniversary" issue. In particular, "Filling the Magic Box" brought back many, many pleasant memories.

I grew up in Bloomington, Ill., well supplied with radio from Chicago and St. Louis. Television came to Central Illinois on sets with small screens, noisy pictures and antennas on tall towers, usually equipped with rotors to permit pointing toward Peoria, Champaign, Springfield or Decatur. It was very rare to have usable reception from Chicago.

About the "Hall of Fame" feature: as a youngster with technical interests, I was not aware of people like James Blackburn Sr., or John Blair or Ralph Guild. Of course, with several decades added to my own life, I know these names as well as those of Edwin Armstrong, Lee De

Forest and Allen DuMont. You've done a good job of selecting people from all of the very important parts of the broadcasting industry. But...

You've left out a man who has been much neglected: Reginald A. Fessenden. If you don't recognize the name, you prove my point. The man who made the first AM radio broadcast deserves to be in your Hall of Fame.

Much of Mr. Fessenden's adulthood was spent working for Thomas A. Edison. Many of the developments in alternating current power distribution for which Mr. Edison took credit were actually Fessenden's work. Of course, as an employee of Edison, Fessenden's work belonged to Edison, so I'm not implying that Edison did anything wrong. I'm just saying that the historical records do not, in all cases, place credit where it is due. All of this information is documented in the biography "Fessen-

den—Builder of Tomorrows." I recommend it.—George W. Stephenson Jr., Hendersonville, Tenn.

I read with great interest the "Open Mike" titled "History Lesson" in the Jan. 13 issue of BROADCASTING by David Rapaport. Normally I would not write a letter of rebuttal to such a worthless piece of writing, but in this case, I felt that I had to set the record straight.

The letter is so full of errors, gross mistakes and out-of-context statements that it defies description. First of all, it does not help the cause of Philo Farnsworth at all. I have done much historical research and have written learned papers on both Zworykin and Farnsworth. As a great admirer of Farnsworth and his work, he certainly does not need some amateur to help his case. His statement that "you're [the Editor?] the

victim of Sarnoffian revisionism, a common disease which acts like plaque working against educational prophylaxis in broadcasting," describes Mr. Rapaport's work exactly! I am afraid that he is the victim of his own lack of knowledge of the issues involved. Let's analyze Mr. Rapaport's letter point by point.

■ On Aug. 26, 1930, Farnsworth was granted a patent on a television system covering the image dissector. It did not cover a receiving cathode-ray tube or a scanning or sync system. These came later from Mr. Farnsworth. Therefore, this patent does not cover the system of television as we know it today.

■ Zworykin did apply for a television patent in December 1923 which was demonstrated in October 1925 and was less than a huge success. But it was the first demonstration using cathode-ray tubes at both ends of the system. However, it used a rotating motor generator to generate the scanning currents, which did not make it all-electric. This was a year before Philo Farnsworth even started serious work on his television system.

■ It is true that this patent application was not issued until November 1938, but this had absolutely nothing to do with Zworykin's visit to the Farnsworth Green Street Labs in San Francisco in April 1930. In August 1929, Zworykin had demonstrated the first practical picture tube, the kinescope, in the Westinghouse labs in East Pittsburgh before a group of RCA, General Electric and Westinghouse engineers. This picture tube was the single most important invention in all television history. It involved nothing that Farnsworth had invented.

■ In July 1929 Philo Farnsworth did demonstrate the first all-electric television system in the world. This included his dissector tube, an electric sync and scanning generator and a magnetically focused cathode-ray tube. For this I give Farnsworth great credit. But alas, neither his camera tube (the dissector) nor his small, dim picture tube (the Oscillite) survived to this day, while Zworykin's Kinescope has become the father of all picture tubes since. Contrary to Mr. Rapaport's statements, Farnsworth never "held actual patents controlling all of the basic elements of electronic television." He certainly had several patents of utmost impor-

tance but nothing to assure him a monopoly.

■ Contrary to Mr. Rapaport, the famous Patent Interference No. 64027, which only involved count 15, arrived at the conclusion that the two tubes (the image dissector and the Iconoscope) operated differently and that RCA had no right to make such a claim. This did not give Farnsworth the rights to the Iconoscope or the controlling rights to all of the basic elements of electronic television. Contrary to Mr. Rapaport's statement, no Patent Office decision ever proved that Zworykin's 1923 system was inoperable. Quite the contrary, it was demonstrated to the Patent Office in February 1931.

■ Finally, the single-sided version of the Iconoscope was covered in Patent No. 2,021,907, which was filed in November 1931 and had absolutely nothing to do with Farnsworth's image dissector.

The point of all this is that both inventors made important contributions to the science of television. Unfortunately for Mr. Farnsworth's supporters, many of his had very little lasting value. It was under the aegis of David Sarnoff that our present-day system of television has arisen. From the Zworykin laboratories (not Farnsworth) came the Kinescope, Orthicon, Image Orthicon, Vidicon camera tubes and the present-day color system that is used in some variation in every country in the world.

David Sarnoff was more responsible for the rise of television than any other person. For over 30 years (from 1923 to 1953), when the color NTSC system was adopted, he never veered from his goal of producing a practical television system. In this he amply did himself proud.

In view of the evidence presented above, the statement that, "among those with the greatest impact [on the creation of television] was Vladimir Zworykin, whose invention of the Iconoscope camera tube and the Kinescope picture tube provided the basis for modern television," is quite correct. I am sorry that amateur lecturers such as Mr. Rapaport did not dig into the matter a little deeper and relate the true story. He neither helps himself nor Farnsworth's cause.—*Albert Abramson, author: "Electronic Motion Pictures" and "The History of Television: 1880-1941," Woodland Hills, Calif.*

HIDDEN AGENDA

EDITOR: Donald Wildmon is *not* an "anti-pornography activist," as BROADCASTING referred to him last December. He is an extreme right-wing religious figure with one goal: suppression of anything he does not like. Suppression of TV shows, suppression of books, suppression of movies, suppression of music, suppression of *everything*.—*Charles E. Everett, Bridgewater, N.J.*

COMPRESSION FIRST

EDITOR: While I took great interest in your recent Technology article "CLI First to Market with Compression," I must correct your headline writer. In fact, Comband Technologies' Bandwidth Compression system has been in commercial use since 1987, providing service to subscribers of Telecable of Puerto Rico (TCPR), a wireless cable operator in San Juan. TCPR compresses 16 programs onto eight MMDS channels using the Comband system, with resulting picture quality easily comparable to uncompressed broadcast. Several other systems are in various stages of development throughout the U.S. The cost of encoders is roughly \$19,000 per channel and decoder/receivers are \$275.—*Robert E. Hoffman, president, Comband Technologies Inc., Chesapeake, Va.*

MISSED BING

EDITOR: Bob Hope referred to CBS as Crosby and Benny's Strongbox, yet while you chose to honor the latter in your Dec. 9, 1991, Hall of Fame selection, your omission of the former is a glaring error.

Who was one of the first major talents signed by William Paley for his fledgling radio network? Who pioneered the use of transcriptions in network radio? And more important, whose money helped finance a little-known electronics firm called Ampex in its drive to develop audio and video tape technology?

Bing Crosby helped change forever how we do business in broadcasting. All of the other entertainers inducted were and are great talent, yet few put up the money and enhanced development like the Ol' Groaner.—*Brian R. Johnson, owner, The Doctors of Fontology, Cleveland, Ohio.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

General sales manager: 100,000 watt Adult Contemporary radio station in Central Wisconsin is looking for a GSM. Motivational & leadership skills a must! Proven sales management skills required. Send resumes & references to WYCO/WXCO, PO Box 778, Wausau, WI 54402-0778. EOE.

Sales manager to manager to owner in one to two years. Tremendous place to raise family and to build equity. Older owner about to retire. Station KVBR, 411 Laurel Street, Brainerd, MN 56401. EOE.

Selling sales manager, who can lead the "consultancy sales method" by example. Must have at least three years radio experience and a proven track record in sales. KCIL, 110 East Main, Washington, IA 52353. EOE.

WUSY, Chattanooga, Tennessee is seeking applications for the local sales manager's position. Candidates must have proven sales management success, with a minimum of 5 years on-street experience. Send us your documented success stories. Mail to: Charles Sells, General Sales Manager, WUSY, PO Box 8799, Chattanooga, TN 37411. WUSY and Colonial Broadcasting is an equal opportunity employer.

Radio management needed: Very successful, rapidly growing company seeks 2 more sales reps to sell sales promotions to radio stations. Excellent income — must be willing to travel a two state area — have radio station management experience — be highly motivated — and know how to close. Send resume to: International Broadcast Services, Inc., 167B Belle Forest Circle, Nashville, TN 37221 or fax your resume to 615-646-3628. (No phone calls please.) EOE.

General manager: Immediate opening for someone who is experienced in Album Rock in a major market, can display outstanding leadership qualities, be part of a winning team and wants to join a growing company. Resume and references to KSJX/KSJO, c/o BayCom Partners, 1700 California Street, Suite 410, San Francisco, CA 94109. EOE.

Do you have a good track record in sales? Are you familiar with current sales training concepts? If so, then you may be ready to move up to sales management at our Florida medium market station. Apply now for March start. Reply Box B-1. EOE.

North Florida's #1 FM presents a unique opportunity in one of the country's fastest growing areas. A successful medium/small market general manager or sales manager with a history of overachievement, proven people skills, an understanding of client-focused selling, a love of the streets, and a desire to grow with a major broadcast group, will prosper in this newly-created local sales manager's position for Ocala, Florida. Resumes and cover letters to Gary Granger, WKTK FM, 1440 NE Waldo Road, Gainesville, FL 32601. WKTK is an equal opportunity employer.

General manager: Looking for sales-oriented general manager for Texas station. Must be honest and have good track record, able to supply bonafide references. Call David Dovich at 314-721-1247. EOE.

Operating partner GM needed now for investor group currently owning first FM station in large SW market. Manage this turnaround and build equity with us. Confidentiality assured. Reply with references Box B-16. EOE.

General manager: Small market Montana. Must take full charge. 3 years experience as GM or GSM required. Resume to Box B-2. EOE.

HELP WANTED SALES

Sand, sun, surf Virgin Islands. Account Executive/GSM, 3 FMs 100 KW each. "No beach bums please." Solid provable sales background. Minorities and women are encouraged. Send updated resume, basic salary needs, override desires and bonus to Chairman, PO Box 333, Miami, FL 33280. EOE.

Immediate opening at upper Michigan radio station. Full time position in sales. Media sales experience necessary. Commission plus salary. Benefit package. EOE. Send resume to: Sales Manager, WFXD-FM, 832 W. Washington St., Marquette, MI 49855 or call 906-228-6800.

KNAC is seeking an account executive with four years broadcast sales experience calling on major agencies. Professionals only. Resumes to: John Squyres, KNAC, 100 Oceangate, Suite P-280, Long Beach, CA 90802. No calls. EOE.

HELP WANTED TECHNICAL

Engineer for Virgin Islands. Worked with Harris 10K FM transmitters; combiners; satellites; RF; Send resume & salary needs to Chairman, PO Box 333, Miami, FL 33280. EOE.

HELP WANTED NEWS

The next Diane Sawyer is doing radio now, but needs a chance at leadership. Take the challenge, and be our news director. Do it all! Also need a production person. Write, produce ads and on-air. T&R: WCFR, Box 800, Springfield, VT 05156. M/F EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director wanted for Washington's only Contemporary Jazz station, WJZE-FM. Must have CJ and/or NAC background within top 50 market. Need real heavyweight to take us to next level. Send resumes to John Columbus, c/o WJZE-FM, 5321 First Place, NE, Washington, DC 20011. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

General manager/general sales manager: Experienced leader who has small market and medium market success. I know the meaning of the phrase "team concept." Looking for a real challenge that has realistic goals. I also have a complete team to bring in if needed from sales to on-air talent. Reply to Box A-28.

20 years experience in radio sales and management. Seeking high potential position as general manager or sales manager. Prefer Illinois, Missouri or Indiana. Reply in confidence to Box A-35.

General manager/sales manager: Looking for profit opportunity. "Hands-on" sales pro, motivator, creative innovator. Outstanding sales training/recruiting skills. Will consider any area, any situation but prefer Midwest, East, Southeast with an opportunity to trade skills/results for equity. Experienced, professional, level-headed businessman available 2nd quarter. Reply to Box A-41.

Bob Bolton: Seeking new management challenge. Recently GM/GSM with WCBH-Casey, IL and WQSF-Richmond, VA escaped from Midwest! Previous management sales/programming career spans 25 years. Great track record. Available now! Call 804-744-3624.

GM perfect for lean and mean '90s: Super sales type who will tough things out — and make a station thrive and prosper regardless of the economic climate. Excellent track record as an owner, general manager, sales manager and DJ — in markets large and small. Made millions for some very major broadcast companies in New York — and will do the same for you. Prefer major or medium markets in the Northeast and in Florida but will consider all geographical areas. Let's talk. Call Lewis 203-222-9474.

GM that delivers results. Has a strategically planned approach to sales and operations management. Can organize for efficiency, build structures, initiate plans to accomplish company goals and reverse downward trends. Seeks challenging position with broadcast group where people make the difference. 23 years radio. Reply to Box B-3.

Sales manager available. Currently employed and successful. Strengths include strong sales, leadership, collections, administration and organization. Solid business practices. Steve 407-292-9026.

Revenue-ratings driven GM. 25 years in all size markets — new constructions, upgrades. Prefer South Midwest — all considered. John 502-247-0090.

In house counsel: Legal costs killing your group? Former broadcaster and experienced broadcast attorney at firm with excellent national reputation seeks position as house/general counsel to broadcast group. Will relocate. Can also handle cross-over business matters. Let's discuss the economics. Reply Box to B-4.

Turnaround specialist. Will manage plus invest. Go anywhere. 25 years radio experience. Strong in sales. All replies strictly confidential. 714-633-5000.

SITUATIONS WANTED ANNOUNCERS

Six years experience, dependable. Northeast preferred but would consider Mid-Atlantic states. Available immediately. Call Mike at 716-359-9952.

Radio broadcaster with 18 years experience seeks position at Adult Contemporary, Country, Oldies, or CHR station. Excellent references. Reply to Box B-5 or call Mike at 904-255-6950.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Best of both worlds: 6 year experienced P.D. with GM/sales background. All formats, promotions oriented, willing to relocate. 1-512-345-3959.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: NBC affiliate in Carolina accepting applications for local sales manager. Requires creative, problem-solving and selling skills. Must be motivator, trainer with strong people skills. Send resume to: Greg Brissette, WRDC-TV, 3012 Highlands Boulevard, Suite 101, Raleigh, NC 27604. EOE.

General manager/station manager: Top 50 market, network affiliate. Solid group owner seeks manager for the 90's. EOE. Reply to Box A-12.

LSM, WBMG/CBS in Birmingham, AL. Opportunity for assertive and creative person to work with 6-person staff. Candidate should have previous LSM experience in television industry. Must be able to train and direct young members of staff. Must be able to pitch and close special revenue opportunities. Please send resume, references and compensation needs to Gary Andrich, General Sales Manager, WBMG-TV, PO Box 59496, Birmingham, AL 35259. No phone calls, please. EOE.

Unit manager for programing department of major market television station. Schedule all technicians and producers; maintain overtime budget; oversee equipment maintenance; set up trade deals with airlines and hotels for travel. Must be organized and very detail oriented. Send resume (no calls or tapes, please) to Susan Cohen-Dickler, KYW-TV Evening Magazine, Independence Mall East, Phila., PA 19106. EOE M/F.

NBC: 33d Mkt seeking NSM. Min. 2 years rep experience and 2 years NSM at top 50 market experience. College degree. No calls. Send resume to: General Sales Manager, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

General sales manager: Small Southeast market seeks experienced, aggressive and well-organized person to lead young staff by example. Resume, sales philosophy and earnings history to Box B-6. EOE.

General sales manager: Our GSM has been promoted to GM at our newest station and we are looking for a replacement. Strong career goals, hands on sales leadership, knowledge of research, skills in training, a desire for personal client contact, the ability to set goals and evaluate progress in reaching them, as well as basic people skills are the trails our new GSM will need. You'll also need to continue our productive station/rep relationship. First GSM position or experienced. Join a growing station in one of the Southeast's best living markets, Chattanooga. Resume and initial references to Mark Keown, VP/GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. WDEF-TV is a Park Communications Station and an equal opportunity employer.

HELP WANTED SALES

TV/radio sales position. Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required—time, travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Experienced account executive needed for affiliate station in highly desirable Southeastern city. Excellent compensation potential (\$45k). Must be willing and able to develop new business. Here's your chance to join a station on the rise in a metered market. Minimum three years TV sales and a degree required. EOE. M/F. Send resume and references to Box B-7.

National sales manager: Fast growing Fox station needs someone who can get rates and share! If you have TV sales experience, know numbers, people and national sales, send resume, income history, and letter describing sales philosophy to: Jim Arnold, WMSN, 7847 Big Sky Dr., Madison, WI 53719. Fox 47 is an equal opportunity employer M/F EOE.

Ambitious, eager local account executive needed for top 25 market, Post Newsweek owned. CBS affiliated station. Candidates must have one to two years selling experience. Prefer experience in new business development, vendor, sales promotion. Please contact Lisa Meter, Local Sales Manager, WFSB TV-3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

KMBC-TV, #1 station in Kansas City, is seeking a high energy, success driven account executive. The ideal candidate will be highly motivated to succeed and possess an intense desire to grow and develop with a terrific company. We're looking for a creative thinker with a solid marketing background who has demonstrated strong business development skills. College degree and media sales experience required. Please send resumes to Bob Brandt, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. No phone calls accepted. KMBC-TV is an equal opportunity employer and encourages women and minorities to apply.

Senior AE WKRC-TV, Cincinnati. Major list open. Good agency service and superior developmental skills a must. Five yrs. television sales experience. Client-side experience a definite advantage. No "fat cats" need apply. No calls. Resume to Arnie Routson, LSM, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer: Juneau, Alaska. Manages planning, operations and maintenance for studios and transmitters. Administers department budget and staff. Requires advanced training in broadcast engineering, knowledge of audio, video, satellite, microwave and transmission systems, supervisory management experience. Teamwork, high productivity and professional attitude essential. Salary competitive, D.O.E., excellent benefits. Unlimited potential for professional growth at highly visible public broadcasting operation with commitment to local production and community service. Send letter, resume, salary history, references to Frankie Crowley, KTOO FM & TV, 224 4th, Juneau, AK 99801. EOE.

Maintenance supervisor responsible for all maintenance and repairs of television broadcast equipment and facilities. 2-year degree in electronics, 5 years recent experience in television maintenance, organizational abilities and can work flexible hours when needed. Send resume to: WAFF-TV, Dept. AA, Box 2116, Huntsville, AL 35804. Last day to apply is March 15, 1992. EOE.

Assistant director of engineering: 5-8 years in TV broadcast engineering, excellent interpersonal skills, thorough understanding of broadcast systems a must. 2-3 years experience in management, familiarity with capital and operational budget process. SBE, FCC General or First Class license required. College degree or technical school preferred. Computer literate, CAD familiar. Send resume with salary requirements to: Director of Finance, WYES-TV, PO Box 24026, New Orleans, LA 70184-4026. No telephone calls, please! WYES-TV is an equal opportunity employer.

ABC affiliate in Charleston, SC has an immediate opening for a maintenance engineer. Looking for person with 3/4" ENG and studio equipment experience. FCC and/or SBE certification preferred. Send resume to WCBD-TV, Personnel Dept. #671, PO Box 879, Charleston, SC 29402. EOE M/F. Applicants drug screened.

Technician: Northeast major market television station seeks a television technician with a minimum of 5 years experience in all phases of television broadcasting operations. Must possess a "General Class" FCC license, and have a formal technical education. All inquiries should be addressed (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

HELP WANTED NEWS

Assistant news director: Looking for take-charge person to handle day-to-day operations and special projects. Outstanding production and writing skills required. Must have superb people skills. Tape and resume to: Steve Hammel, News Director, WHEC-TV, 191 East Ave., Rochester, NY 14604. WHEC-TV is an EOE.

Entry level reporter: Send non-returnable tape and resume to WOWL TV, 840 Cypress Mill Road, Florence, AL 35630. EOE.

Weekend anchor/reporter: Highly energetic professional for #1 station in progressive, high tech market. Experience: Three years anchor—five years reporter. Send resume, confidential salary history and taped examples to Mark McGee, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 or call 205-533-3131 ext. 296 for more information. EOE.

Weekend weathercaster: WABC-TV seeks an experienced weekend weathercaster/three day a week science reporter. Ideal candidate has minimum of five years on air experience. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls, please. We are an equal opportunity employer.

Thrill seeker wanted: We're looking for an ambitious producer of news promotions who likes to walk on the edge. Must be able to handle daily news topicals with creative flair. If you're ready for some thrills (it's always interesting)...with a station on the move...then come along for the ride! This job only for people who enjoy challenges (and hard work). News promotion experience, editing and post production skills essential. Send resume, tape and writing samples to Mary Nelson, Dir. of Adv. & Mkt., KXTV, 400 Broadway, Sacramento, CA 95818-2041. EOE.

Newscast producer: Minimum 3 years producing experience. Strong writing/people skills a must. Resume, writing samples, news philosophy, and show tape to: William Cummings, News Dir., WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701. EOE/MF.

WLEX-TV, NBC affiliate in Lexington, seeks experienced news director. Send resume to John Duval, President & General Manager, PO Box 1457, Lexington, KY 40591. No phone calls. Women and minorities encouraged to apply.

Two positions available: Weekend anchor/reporter and morning co-anchor/producer. Min. 3 years experience. Send non-returnable tape to KLAS, PO Box 15047, Las Vegas, NV 89114. No calls. EOE.

Meteorologist/anchor M-F 6 & 11. Degree, knowledge of graphics systems, community involvement, shooting and reporting skills essential. No phone calls. Non-returnable tapes to News Director, WHSV TV, PO Box TV 3, Harrisonburg, VA 22801. EOE.

News director: Very desirable small coastal market network affiliate with top news operation needs a hands-on professional to run the operation and teach very talented but inexperienced team. You must send resume, references, salary requirements and news philosophy to be considered. Only seasoned pros with great history should apply. Salary is significantly above NAB scale for small markets. All replies totally confidential. Reply to Box B-8. EOE.

Experienced news director sought by group owned, top 25 market affiliate. Please send brief resume, in confidence, to Box B-9. EOE.

2 photojournalists: Motivated, creative team players to join the best in the heart of Carolina. It's more than shooting good pictures. You have to care and it has to show in your stories. 4 years photog/editor experience. NPPA workshop grad preferred. Send resumes/tapes to: Janet Hundley, Operations Manager, WTVB 11, PO Box 2009, Durham, NC 27702. No calls. A Cap Cities/ABC affiliate. EOE.

Reporter: Where are you? Need hard nosed, energetic reporter...someone with an edge...a nose for news. Will be doing investigative as well as general assignments. If not much experience, looking for someone with lots of potential. Send 3/4" non-returnable tape, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. Drug test mandatory. EOE. No phone calls.

Wanted: Hard-nosed street reporter with solid anchoring ability. Deep experience in cops, courts and investigations. Must also know how to produce a newscast. Can you rattle cages? If so, send resume to Box B-11. EOE.

Anchor/reporter: Anchor midday newscast, report. Must have proven on-air skills, solid news credentials, creativity, minimum two years experience. No calls. Resume, 3/4" tape to Kirk Winkler, News Director, KETV, 2665 Douglas, Omaha, NE 68131. EOE.

Co-anchor/producer: Gulf coast affiliate looking for the right person to work with female co-anchor. Must have strong producing/reporting skills. Send resume and career objectives to Box B-12. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sun-sational opportunities! Searching for production manager/executive producer. Also need several producers/directors, program hosts, videographers/editors, segment producers, feature reporters and production assistants. Commercials, music/corporate video, documentaries, infomercials, syndicated projects. Relocation required. No freelancers, please. Only applications with resume/ demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

ABC affiliate in Charleston, SC with all the bells and whistles is looking for a commercial producer with award winning creativity, exceptional writing skills, and possesses a team player attitude. Three years experience in commercial and/or promotion producing required. If you have a dynamic demo reel and proven track record, send non-returnable 3/4" tape to WCBD-TV, Personnel Department #22, PO Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

Production manager: Fox Television, KRIV, Houston is seeking a qualified production manager with a minimum of 3 years professional leadership and organizational skills with television production operations management experience. Must be able to communicate with and coordinate facilities and requirements for: Engineering, news, promotion, program producers and commercial production. Professional appearance, demeanor and knowledge appropriate for sales/client appointments and contacts. Degree in communications a plus. Please send resume and salary requirements to: KRIV-TV, PO Box 22810, Houston, TX 77227 Attn: Program Director. No phone calls. EOE.

Newscast director: Newscast director needed for dominant #1 CBS affiliate in beautiful Charleston, SC. Previous experience in all aspects of newscast production is required. Send resume to Charlie Thompson, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE.

Promotion manager: Small market, upper Midwest affiliate seeks promotion manager. Responsible for writing and producing local news/entertainment promos, media placement, press relations and long term strategy. Will consider entry level candidates — you bring the energy, we'll provide the training. Reply to Box B-13. EOE.

WBBM-TV, Chicago, CBS O&O seeks a news promotion writer/producer with heavy emphasis on news promotion. Minimum 3 years experience. Knowledge of graphics, editing and post-production a must. Only high energy, aggressive people need to apply. Send tape and resume to: WBBM-TV Promotion, 630 N. McClurg Court, Chicago, IL 60611. M/F/EOE.

SITUATIONS WANTED MANAGEMENT

General or station manager. Experience: Sales from street to GSM plus rep; management from hands-on to budget; station both affiliate and independent. Southeast US only. Reply to Box A-39.

TV general sales manager: "Value-added" manager who understands local TV marketing, strong presentation skills, documentable new business skills with sales driven promotions. My experience brings street-smarts and agency savvy. I come with three guarantees: Bigger revenue — Bigger profits — The best shot I can give it. Hurry, I won't last long! Reply to Box B-14.

SITUATIONS WANTED TECHNICAL

Chief engineer, director of engineering. Highly motivated and qualified with 20-plus years experience in TV, both in small and large markets. Experienced with new construction, union negotiations and contracts. All aspects of station operations. Please reply Box A-20.

SITUATIONS WANTED NEWS

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

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

Meteorologist, community oriented, personality. 9 years on-air: local TV and Weather Channel. Looking to settle back in local. Market size and money not everything. George Elliott 404-432-1092.

Bright, imaginative Rutgers grad seeking desk or production assistant position. BA in Journalism and network news experience. Contact Andrea 908-828-6710.

NPPA former chief photographer of a southern California television station seeks general assignment ENG opportunity in 60 market or higher. 805-395-1848.

SITUATIONS WANTED PERSONALITY/TALENT

On-air talent seeks the career opportunity to produce an interview show for a cable market with a format much like the popular "One on One with John Tesh". Would interview local celebrities in your area. Will relocate and forfeit salary for exposure and experience. BFA degree Art/TV-Film. Let's put this show on the air! Rick Baufman 213-874-8322.

MISCELLANEOUS

Free promo voices: Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

Broadcast jobline directory lets you find a job independently without working through an agency. Hard to find telephone numbers enable 24 hour access to automated joblines at individual stations so you can call when rates are best. Order today! Reach the biggest and best broadcast operations in the country. Most current information available. Directory \$7. Station listing \$15. Wright-Way, PO 521081, SLC, Utah 84152-1081.

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Communication: Indiana State University seeks a chairperson for its Department of Communication, which includes degree programs in radio-television-film, journalism and communication studies. The department has 17 tenure-track faculty, 500 undergraduate majors, and 50 graduate students in master's degree programs. Candidates must hold a Ph.D. (or equivalent) and must have demonstrated excellence in teaching and scholarship. Rank and salary are competitive. Send application and vita to: Chairperson Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. Applications received after February 17, 1992 cannot be assured consideration. ISU is an AA/EOE.

Broadcasting faculty: The S.I. Newhouse School of Public Communications at Syracuse University is expanding its faculty and seeks candidates to fill four tenure-track positions starting mid-August 1992. Two positions in the television, radio, film department require expertise in video and/or audio production and some combination of the following areas: Writing for the electronic media, programming, management, public policy. One position in the broadcast journalism department with expertise in network television news highly desirable. Experience in radio news is also desirable. One position in the departments of broadcast journalism and television-radio-film for a person who can bring skills to both departments in at least two of the following areas: Producing, electronic media writing, broadcast news writing, broadcast news reporting. This candidate may be asked to develop computer-based instruction in information gathering for news and in computer multi-media for both news and broadcast production. All candidates should have: Substantial professional experience; a demonstrated ability to pursue scholarly or creative work that furthers the mission of the school; a commitment to teaching that improves the performance of the media practitioners and fosters public understanding of the role of the media in society; a master's or doctoral degree is preferred. Salary and rank are negotiable. The S.I. Newhouse School of Public Communications has a full-time faculty of 45, an undergraduate population of 1700 and 130 graduate students. The school's curriculum provides students the opportunity to major in seven different areas of media studies: newspaper, magazine, public relations, photography, advertising, television-radio-film, and broadcast journalism. Applications will be accepted until an appointment is made. Interested applicants should send a letter with vita and the names of four references to Co-Chairs of the Search Committee. Profs. Dona Hayes and Peter Moller, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244. An affirmative action/equal opportunity employer; we encourage women and members of minority groups to apply.

Broadcasting: Indiana State University invites applications for an anticipated tenure-track assistant professor position, to teach courses in Broadcast Journalism, Television Production and Broadcast Writing. Individuals with additional expertise in areas such as developing communication technologies or radio/television in education will be given preferential consideration. Ph.D. or M.A. and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance also required. Send letter of application, current vita and three letters of recommendation to: Dr. Joseph P. Tenerelli, Chairperson, Radio/Television/Film Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 1, 1992 cannot be guaranteed consideration. AA/EOE.

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Glassboro State College: Full-time, tenure track to teach basic courses in Radio/Audio Production and either basic TV or 16 mm Film Production, and one or more of the following areas: Media History, Advanced R/T/F Production, R/T/F Law and Regulation, R/T/F Writing, or R/T/F Marketing and Promotion. Ph.D., Ed.D., or M.F.A. in Radio/TV/Film, Mass Communications or related field. M.A. with significant experience considered. Must have college teaching experience, involvement in the Radio/TV/Film industry and/or scholarly research. Contact: Radio/TV/Film Search Committee, Communications Department, Glassboro State College, Glassboro, NJ 08028 by March 13, 1992. EOE

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Application deadline April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. 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 Group Workshop March 23. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

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

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

Satellite Ku uplink: Immediately. Also, large quantity SCPC receivers. Details to fax: 916-348-9589.

Records. Complete libraries of Pop, Rock, Country, 40's, 50's and 60's from stations between Appalachians and Rockies. 219-663-0356.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris MW1A 1KW, CCA/MCM 2.5KW, CCA/Harris/RCA 5KW, 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.

BE-FM30, 1981. Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

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.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

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.

C-Band transportable available for long or short term lease. 5.5 Comtec offset T/R antenna; 3 port; combining network; redundant; generator with or without tractor. Call 1-800-634-6530 for information.

Surplus equipment: 300+ equip racks for sale, in stock, immed deliv. Never used. Similar to OPTIMA RA-701924, Vertical cabinet w/doors, shelves, 16 outlet elec power strip (76"Hx24"Wx19"D) Call Verda Mullings, 301-428-7363, Brent Bohne x7345 or Norma Gourley x7344.

Harris MW50B transmitter stereo exciter, modulation monitor, phaser unit, 3 155-ft towers, 3" line, more. Cost \$350,000, Asking \$75,000 for all. Will sell individual items. Call M.D. Smith 205-533-3131 M-F, 9am-4pm.

Quality 3/4" broadcast tape: 60 minutes \$5.00 702-597-1829. Great for infomercial distributors.

Ross 514A video production switcher with RS-422 I/F .. loaded: Fortel Y-688/32 TBC with component outputs; Sony SEG-2000 with sync; Fostex 4010 SMPTE Time Code Generator; New Ampex VPR-80 head; New ADO Flight Case. Call 805-344-2118.

Consoles: (2) Autogram IC-10B, reconditioned, 806-372-5130.

FM antennas: Jampro 2 Bay with Radomes (89.5), Jampro 2 Bay with Radomes (95.9). 5 kw Dummy load. 806-372-5130.

New UHF 120kw transmitter: Under \$500,000 installed, 21 others available. Pauza Company 615-238-4200.

Klystrons new and used: Parts and components. Financing available. Pauza Company 615-238-4200.

RADIO

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

PROGRAM - OPERATIONS DIRECTOR

PROVEN Bottom Line Guy. Degreed Accountant + 25 yrs. in Programing, Promotion, Budgets, & as Corp. Controller. Gordon McLendon protégé pioneering in target demo's with McLendon, Cap Cities, Rust, & Lincoln. Seeks Rock or Talk startup or turnaround in Top 100

David "Bob" Harper
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HELP WANTED SALES

AD SALES MANAGER CABLE TV

Your strong adv. sales background, dynamic personality and demonstrated organizational ability are just what is needed to meet the challenges of this thriving ad sales department.

Located in one of the fastest growing cities in the Southwest, this system serves the diverse community surrounding NM State Univ. Beautiful climate, easy access to nearby historical/recreational areas and affordable housing make this one of the brightest opportunities in the industry.

Qualified candidates will have 3-5 years experience in Ad Sales Management. A proven track record in sales management, presentations, sales forecasts, and capital/expenditure budget responsibility is required. College-level courses in business administration, advertising and video production, or equivalent.

Salary negotiable.

For consideration, send resume, salary history and requirements to:

Director of Marketing
Western Communications
Rincon Annex Station
P.O. Box 193942
San Francisco, CA 94119
EOE

PROGRAMING SERVICES

EDUCATIONAL PROGRAMING

Stations across the country are discovering the value of programing with educational merit. School systems in increasing numbers are incorporating broadcast and cable into a variety of curriculums. Join our industry's effort to educate using the most powerful medium while increasing advertiser exposure and advertising revenue. Series and specials available. Cash/Barter.

Contact Steve Vocino,
The Teaching Learning Network (407) 998-0667

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(904) 469-9787

HELP WANTED MANAGEMENT

NATIONAL SALES MANAGER

Detroit's #1 affiliate has an opening for a National Sales Manager. This position reports to the General Sales Manager and is responsible for the station's national revenue. NSM will oversee all efforts of our national rep organization and will maintain active hands-on involvement in all key national business for the station. Must develop and maintain productive relationships with national time-buyers as well as building useful contacts with decision-makers beyond the buyer level. Must have ability to target and close potential sponsors for our major special and sponsorship vehicles (such as Tiger Baseball). NSM candidate should have 2-3 years NSM or National Rep experience. Written communication skills are important as well as ability to handle heavy volume of detail and change.

Send resume to:

**WDIV-TV,
550 W. Lafayette,
Detroit, MI 48231
Attention: Harry Remboldt
EOE**

HELP WANTED PROGRAMING PROMOTION & OTHERS

HEAD OF PROGRAMING

London based European commercial television group seeking top programmer with basic cable or strong U.S. independent station experience. Candidate should have experience in station operations and managerial skills in running a lean television operation. Responsible for programing acquisitions, scheduling and administration. Fax resume to:

**Michael Tannen, KINNEVICK-TV 3
Broadcasting Group Ltd., 212-751-2114.
All replies held in confidence.**

PUBLIC NOTICES

The Interconnection Committee will meet at 9:00 a.m. on February 20, 1992 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, FY 1991 interconnection financial report, transponder utilization, and other business.

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet in executive session beginning at 1:00 p.m. on February 20, 1992 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes FY 1993 General Assessment Budget, stations on deferred or advanced payment schedules, and reports from PBS officers.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on February 21, 1992 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes FY 1993 General Assessment Budget; membership application; reports from PBS officers and Board committees on finance, satellite replacement, nominating, and PBS annual meeting; and other business.

ALLIED FIELDS HELP WANTED TECHNICAL

Supervisory Electronic Engineer

Vacancy Announcement 10681

GS-13, \$ 46,210 - \$ 60,070

GS-14, \$ 54,607 - \$ 70,987



The Library of Congress has an opening in its Motion Picture Broadcasting and Recorded Sound Division for a Section Head of the Laboratory Services Section. The Section is responsible for audio and video recording of selected live and transmitted events, duplication of moving image and audio materials for preservation, for outside institutions, and for the public; training of Division personnel in equipment use, and maintenance of equipment needed for processing, curatorial, or reference services.

Qualification requirements and application procedures are stated in full in the Library of Congress Vacancy Announcement 10681. Applications must be received no later than February 14, 1992. For a copy of the vacancy announcement call (202) 707-9147.

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HELP WANTED MANAGEMENT

Established Radio/TV Group accepting applications with resume for Sales/Management positions. Minimum three years successful sales experience required. All replies treated confidentially.

Reply to Box B-10

EOE

HELP WANTED SALES

JR. SALES REPRESENTATIVE

BROADCASTING Magazine is seeking a Los Angeles based sales representative as an addition to our staff. Minimum 2 years outside sales experience required. Knowledge of broadcast industry helpful. Some travel required.

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

Please forward your resume and salary requirements to:

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

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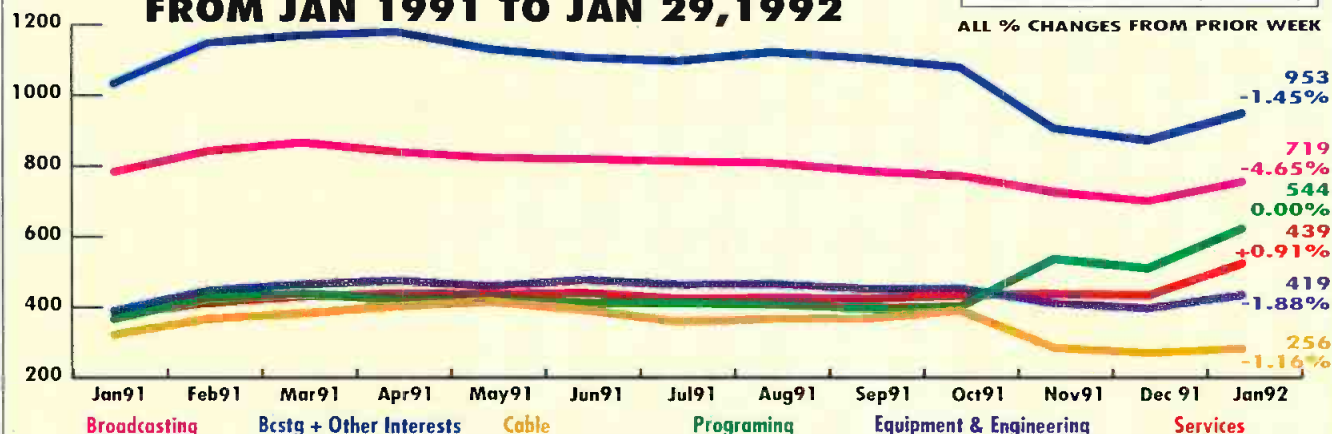
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Broadcasting's ■ By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 29, 1992

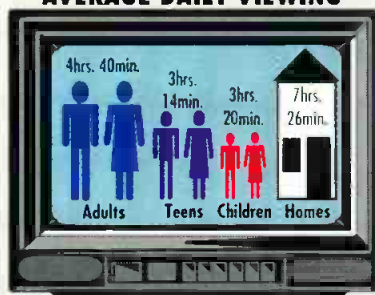
NASDAQ: 616.31 (-0.71%)
S&P Ind.: 486.47 (-1.96%)

ALL % CHANGES FROM PRIOR WEEK

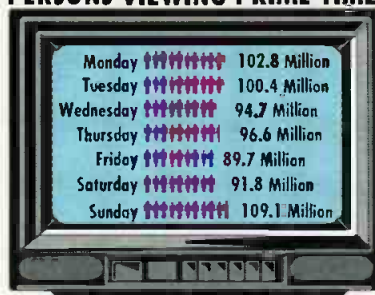


TELEVISION INFORMATION FALL 1991

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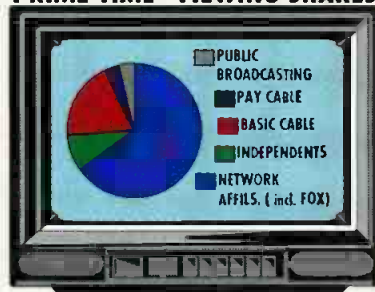


PERSONS VIEWING PRIME TIME



(♢ = 10 million)

PRIME TIME* VIEWING SHARES



* Mon-Sat 8-11; Sun 7-11

Source: Nielsen Media Research

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	11,062	1,562	12,624
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	1,489	199	1,688
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	974	1016	1,990
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

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 Jan. 20 through Jan. 24 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WHKX(FM) Lafayette (Tallahassee), FL** (BAPLH920113GF; 99.9 mhz; 50 kw; ant. 328 ft.)—Seeks assignment of CP from Rowland Capital Broadcasting Co. to Marcus Communications Corp. for \$700,000 ("Changing Hands," Jan. 20). Seller is headed by Brian Rowland, who has interests in WGUF(FM) Marco, FL; WAIA(FM) St. Mary's, WBGA(FM) Waycross and WIKX(FM) Leesburg, all Georgia. Buyer is headed by Leonard Marcus, who has no other broadcast interests. Filed Jan. 13.

■ **KKCW(FM) Beaverton (Portland), OR** (BAPLH920109GH; 103.3 mhz; 100 kw; ant. 1,654 ft.)—Seeks assignment of CP from Trumper Communications of Portland Ltd. to Force II Inc. for \$21 million ("Changing Hands," Jan. 20). Seller is headed by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, KY; KQQL(FM) Minneapolis and WTDR(FM) Charlotte, NC. Buyer is headed by Norman Feuer and Sillerman Communications, headed by Robert F.X. Sillerman, each 50% voting stock. Feuer has 6.9% interest in Noble Broadcast Group, licensee of seven AM's and nine FM's. Sillerman's interests include equity interests in Legacy Communications, Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. Sillerman also has 5.3% class B non-voting stock of Group W Radio Acquisitions Corp., licensee of 10 AM's and 7 FM's. Filed Jan. 9.

Actions

■ **KASN(TV) Pine Bluff, AR** (BALCT911112KE; ch. 38; 5,000 kw-V; 500 kw-A; ant. 2,008 ft.)—Granted assignment of license from MMC Television Corp. to Mercury Broadcasting Corp. for \$14,299,652, assumption of debt. Seller is headed by Paula S. Baird Pruett, who also has interests in WMSN(TV) Madison, WI, and five LPTV's. Her husband, Steve J. Pruett, vice president of assignor, has interests in WWTI(TV) Watertown, NY; KODM(FM) Odessa and KR0D(AM)-KLAQ(FM) El Paso, both Texas; WULK-AM-FM Asbury Park, NJ, and two LPTV's. Buyer is headed by Van H. Archer III, and has no other broadcast interests. Action Dec. 24.

■ **KKMX-AM-FM Hayden, CO** (AM: BAL910115EM; 1000 khz; 10 kw-D; FM: BALH910115EN; 95.9 mhz; 63.1W; ant. 602 ft.)—Granted assignment of license from Radio Colorado to Gardiner Broadcast Partners Ltd. for \$275,000. Seller is headed by Dwight H. Gayer and has no other broadcast interests. Buyer is headed by Gardiner Broadcasting Corp., general partner (100%); Clifton H. Gardiner (75%); Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. Action Dec. 23.

■ **KSBS-TV Steamboat Springs (Denver), CO** (BALCT911106KG; ch. 24; 5,500 kw-V; 500 kw-A; ant. 515 ft.)—Granted assignment of license from Steamboat Broadcasting Systems Inc. to F&I TV Inc. for \$250,000. Seller is headed by Thomas Greer, and has no other broadcast interests. Buyer is owned by Frederick I. Shaffer III, and also owns Shaffer Broadcasting Systems Inc., licensee of KHUM(FM) Ottawa, KS, which has application pending for transfer to American Broadcasting Sys-

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

tems Inc.; Shaffer is brother to three majority shareholders of American Broadcasting Systems Inc. Action Jan. 15.

■ **WKNF-FM Oak Ridge, TN** (BALH911015GW; 94.3 mhz; 1.82 kw; ant. 395 ft.)—Granted assignment of license from Key Broadcasting Co. of Tennessee Inc. to Cardinal Communications Group Inc. for \$950,000. Seller is headed by Anthony Ciano, and has no other broadcast interests. Buyer is headed by Vincent A. Henry (100% vs) Arthur G. Camiolo (7.5% non-vs) and Henry Family Trust (27.5% non-vs). Henry is president and 100% shareholder of Broad Based Communications Inc., licensee of WWSD(AM)-WFHT(FM) Quincy, FL; he is son of Ragan A. Henry, creator of Henry Family Trust and sole shareholder of US Radio, licensee of five AM's and seven FM's. Ragan Henry also heads Ragan Henry Broadcast Group. Action Jan. 10.

NEW STATIONS

Applications

■ **Jacksonville, NC** (BPCT920114KG)—Webber-Moore Broadcasting Co. Ltd. seeks ch. 35; 3,532 kw; ant. 257 m. Address: 224 N. Poplar St. #1, Charlotte, NC 28202. Applicant is headed by general partners Spurgeon Webber III and Thomasine Moore, and has no other broadcast interests. Filed Jan. 14.

■ **Jacksonville, NC** (BPCT920114KF)—Charles Fitzgerald seeks ch. 35; 2,000 kw; ant. 301 m. Address: 825 Gum Branch, Jacksonville, NC 28540. Applicant has no other broadcast interests. Filed Jan. 14.

FACILITIES CHANGES

Applications

FM's

■ **Sparta, GA** WSKS(FM) 97.7 mhz—Jan. 6 application of Alexander Mitchell Communications Corp. for CP to change ERP: 6 kw (H&V).

■ **Hatteras, NC** WYND-FM 97.1 mhz—Jan. 6 application of Pamlico Sound Co. for CP to change ERP: 100 kw H&V; ant.: 152 m.

■ **McArthur, OH** WXMF(FM) 98.7 mhz—Jan. 2 application of Hometown Broadcasting of McArthur Inc. for mod. of CP (BPH-890112MH) to change ERP: 6 kw (H&V), TL: NW quarter of SW quarter of section 26; T9N; R18W; 5.3 miles SW of McArthur.

■ **Luquillo, PR** WZOL(FM) 92.1 mhz—Jan. 7 application of Aso Pue De Es De Lo Ad De Se Di Inc. for mod. of CP (BPH-900201IH) to change ERP: 4 kw (H&V), ant.: 295 m.; TL: Los Borros 2 Peak, 2.3 km south of Boqueron.

■ **Madisonville, TN** WYGO(FM) 99.5 mhz—Jan. 7 application of Major Broadcasting Corp. for CP to change TL: approx. 1.1 km WSW of Roy Knob.

■ **Derby Center, VT** WMOO(FM) 92.1 mhz—Jan. 3 application of Steele Communications Co. Inc. for CP to change ERP: 2.24 km (H&V), change to class 3, make modifications to directional antenna (per docket #91-80).

TV

■ **McAllen, TX** KNVO(TV) ch. 48—Jan. 7 application of Valley Channel 48 Inc. for mod. of CP (BPCT-820315KI) to change ERP (vis): 3.162 kw.

Actions

FM's

■ **Modesto, CA** KJSN(FM) 102.3 mhz—Dec. 31, 1991 application of Community Modesto BCasting Corp. dismissed for CP to change ERP: 6 kw H&V.

■ **Dogwood Lakes Estate, FL** WJED(FM) 91.1 mhz—Jan. 10 application of Bethany Bible College granted for mod. of CP (BPED-880506MB) to make changes in main studio location.

■ **Carterville, IL** WEZS(FM) 95.1 mhz—Jan. 7 application of M.P. Broadcasting Inc. granted for mod. of CP (BPH-880421MA) to change ant.: 85 m.; TL: WJPF(AM) tower, 3.5 km north of Herrin, IL, change main studio location.

■ **Bethalto, IL** WXJO(FM) 95.5 mhz—Jan. 13 application of Bethalto Broadcasting Corp. granted for mod. of CP (BPH-880811MH) as mod. to change overall height of antenna supporting structure to 101 m. above ground and 253 m. above mean sea level.

■ **Decorah, IA** KRDI-FM 100.5 mhz—Jan. 9 application of Decorah Radio Inc. granted for mod. to reduce ERP to 30 kw (H&V).

■ **Boyer City, MI** WBCM(FM) 93.5 mhz—Jan. 9 application of Biederman Investments Inc. granted for CP to change ERP: 50 kw (H&V); change to class C2 (per MM docket #90-593).

■ **Beeville, TX** KYTX(FM) 97.9 mhz—Jan. 9 application of Hamon Broadcasting Corp. granted for CP to change ERP: 34 kw (H&V); ant.: 178 m.

■ **Tooele, UT** KTLE-FM 92.1 mhz—Jan. 9 application of Local Broadcasters Inc. granted for CP to change TL: east side of Executive Plaza, Building #7, South Main, Tooele.

■ **Clinchco, VA** WDIC-FM 93.1 mhz—Jan. 13 application of Dickenson County Broadcasting Corp. granted for CP to change ERP: 2.5 kw (H&V), ant.: 154 m.; TL: existing WDIC(AM) tower on Big Ridge Rd., 3.2 SW of Clinchco; change frequency to 221A (per docket #90-213).

■ **Kelso, WA** KUKN(FM) 94.5 mhz—Jan. 15 application of Washington Interstate Bcsting Co. Inc. granted for mod. of CP (BPH-881215ME) to change ERP: 6 kw H&V.

ACTIONS

■ **Denied motion by nine political candidates who ran for office in state of Georgia to disqualify Commissioner James H. Quello from participating in proceeding involving their complaint against WXIA-TV.** (Report GN-87, General Action, by Commission January 22, by MO&O [FCC 92-31].)

■ **Longview and Kilgore Cable Television Companies** Affirmed staff decision denying requests by Longview Cable Television Co. and Kilgore Cable Television Co. for reinstatement of their original petitions seeking waiver of Commission's distant signal importation rules, abolished in 1980. (By MO&O [FCC 92-6] adopted January 2 by Commission.)

■ **Wireless Equipment** Terminated proceeding which proposed to permit new use of UHF-TV spectrum by wireless cameras operated for electronic newsgathering. (MM Docket 85-36, by Order [FCC 91-433] adopted December 31 by Commission.)

■ **Tucson, AZ** Denied Playa Del Sol Broadcasters review of Review Board decision granting application of F.E.M. Ray Inc. for new FM on channel 281A, and denying application of Playa. (MM docket #89-470, Report DC-2037, by Commission January 21, by MO&O [FCC 92-28].)

■ **Montecito, CA** Remanded to Presiding Judge proceeding involving four mutually exclusive applications for new FM. (MM docket 87-426, by MO&O [FCC 92R-1] adopted January 2 by Review Board.)

■ **Rancho Mirage, CA** Granted application of Anne K. and William F. Wallace for new FM on channel 258A at Rancho Mirage; denied competing applications of Hugh R. Paul, Sundial Radio Broadcasters, California Limited Partnership, Daniel P. Mitchell, III, and Drake Broadcasting; and dismissed application of Rancho Mirage Radio, a general partnership. (MM Docket 90-10 by Decision [FCC 92R-2] adopted January 2 by Review Board.)

■ **Santa Barbara, CA** Granted application of Joel-mart Inc. for new FM on channel 299B1; denied nine competing applications. (MM docket 90-218, by ID [FCC 92D-3] issued January 10 by ALJ Edward J. Kuhlmann.)

■ **Indianapolis** Notified Atlin Communications Inc.,

former licensee of WXIN(TV) that it must forfeit \$10,000 for overcharging legally qualified candidates for public office for their "uses" of licensee's broadcast facilities within 45 days of primary election and 60 days of general election. (By Commission December 30 by MO&O [FCC 91-431].)

■ **Noblesville, IN** Granted application of Weiss Broadcasting of Noblesville, Inc., for new FM on channel 230A; denied competing applications. (MM Docket 90-94, by Decision [FCC 91R-121] adopted December 20 by Review Board.)

■ **Dry Prong and Alexandria, both Louisiana** Designated for hearing mutually exclusive applications of Dry Prong Educational Broadcasting Foundation to modify facilities of KVDP(FM) at Dry Prong; and Missionary Action Projects for new non-commercial FM on channel 210 at Alexandria. (MM docket 92-2 by Order [DA 92-8] adopted January 6 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Eden Prairie, MN** Denied N. Walter Goins motion for stay and appeal concerning new FM on channel 289A at Eden Prairie. (MM Docket 89-387 by MO&O [FCC 92R-4] adopted January 8 by Review Board.)

■ **Bedford, NH** Dismissed petition by Appledore Communications for reconsideration of decision affirming Review Board's grant of Donna A. MacNeil's application for new FM station on channel 243A. (MM docket 88-3, by MO&O [FCC 91-432] adopted December 31 by Commission.)

■ **Secaucus, NJ** Affirmed license renewal of WWOR-TV Secaucus, NJ; denied competing application of Garden State Broadcasting Ltd. (MM docket 88-382, by Decision [FCC 91-428] adopted December 27 by Commission.)

■ **Glens Falls, NY** Designated for hearing mutually exclusive applications of Normandy Broadcasting

Corp. to renew license of WYLR(FM); and Lawrence N. Brandt for new FM on frequency 95.9 mhz, occupied by WYLR(FM). (MM docket 92-6 by Order [DA 92-11] adopted January 7 by Chief, Audio Services Division.)

■ **New York** Notified Salem Media Corporation, licensee of WMCA(AM) New York, of apparent liability for forfeiture in amount of \$12,500 for its repeated violation of sponsorship identification requirements of Communications Act and Commission's rules. (Report MM-566, by Commission January 17, by Letter [FCC 92-24].)

■ **Poughkeepsie, NY** Dismissed as repetitious petition by Poughkeepsie Broadcasting Limited for reconsideration of Commission order denying review of Review Board decision that denied PBL's application for new FM on channel 241A. (MM docket 88-279, by Order [FCC 92-3] adopted January 2 by Commission.)

■ **Yadkinville and Greensboro, both North Carolina** Set aside Review Board decision which dismissed appeal by Triad Network Inc., and law firm of Maupin Taylor Ellis & Adams, P.C. (MTE&A), of ruling by ALJ ordering counsel and his law firm to discontinue their representation of Triad in this proceeding. Also vacated ALJ's underlying ruling removing counsel, thereby allowing MTE&A to resume its representation of Triad, applicant for new AM station at Greensboro, NC. (MM docket 89-357, by MO&O [FCC 92-12] adopted January 8 by Commission.)

■ **Canton, OH** Affirmed action by Mass Media Bureau granting pro forma application for consent to assign license of WOAC(TV) from Canton 67 Ltd., to Debtor-in-Possession, to Morton J. Kent, Franklin L. Lavin sought review of that decision. (By MO&O [FCC 92-13] adopted January 8 by Commission.)

■ **Swanton, OH** Denied (on remand) applications of

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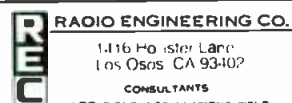
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Welch Communications Inc. for lack of candor and misrepresentation, and Swan Creek for failure to demonstrate its financial qualifications. (MM docket 88-432 by Supplemental Initial Decision [FCC 92D-4] issued January 9 by ALJ Walter C. Miller.)

■ **Toledo, OH** Granted applications of Toledo Broadcasting Inc., for renewal of licenses of WSPD(AM)-WLQR(FM) subject to EEO reporting conditions. (By MO&O [FCC 92-5] adopted January 2 by Commission.)

■ **Roseburg, OR** Granted application of KMTR Inc. for new UHF television station on channel 46 at Roseburg, OR; because licensee is also licensee of KMTR-TV Eugene, OR. FCC granted waiver of multiple ownership rules to operate channel 46 as satellite of KMTR-TV. (Report MM-564, by Commission January 15 by MO&O [FCC 92-17].)

■ **Hartsville, SC** Denied petition by Sunshine Broadcasting, Inc. for reconsideration of Review Board decision in proceeding for new FM on channel 253A. (MM Docket 90-43 by MO&O [FCC 92R-5] adopted January 9 by Review Board.)

■ **Belton, TX** Ordered Heart of Texas Communications Ltd. previously licensee of KYZZ(FM) to forfeit \$5,000 for failing to award announced prize in accordance with terms of contest. (By MO&O [DA 92-60] adopted January 15 by Chief, Mass Media Bureau.)

■ **Waco, TX** Affirmed Review Board decision granting application of Kennelwood Broadcasting Co. Inc., for new FM on channel 233A. (MM docket 89-338 by Order [FCC 92-2] adopted January 2 by Commission.)

ALLOCATIONS

■ **Safford, AZ** Effective March 9, amended FM Table to substitute channel 231C for channel 231C1; modified license of KXXQ(FM) accordingly. (MM docket 91-306, by R&O [DA 92-44] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Texarkana, AR** Effective March 2, substituted channel 292C2 for channel 292A at Texarkana, and conditionally modified CP of KUKB accordingly. (MM docket 89-440 by R&O [DA 92-36] adopted January 9 by Assistant Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Calipatria, CA** Effective March 9, amended TV Table to allot channel 54 to Calipatria. (MM docket 89-441, by R&O [DA 92-39] adopted January 10 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Greenacres, CA** Proposed substituting channel 291B1 for channel 292A at Greenacres, and modifying license of KRAB(FM) accordingly. Comments are due March 9, replies March 24. (MM docket 92-4 by NPRM [DA 92-28] adopted January 8 by Assistant Chief, Allocations Branch, Mass Media Bureau.)

■ **Oak Creek, CO** Proposed substituting channel 281C3 for channel 280A at Oak Creek, and modifying license of KFMU, L.P., accordingly. Comments are due March 9, replies March 24. (MM docket 92-5 by NPRM [DA 92-29] adopted January 8 by Assistant Chief, Allocations Branch.)

■ **Stock Island, FL** Proposed amending FM Table by allotting channel 248A to Stock Island; comments March 16, replies March 31. (MM docket 92-8, by NPRM [DA 92-45] adopted January 13 by Assistant Chief, Allocations Branch.)

■ **Shreveport, LA** Substituted channel 259C2 for channel 261A and modified the license of KMJJ-FM accordingly. (MM docket 84-231 by Third R&O [FCC 91-421] adopted December 20 by Commission.)

■ **Perham, MN** Effective March 9, amended FM Table to allot channel 258A to Perham; filing window: March 10-April 9. (MM docket 91-315, by R&O [DA 92-46] adopted January 13 by Chief, Allocations Branch.)

■ **Oxford, MS** Effective March 9, substituted channel 229C3 for channel 229A; modified license of

WKLJ-FM accordingly. (MM docket 91-277, by R&O [DA 92-47] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Piedmont, MO** Effective March 9, substituted channel 285C3 for channel 285A; modified license of KPWB-FM accordingly. (MM docket 91-274, by R&O [DA 92-48] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Hastings, NE** Effective March 9, amended FM Table to substitute channel 268C for channel 268C2 at Hastings; modified license of KEZH(FM) accordingly. (MM docket 91-234, by R&O [DA 92-42] adopted January 13 by Assistant Chief, Allocations Branch.)

■ **Milford and Hastings, both Nebraska** Effective March 9, reallocated channel 251C from Hastings to Milford; modified CP of KUHG(FM) to specify Milford as community of license. (MM docket 91-110, by R&O [DA 92-50] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Scotland Neck and Pinetops, both North Carolina** Proposed amending FM Table to substitute channel 238C3 for channel 238A at Scotland Neck and reallocate channel 283C3 to Pinetops; modified CP of WWRT(FM) to specify Pinetops as station's community of license; comments due March 16, replies March 31. (MM docket 92-7, by NPRM [DA 92-51] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Prineville, OR** Proposed allotting channel 284A to Prineville as its first FM service. Comments are due March 9, replies March 24. (MM docket 92-3 by NPRM [DA 92-27] adopted January 8 by Assistant Chief, Allocations Branch.)

■ **Kershaw, SC, and Waxhaw, NC** Effective March 9, substituted channel 291C for channel 291A at Kershaw; reallocated channel 291C3 from Kershaw to Waxhaw; modified WLWN(FM)'s CP to specify Waxhaw as community of license. (MM docket 91-31, by R&O [DA 92-52] adopted January 13 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

CALL LETTERS

Applications

Existing AM's

KTWM(AM) KCFA Prevailing Word Broadcasting Inc.; Eagle River, AK
WVTJ(AM) WHYM Cathedral of Praise Ministries Inc.; Pensacola, FL

Existing FM's

WJYO(FM) WSRX Radio Training Network Inc.; Fort. Myers, FL
WXNJ(FM) WWOC Ocean Media Inc.; Avalon, NJ

Grants

New FM's

KBIQ(FM) Hubbard Broadcasting Inc.; Fountain, CO
KGY-FM KGY Inc.; McCleary, WA
KQEH(FM) Wendell A. Tyler; Lenwood, CA
KQEI(FM) KBEW Inc.; Blue Earth, MN
KQEJ(FM) SW Broadcasting-New Braunfels; New Braunfels, TX
KQEK(FM) BJL Broadcasting Corp.; Ely, MN
KQEM(FM) Seaside Broadcasting Corp.; Seaside, OR
KQEP(FM) Robert M. Mason; Rock Valley, IA
KWCB(FM) Wilson Cnty. Ed. Inc.; Floresville, TX
WEKX(FM) Fate Lamont McCanally; Jellico, TN
WFLE-FM Flemingsburg FM Broadcasters Inc.; Flemington, KY

WFYR(FM) Rainbow Broadcasting Co.; Elmwood, IL
WLKS-FM Morgan County Industries Inc.; W. Liberty, KY
WQIA(FM) Shore Media Inc.; Bay Shore, NY
WQIB(FM) Illinois Bible Institute; Springfield, IL
WQIL(FM) Chauncey Broadcasting Inc.; Chauncey, GA
WZBD(FM) Robert Alan Weaver; Berne, IN

Existing AM's

KBLV(AM) KLSY Classic Country Radio Inc.; Bellevue, WA
WAQE(AM) WMYD Red Cedar Broadcasting Inc.; Rice Lake, WI
WSCR(AM) WPNT Diamond Broadcasting Inc.; Chicago
WWEZ(AM) WQWQ Pathfinder Communications Corp.; Muskegon Heights, MI
WXBQ(AM) WFHG Bristol Broadcasting Company Inc.; Bristol, VA

Existing FM's

KAXX(FM) KAGR N. John Douglas; Ventura, CA
KBZS(FM) KRMX-FM San Diego Broadcasting Corp.; San Diego
KCDQ(FM) KMGP FHL Communications Corp.; Monahans, TX
KHOV(FM) KHRA Fuller-Jeffrey Broadcasting Co. Inc.; Mariposa, CA
KKBZ(FM) KMA-FM KMA Broadcasting Ltd.; Clarinda, IA
KRKN(FM) KVMN C.T. Maloney Profit Sharing-Pension Plan; Oro Valley, AZ
KXKB(FM) KEQI California State University; Kings Beach, CA
KYFX(FM) KLVV NAMELOC Broadcasting; Little Rock, AR
KYJC-FM KFMJ Encore Broadcasting Corp.; Grants Pass, OR
WAZK(FM) WUIC Radio Trinity; Trinity, AL
WCAL(FM) WCAL-FM St. Olaf College; Northfield, MN
WETH(FM) WYHG Greater Washington Ed. Telecomm. Assoc. Inc.; Hagerstown, MD
WGGO-FM WWGO Stoehr Communications Corp.; Silver Springs, FL
WLMD(FM) WSRQ Larry M. Perry; Bushnell, IL
WNAX-FM KBCM Roy H. Park Broadcasting of the Midwest Inc.; Yankton, SD
WNEX-FM WMRW Quality Broadcasting Inc.; Gordon, GA
WRQI(FM) WZSH Great Lakes Wireless Talking Machine; S. Bristol Township, NY
WWEZ-FM WWEZ Pathfinder Communications Corp.; Cincinnati

Existing TV's

KOBN(TV) KMGT Oceania Broadcasting Network Inc.; Honolulu
KSBY(TV) KSBY-TV KSBY Inc.; San Luis Obispo, CA
KTLC(TV) KAUT Oklahoma Educational Television Authority; Oklahoma City
WKNT(TV) WQQB Southeastern Communications Inc.; Bowling Green, KY

Recession

KMZL(FM) WKLK Inc.; Cloquet, MN

Withdrawal

KHTX(AM) KRQC Henry Broadcasting Company; Salinas, CA

Fifth Estater

ANDREW HUNTER ORGEL

Andy Orgel, having entered the world of radio spinning tunes on his own college show, wanted to be a DJ. "But everyone who was honest with me thought I was lousy. I guess I just wasn't as good as my mother told me," says Orgel, who is now president of Video Jukebox Network, a cable service that lets viewers be their own DJ's by calling and ordering music videos.

Orgel took the job in 1988, moving his family to Miami. "I thought Miami was a place you go when you get older," says the 39-year-old.

As head of the two-and-a-half-year-old interactive music network, Orgel has helped create a channel credited in music industry circles with breaking new artists and having a substantial effect on record sales. And that despite its reach of only 13 million cable subscribers.

Orgel is not about to stop there. He wants to use the jukebox technology to create interactive channels devoted to employment, travel, real estate and more.

Orgel's first job was at CBS Radio, where he had seven positions in six years, working his way through broadcast operations, programing and finally into sales and marketing.

Orgel subsequently found his way into cable after being wooed repeatedly by two former CBS Radio executives (FM sales head Bob McGroarty and WCBS general manager John Lack) who were helping Warner Amex start up Nickelodeon, The Movie Channel and MTV.

Their powers of persuasion eventually worked on Orgel, who left CBS to start Warner-Amex's MTV Networks' affiliate sales and marketing staff, heading up 120 salespeople in six regional offices. "Assembling that staff was my best accomplishment," he says. One of that staff was Ruth Otte, now president and chief operating officer, Discovery Networks, who recalls Orgel as "very creative, very determined and very funny."

That sense of humor is evident in Orgel's description of himself during his time at MTV and subsequent posi-



tion at Arts & Entertainment. "I was probably one of the least liked cable executives in the business," he says. "I made a career out of...hitting operators' pocketbooks." He was charged with telling cable operators that MTV, which already accepted advertising, would start charging them for the service.

In 1983 A&E aired only three hours a day, piggybacking on Nickelodeon's channel. Orgel, a professed lover of startups, formed A&E's affiliate sales and marketing department.

At A&E for just two years, Orgel convinced President Nick Davatzes to put the network's programing into his hands. He left his mark on the network by emphasizing the "E" in A&E, adding more comedy and drama to the network, which was heavily into documentaries and the performing arts.

Says Davatzes of Orgel: "The ability to understand the viewer is paramount to that job. And Andy understood the marketplace and the viewer." Davatzes was not surprised when Orgel left to head up VJN. "It

was clear to me that Andy, who has diverse interests, somewhere along the line would run a cable network."

According to Orgel, he was happy at A&E when he got a call from VJN's investors—Newhouse Broadcasting and Communications Equity Associates among them—to head up the network. At that point it was only a technology, and they needed somebody to turn it into a programing service.

Orgel initially turned down the job, and in fact gave VJN names of seven or eight others to interview. But the VJN investors came back to Orgel, who became interested when he realized "what interactivity could be in the mid-'90s."

Television in the next five years will become more interactive and more personalized, he predicts. "TV will become more of a direct marketing medium." The stake Tele-Communications Inc. took last year in the network is apparent evidence of industry faith in its future.

But VJN has a tough climb ahead of it. The network is still a ways from making money (Orgel would not give an estimate of when he expects the network to break even), and the recession has hit VJN hard, Orgel acknowledges, since some viewers may be less disposed to pay \$3 to watch a video in this currently tight economy.

The economy, though, has not hurt subscriber growth, says Orgel, who is hoping to double the

network's size to 26 subscribers in another two-and-a-half years.

Orgel also has international ambitions for the network, which is expected to launch programing in the United Kingdom in the next couple of months. ■

President and chief executive officer, Video Jukebox Network; b. September 2, 1952, Newark, N.J.; BS, television and radio, Ithaca College, 1974; various positions, broadcast operations, CBS Radio Network, New York, 1974-76; assistant program director, 1978; Eastern sales manager, FM national sales, 1978-79; director, affiliate sales and marketing, MTV Networks, 1980-82; VP, affiliate sales and marketing, 1982-83; VP, affiliate sales and marketing, Arts & Entertainment Network, 1984-86; senior VP, programing and production, 1986-88; present position since November 1988; m. Nancy Boruchoff, February 10, 1979; child: Evan, 5.

Fates Fortunes

MEDIA

Andrew Thacher, VP, investment banking, Daniels & Associates, New York, joins Providence Journal Co., Providence, R.I., as director of new business development.



Wilkinson

William J. Wilkinson, VP, compensation and organization planning, Capital Cities/ABC Inc., New York, named VP, human resources.

Sharan Wil-son, senior VP, Western division, United Artists Cablesystems, joins Tele-Communications Inc., Englewood, Colo., as president, Netlink subsidiary, which provides program packaging services to satellite dish owners, succeeding **Rich Fickle**, who resigned.

John Patton, president, Patton Broadcast Management radio consulting firm, rejoins Bonneville Broadcasting System, Northbrook, Ill., as president.

Rick Potrikus, production services manager, KVIE(TV) Sacramento, Calif., joins Florida Public Television, Tallahassee, as operations manager.

Keith Yarber, general manager, WKQQ(FM) Lexington, Ky., named executive VP, FM radio, for parent company The Village Companies.

Michael Schiefer, general manager, WDFX(FM) Detroit, joins WAQX-FM Manlius, N.Y. (Syracuse), in same capacity.

Thomas H. Pierce, senior VP, Knight Quality Stations Group, Boston, named executive VP and chief operating officer.

Bruce J. Mittman, director of marketing and communications, Interface Group, joins WVEI(AM)-WAAF(FM) Worcester, Mass. (Boston),

as VP and general manager.

Ron Tarsi, president, The Home News Radio Stations, joins WSYR(AM)-WYYY(FM) Syracuse, N.Y., as general manager.

Chuck Williams, general manager, WYSY-AM-FM Aurora, Ill. (Chicago), joins WKLR(FM) Indianapolis in same capacity.

Andrew L. Dixon, VP, human resources, Continental Cablevision Inc., Boston, named senior VP, human resources.

Don Lacombe, program and operations director, WTVR-TV Richmond, Va., named VP, operations.

Appointments at WLEX-TV Lexington, Ky.: **John A. Duvall**, VP, station manager, named president and general manager; **Al Greenfield**, production manager, named operations manager, and **James C. Allison II**, news director, named station relations manager.

Tony Garcia, director, programming, Unistar Radio Networks, joins Randall Broadcasting, Tuscaloosa, Ala., as network director.

SALES AND MARKETING

James Sullivan, recent graduate, University of Wisconsin, Madison, Wis., joins WFMR(FM) Milwaukee as account executive.

Bob Hoffman, from KONO-AM-FM San Antonio, Tex., and **Joe Acker**, account executive, KOY-AM-FM Phoenix, named local sales directors at KOY.

George Essig, assistant sales manager, KFMB-AM-FM San Diego, Calif., named local sales manager. **Sharon Massey**, account executive, KFMB, named assistant sales manager.

Appointments at National Cable Advertising, New York: **David A. Rouatt**, from Gannett Inc., named senior VP, director of sales; **Sue Schmalzbach**, sales director, named VP, national accounts, national sales division; **Kevin Hanley**, se-

nior account executive, named manager, field sales, national sales division; **Dan Thomas**, from TeleRep, **Gig Barton**, account executive, and **Tracey Tynan**, from TeleRep, named group sales managers.

Patrick Rush, formerly with Response Media direct marketing firm, joins WLIG(TV) Riverhead, N.J., as local sales manager.

Richard H. Evans, former president and CEO, Madison Square Garden Networks, joins Dorna Sports Promotion Inc., New York, in same capacity.

Steve Danowski, from WDIV(TV) Detroit, joins co-owned WJXT(TV) Jacksonville, Fla., as national sales manager.

Joe Swaty, station manager and marketing director, KLRT(TV) Little Rock, Ark., joins IQ International Inc. there as VP, marketing.

Stuart I. Bodow, formerly with Western International Media, New York, joins Independent Media Services Inc. there as group VP, director of client services.

Marie Rank, broadcast buyer, Haworth Group Inc., Minneapolis, named senior broadcast buyer.

Marc Stover, local sales manager, KSLA-TV Shreveport, La., named director of sales.

Appointments at Seltel, New York: **Emily Vanides**, senior research analyst, rangers team, named associate research manager, red sales team; **Michael Michell**, associate research manager, racers team, named research manager, racers team, and **Elaine Goldberg**, from rebels team, joins racers team as account executive.

Appointments at Katz Radio: **Francine Sherman-Rabinowitz**, senior account executive, Christal Radio, Dallas, named manager, Dallas office; **Lisa Beth Napp**, sales coordinator, Katz Radio Group Network, New York, named account executive; **Victor Trevino**, account executive, Christal Radio, Chicago, named account executive, New York, and **Da-**

vid Giordano, account executive, WMGM-TV Wildwood, N.J. (Linwood), joins Eastman Radio, Philadelphia, in same capacity.

Peter Connolly, local sales manager, WKQI(FM) Detroit, named general sales manager.

Beth Berke, from Roslin Radio, joins Katz & Powell Radio, Atlanta, as Southeast manager.

Terance M. Gaughan, local sales manager, WFLD(TV) Chicago, joins WPGH-TV Pittsburgh as national sales manager.

New account executives at Harrington Righter & Parsons Inc.: **Patricia Gust**, from KOFY-TV San Francisco, named to gold team, Los Angeles; **Mary Derse Banka**, from Blair, Los Angeles, named to red team there; **Pam Edwards**, from TVB, Chicago, named to green team there; **James Gilmore**, account executive, gold team, Chicago, named team sales manager there, and **Scott McGavick**, account executive, red team, New York, named assistant sales manager, red team, there.

Gloria Barotta, from Citicorp Mortgage, St. Louis, joins D'Arcy Masius Benton & Bowles there as director of strategic planning and research.

PROGRAMING

Kim Lemon, manager, market research, Showtime Networks Inc., New York, named director, market research.

Skip Lusk, senior VP, post-production, MCA/Universal Studios, joins Fox Studio Operations, Beverly Hills, Calif., as VP, post-production operations. **Don Bassman**, director, sound department, Fox Studio Operations, named VP, special sound projects.

Don Feldgreber, director, business affairs, Warner Bros., Burbank, Calif., named VP, business affairs.

Appointments at Satellite Music Network, Dallas: **Pat Clarke**, operations manager, Pure Gold oldies format, adds duties as operations manager, The Heat top 40 format; **Dave Rafferty**, announcer, named program director, Stardust MOR format, and **Becky Wright**, music director, named program director, Country Coast-to-Coast.

EXECUTIVE SHUFFLE

Marvin F. Goldsmith, president, sales and marketing, ABC-TV, last week announced a reorganization of the network's sales division.

Lawrence S. Fried, previously vice president, news sales, was promoted to the new position of executive vice president, general sales manager, with responsibility for sales for news, sports, daytime, regional sales, marketing and sales development.

Robert J. Cagliero, previously vice president, special program sales, was promoted to executive vice president, national sales manager, with responsibility for all sales for prime time series and specials and regional sales offices.

James F. Wasilko, previously vice president, sports sales, was promoted to senior vice president, prime time sales, reporting to Cagliero.

Goldsmith said the new structure will help ABC better target new advertisers as well as convince current advertisers to increase their budgets.

-JLS

Cathie Trotta, manager, acquisitions, E! Entertainment Television, Los Angeles, named director, acquisitions and research.

Appointments at Metro Traffic Control, Houston: **Bill Gaines**, regional director of operations, Great Lakes region, named VP, operations; **Bill Yeager**, regional director of operations, Mid-Atlantic region, named VP, Eastern operations, and **James L. Sharpe**, from Great Lakes Networks, named director of operations for Chicago.

Katy Coyle, U.S. head of international co-productions, Compagnie Luxembourgeoise de Telediffusion, Los Angeles, joins Columbia Pictures Television, Burbank, Calif., as director, movies and miniseries.

Rich Allen, from WTTG(TV) Washington, joins WUAB(TV) Lorain, Ohio (Cleveland), as director of research and assistant program manager.

Dennis Clark, associate producer, *The Rick Dees Weekly Top 40*, syndicated by CD Media, Los Angeles, named director, international division.

Keith MacGregor, national director, AOR promotion, RCA Records, joins CD Media, New York, as manager, affiliate relations.

Mark Meyer, program manager, WANE-TV Fort Wayne, Ind., joins WKJG-TV there as program and production manager.

Steve Douglas, from KXXR(FM) Liberty, Mo., joins KOY-FM Phoenix as air personality.

Michael L. Natter, sales associate, World Video, San Diego, joins Four Square Productions there as pro-

ducer and director, interactive multimedia development.

Gaye Fowler, Western regional sales manager, Bravo Cable Network, joins Nostalgia Television, Los Angeles, as marketing director.

Suzanne Shepherd, director of administration and human resources, United Video, Tulsa, Okla., named VP, human resources and corporate facilities.

Tim Mayotte, professional tennis player, joins Prime Network, Irving, Tex., as tennis analyst.

Appointments at Madison Square Garden Network, New York: **Pete Silverman**, VP, executive producer, named VP, production operations; **Mike McCarthy**, coordinating producer, live events, named executive producer, live events, and **Joe Townley**, producer, *Around the NFL*, named executive producer, *MSG SportsDesk*.

Russ Cimber, production director, KGON(FM) Portland, Ore., joins KMTT(FM) Seattle as production director.

Roz Miller-Sparks, reporter, Fox Television News and *The McCreary Report*, adds duties as co-host, *Discover New Jersey*, New Jersey Network.

Appointments at Sports Entertainment Network, Las Vegas: **Jerry Kutner**, executive VP and general sales manager, named president and general manager; **Joe Speck**, director, creative services, named director of programing, and **Rodd Stowell**, air personality, adds duties as operations director.

NEWS AND PUBLIC AFFAIRS

D.M. Therese Byrne, VP, marketing and new business development, NBC News Productions, New York, named president.

Robert A. Martin, Western regional editor, United Press International, named VP, Europe-Middle East-Africa, London. **Royal Brightbill**, journalism teacher, Loyola University, New Orleans, rejoins UPI, London, as editor, Europe-Middle East-Africa.

Kurt Davis, news director, WSET-TV Lynchburg, Va. (Roanoke), joins KDFW-TV Dallas as managing editor of news.

Andy Liscano, from WITI-TV Milwaukee, joins KQVR-TV Stockton, Calif. (Sacramento), as sports director.

Jose Rios, news director, KCBS-TV Los Angeles, joins KTTV-TV there as managing editor.

TECHNOLOGY

Edmund A. Williams, transmission and propagation engineering manager and special projects officer, Advanced Television Test Center, Alexandria, Va., joins Public Broadcasting Service there as manager, advanced television field test project, which will assist FCC and its advisory committee on advanced television service on selection of new technology.

Michael Sterling, senior engineer, National Public Radio, Washington, named director of technical operations, audio engineering division.

Todd Moffett, from Echosphere Corp., satellite equipment distributor, joins Toshiba America Video Com-

munications Group, Buffalo Grove, Ill., as assistant national sales manager.

Steve Schearer, from WFTV-TV Orlando, Fla., joins WLOS-TV Asheville, N.C., as master control operator.

David Powell, acting chief engineer, WLEX-TV Lexington, Ky., named chief engineer.

PROMOTION AND PR

Karen J. Grobler, manager, creative services, *Joan Rivers Show*, Tribune Entertainment, New York, named director, creative services.

Bronwyn Smith, senior publicist, programming, Nickelodeon/Nick at Nite, New York, named manager of program publicity.

Diane Dunst, director of promotion services, *Lears* magazine, forms Diane Dunst Promotion Inc. promotion company, New York.

ALLIED FIELDS



Bell

Bell's 24-year tenure as AAF president, he advocated and developed industry's self-regulatory program and serves on numerous industry organizations. He remains AAF president-emeritus.

New executive board at Cable Tele-

Howard H. Bell, retired president-CEO of American Advertising Federation, Washington, joins Wiley, Rein & Fielding, Washington law firm, as counsel. During

vision Administration and Marketing Society, New York: **Michael Smith**, Disney Channel, president; **Beverly Hermann**, Lifetime, VP; **Pennie Contos**, Cablevision Systems, treasurer, and **Chris Van Name**, Time Warner, secretary.

1992 executive committee at Women In Cable Inc., Chicago: **Sharan Wilson**, Tele-Communications Inc., president; **Ruth Warren**, Jones Intercable Inc., VP; **Dianne Blackwood**, Cablevision of Alamance County, treasurer, and **Joan Gundlach**, Arts & Entertainment, secretary.

Daniel L. Gillick, recent graduate, George Mason University Law School, Arlington, Va., joins Smithwick & Belendiuk communications law firm, Washington, as associate attorney.

Dennis R. Eckhout, formerly with Harrison Bond & Peraro communications appraisal firm, forms DRE Associates consulting firm, specializing in mass media and communications industry, Fairfax, Va.

DEATHS

LaRue (Bud) Courson, 68, retired VP, National Association of Broadcasters, Washington, died Jan. 11 in Richmond, Va. Courson began his 33-year tenure at NAB in 1951 as mail room supervisor and held various positions including manager of production department and director, special services. He retired in 1984 as VP, administration services. He is survived by his wife, Lois; three sons, Bruce, Miles and Glenn, and one grandchild.

Andrew Alford, 87, engineering pioneer, died Jan. 25 of congestive heart failure in Winchester, Mass. He founded Alford Manufacturing Co., Winchester, Mass., where he designed and manufactured AM-FM-TV antennas and precision test equipment. He is survived by his wife, Helen.

Jack E. Shafer, 68, writer and producer, died Dec. 29 in Louisville, Ky. Shafer worked with Jerry Lewis on muscular dystrophy telethons, had stints at Time-Life, and Pulitzer Broadcasting and most recently was program director at WLKY-TV Louisville, Ky. He is survived by his wife, Betty.

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Incorporating The Fifth Estate TELEVISION Broadcasting Cable

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Monday Memo

“Syndicator/local sales cooperation is something new to stations.”

There would be little disagreement as to the number-one problem facing television stations and syndication companies today—money. There is also a simple answer to where most of that money must come from—advertisers. However, in separating the problem from the solution, there have been two stumbling blocks—the existence of 30-second spots and cost-per-thousand's as the center of the business, and the failure of advertisers, stations and program suppliers to communicate.

Diminishing station ratings coupled with tighter advertising budgets have created additional problems for our industry. However, these problems are also providing the first real opportunity to position the value of local television as more than spots and rates. To turn a negative into a positive, we will all need to pay close attention to, provide support for, and be willing to work together on opportunities that arise.

The process begins with paying attention to change. At last year's NAB convention, four of the country's top advertisers spelled out their broadcast advertising needs for station managers. Unfortunately, very few stations showed up to hear them. Those who did attend the session learned that, like stations, advertisers too are competing for the viewers' attention. They are anxious to find ways to stand out from the crowd. To quote Bob Watson from AT&T: “We need your help. We need your reps and salespeople to listen, to provide added values beyond 30-second spots, such as program sponsorships, tailored merchandising and promotional programs. We are not buying media anymore; instead, we want to be hooked into the station in a way that will allow us to stand out from the clutter.”

It's clear that stations need to “listen up” to the changing needs and demands of their advertisers. Since program suppliers depend on ad revenue to stations to fund their purchases, it is equally obvious that program suppliers will have to provide more than programs and promotional materials to survive.

Syndicators need to recognize three basic facts:

- Your program's success will be measured by the station advertising revenue it generates (this is what kept *Entertainment Tonight* alive through its lean years);
- There are things that you can do that a station cannot, or will not, do to make your program more locally salable; and
- Your program will not be the number-one priority of the station's sales or promotion departments, so keep it simple, make it turnkey.

To stations, we encourage you to demand—and then utilize—sales support provided by your syndicators. To be specific, here are four ways that we, or any syndicator, can directly affect your station's revenues.

■ *Provide useful and usable research.* Advertisers are sold by numbers. Rather than leave it to the more than 100 undermanned station research departments to gather and create research, create it for them. Provide each station with complete turnkey research kits. Go beyond Nielsen and Arbitron tracks, to include Arbitron Product Target Aid presentations for a variety of potential national and local advertisers. Also provide reach and frequency studies to justify the higher package ratings and rates.

■ *Create an “advertiser friendly” environment.* Advertisers shun problem programs and seek out positive selling environments. At Genesis, we do more than sell programs with the advertiser appeal. We also further the program's advertiser value through the creation of a series of theme weeks, tied into areas of local and advertiser concern, such as education, the environment, the war on drugs, child safety, etc. This provides the station and advertisers with value well beyond that of the program.

■ *Build in additional sales inventory opportunities.* To many advertisers,

“value added” means what bonus exposure you can give them for free. Since stations are rightfully reluctant to give away their finite inventory supply, syndicators can help them out by providing additional inventory elements. For each of our programs, we have created sponsorship packages that include in-program billboard positions, advertiser-tagable theme week on-air promo spots, taggable *TV Guide* and print ads, and issue-oriented viewers' guides.

■ *Provide the manpower and personal attention to see that good intentions achieve results.* Inventory and sponsorships don't sell themselves, and stations are already overwhelmed with the number of spots they have to sell. Beyond making certain that you have an “advertiser friendly” environment, the research and the “value added” inventory to interest buyers, you have to recognize that syndicator/local sales cooperation is something new to stations. Provide incentives to encourage their participation and reward their success.

In a time when both stations and syndicators are looking for any opportunity to generate additional revenue, and advertisers are looking for a better buy, it is a great time to try new approaches. It's time to communicate. ■



*A commentary by J. Philip Oldham,
executive VP, Genesis Entertainment*

In Brief

KRON-TV San Francisco asked the FCC last week for a temporary waiver (through June 1993) of the prime time access rule. The station plans to shift its prime time schedule forward one hour to 7 p.m., but also wants to air *The Tonight Show Starring Johnny Carson* at 10:35 p.m. KRON-TV, which wants to make the change when competitor KPIX-TV makes a similar move on Feb. 8, cited the commission's granting of a similar waiver to KCRA-TV Sacramento, Calif.

***Murder, She Wrote*, thought to be in its last season on CBS, will return for at least another year.** Series star Angela Lansbury has agreed to return for a ninth season despite reports that she would be starring in a series based on the movie "Driving Miss Daisy" next fall. Under a new agreement, *Murder, She Wrote* will now be produced by Lansbury's production company, Corymore Productions, in association with Universal Television, which had been sole producer. As part of the new contract, Lansbury will also serve as executive producer.

NBC, Sarnoff and Philips Laboratories and Thomson Consumer

S. 12 INCLUDES INDECENCY AMENDMENT

Along with the main provisions of the Senate cable bill (S. 12)—retransmission consent, must carry, rate regulation and access to programming (see page 4)—the bill included many new amendments added during last week's debate.

Jesse Helms (R-N.C.) and other senators introduced several amendments designed to reduce indecent programming on cable TV. One Helms amendment (passed 95-0 during a Thursday roll-call vote) would allow cable systems to refuse submission of programs for leased-access cable channels "that the cable operator reasonably believes describes or depicts sexual or excretory activities or organs in a patently offensive manner." The amendment also directs the FCC to set regulations requiring cable operators to designate a single leased-access channel for indecent programs and to scramble the channel unless a subscriber requests the channel in writing.

Among several other S. 12 amendments approved by voice vote include proposals to:

- Assure compatibility of consumer cable-ready TV sets and videocassette recorders to cable-system signals, by Patrick Leahy (D-Vt.).
- Expand cable program-production opportunities for minority producers, by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).
- Require cable systems to offer closed captioning for the hearing impaired, by Minority Leader Robert Dole (R-Kansas).

—RMS

Electronics last week revealed details of their Advanced Digital HDTV system approach, which gained final certification to enter the Advanced Television Test Center in April. NBC and its Advanced Television Research Consortium said the

system will use forward and backward motion estimation to provide superior pictures at top data rates; flexibly assign "packets" of digits to variable services; share MPEG standards with international computer technology and defy interference. In about 18 months, testing will tell.

ALLEN NAMED PRESIDENT OF MTM TV

MTM Entertainment has named Bill Allen president of MTM Television, replacing Peter Grad, who has "decided to step down" after five years as head of TV production, according to MTM. Grad will continue to work as a consultant, but an MTM source suggested he was looking to return to network and/or syndication sales with a major studio. Allen, 34, had been executive VP of MTM Television since 1988, and will now have oversight responsibilities for network, syndication and cable programing development and production, reporting to Bob Klosterman, president of MTM Entertainment.

Allen, son of TV veteran Steve Allen, began as senior vice president of comedy development in 1986 and later was senior vice president of creative affairs in 1987. Before that, Allen spent seven years with CBS Entertainment in a variety of current series and comedy development positions.

—MF

Blair Entertainment's new weekly half-hour, *Famous Hollywood Mysteries*, has cleared 48 stations representing 50% of the U.S., including all the Scripps-Howard stations and most Cox Communications stations. The show was inadvertently omitted from BROADCASTING's Jan. 27 post-NATPE roundup.

The financially struggling American Radio Network has collapsed, with its co-owners splitting and heading in different directions. Don Emanuel and Ed Graham had been feuding about how to save the three-year-old company, which

billed itself as the nation's largest 24-hour talk network. Emanuel re-signed on Jan. 17 to become VP of the American Forum, a new division of Business Radio Network that will air ARN's overnight sports programming. ARN went dark that night. Graham, meanwhile, signed on as a consultant to United Talk Radio, which he said has picked up the bulk of ARN's daytime programming.

The Federal Trade Commission staff last week appealed to commission members the dismissal of its 1990 antitrust complaint against the College Football Association and Capital Cities/ABC that charged the pair with illegally restraining competition. Last August, an administrative law judge dismissed the complaint saying the FTC did not have jurisdiction over the CFA in its \$300 million deal with Capital Cities/ABC because of the CFA's nonprofit status. FTC assistant director Michael Antalics argued that the CFA is a money-making commercial entity and that ABC (with rights to Big Ten and Pac-Ten games) acquired the CFA games so it could corner the market and raise ad rates. The FTC commissioners will review the case to determine whether they will issue a ruling or send it back to the ALJ.

In its second week of distribution, Tribune Entertainment's late-night talk strip, **The Dennis Miller Show**, averaged an unweighted 1.9 rating/8 share in 22 Nielsen metered markets for the four days ending Jan. 30. Miller was off a modest 20% from its lead-in shares and held close to even with its first week's ratings.

Multimedia Entertainment's fall 1992 talk show, **Rush Limbaugh**, completed a deal late last week to be cleared on **WWOR-TV New York**, bringing total clearances to over 70 markets. A Multimedia spokesman confirmed that the syndicator will extend syndication exclusivity coverage to client stations, since WWOR-TV is a basic cable superstation.

CBS issued six-episode midseason pickups for half-hour sitcoms Scorch and Fish Police, effective Feb. 28, for Friday 8-9 p.m. time slots. Also, the network says that **Street**

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.6/223/98
2. Jeopardy!	13.7/215/98
3. Oprah Winfrey Show	12.6/224/99
4. Star Trek	11.9/243/98
5. Entertainment Tonight	9.5/186/96
6. Current Affair	8.9/174/94
7. Wheel Of Fortune (Wknd)	8.7/183/83
8. Cosby Show	8.3/208/98
9. Married...With Children	7.9/172/95
10. Donahue	7.7/226/98
11. Inside Edition	7.4/128/88
12. WKRP In Cincinnati	6.7/235/99
13. Sally Jessy Raphael	6.5/206/96
14. Hard Copy	6.4/173/93
15. Street Justice	5.7/139/93

Stories, a news magazine hosted by Ed Bradley, will continue airing Thursdays at 9 a.m. at the end of the winter Olympic telecasts later this month from Albertville, France.

MCA TV has closed clearance deals for its fall 1992 talk strip, Kitty Kelley, with WHDH-TV Boston, WXIA-TV Atlanta, WPXI-TV Pittsburgh and WPRI-TV Providence. Those signings follow that of KCBS-TV Los Angeles at last month's NATPE convention.

On Feb. 10, PrimeTime 24 will begin delivering CBS affiliate WRAL-TV Raleigh, N.C., to home satellite subscribers in areas around the nation not receiving a Grade B net-

work signal. WRAL-TV replaces WBBM-TV Chicago in the three-network lineup offered by PrimeTime 24, which said the move will simplify technical operations, put all three signals (including WABC-TV New York and WXIA-TV Atlanta) in the same time zone and better match the programming with its mainly rural subscriber base. Cable distribution of the signals is limited mainly to Puerto Rico.

Cox Enterprises Inc. and Scientific-Atlanta Inc. agreed to jointly design a Cable Microcell Integrator to deliver personal communications network (PCN) telephone services via cable systems. Cox will use its experimental PCN license to test the digital radio transceivers in its largest system, San Diego.

SportsChannel America has signed two more Prime Network-affiliated regional sports networks to carry its NHL coverage, bringing its total reach to 23.2 million homes. SCA signed KBL Sports Network in Pittsburgh, with 1.5 million subs, and Washington's Home Team Sports, with 2.2 million subs.

McHugh & Hoffman Inc., a Mclean, Va.-based industry research and consulting company, **has merged with** the Detroit-based research company **Market Strategies Inc.**

THINK TANK SEEKS END TO PUBLIC TV FUNDING

Conservative Washington think tank The Heritage Foundation called on Congress to cease funding public television. At the same time, it advised the government to privatize the Corporation for Public Broadcasting, the government-funded organization charged with granting funds to noncommercial program producers.

"The current public broadcasting system is obsolete, overly expensive and doomed to be the center of continuous political controversy," said Laurence Jarvik, a Heritage resident scholar, in "Making Public Television Public," a Heritage report.

CPB President Donald Ledwig's response to the report was that "CPB has been effectively carrying out its mission to provide high-quality, educational, informational and cultural programming" and "expects to continue to provide that service to the American public." The Heritage attack comes as CPB is fighting to pass a bill authorizing it through 1996 amid charges from some senators that CPB-funded programs promote a liberal bias. (CPB is already funded through 1993.)

Jarvik also questions the need for government subsidies of public television. "In addition to privately sponsored programs and their ancillary products, book tie-ins and the like, as well as local fundraising drives, some 70 major public television stations now sell national commercial spot advertising," he said, citing "extended sponsorship credits" for Mercedes, American Airlines, Kraft Foods and others.

-RMS

Editorials

VOTES TO THE WISE

Wow. 73-18! That was the margin of victory for those who hate cable television over those who think it should only be reined in, as demonstrated on the Senate floor last Friday. One won't want to be standing too near Pike's Peak when that seismic wave reaches Denver.

(O.K., it may not be quite that bad; cable did muster 35 potential veto-sustaining votes for a substitute to S. 12, and that is arguably a more accurate barometer of sentiment. But by the time this issue came to a vote, even cable's best friends were agreeing it was out of line, if not deserving of Draconian punishment.)

The broadcasting industry's big gains—retransmission consent and must carry—rode in on the coattails of the anti-cable sentiment, which had more to do with unhappiness over rates and service than anything else. But the victory will be no less sweet for the National Association of Broadcasters, whose lobbying expertise was praised by no less a foe than Senator Tim Wirth of Colorado, whose connection with cable is coaxial.

Wireless cable's, DBS's and telcos' big gain—access to programming—is an insult to free enterprise everywhere. It is one thing to encourage competition to cable, but it is quite another to order that cable must supply the sword by which it is to be skewered.

S. 12 is only the beginning of this cable reregulatory year, of course, but as weather vanes go it must be heeded. Absent the nullifying effect of a (sustainable) presidential veto, the balance of power between cable and all others in the electronic nation will change profoundly before the year is out.

VOLUNTEER OR ELSE

With all that the FCC has to worry about right now, from new technologies to financial interest to PTAR to telco entry to more deregulatory bush-hogging (with a presidential mandate, no less), we can't help but wonder at the commission's continued interest in content regulation.

The subject of indecency was raised at least twice in the past few weeks by the FCC top brass, the first in a speech by Jim Quello at an annual Morality in Media rally and the other by a panel of commissioners—Quello, Ervin Duggan and Sherrie Marshall—at the NATPE International conference in New Orleans. In the first instance, Quello, while tacitly supporting boycotts, added the FCC's thumb to the scale by saying he agrees with a suggestion by Senator Robert Byrd (D-W. Va.) that "the sex trash,

vileness and excessive violence flooding TV and radio today could, in egregious cases, be considered a violation of a public trust." At NATPE, Quello again appeared to be carrying the standard of the morality watchdogs. "The Founding Fathers did not give us the First Amendment for repulsive purposes," he said. Duggan sounded similarly pro-active. "It's vital to get the people in the American center into this debate," he said, before the nation becomes "a wholly debased and sadistic society."

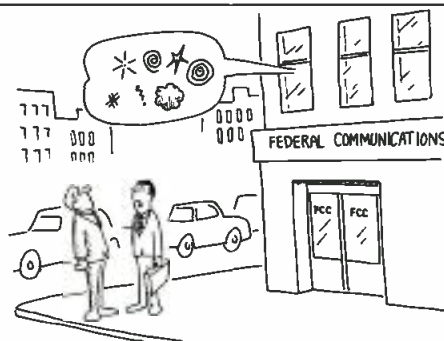
First of all, protecting thought that may be unpopular with, even repugnant to, government officials is just what the founding fathers had in mind. Suggesting, as Quello did, that broadcasters regulate their own content or risk "violating the public trust" (read jeopardize your multi-million-dollar license) is not self-regulation, but government content regulation of the first order.

ONE OF A KIND (OURS)

Nobody asked us whether Julie Barnathan could retire. After a mere 37 years with Capcities/ABC and its predecessors, he was just getting started. If the editors really thought he was leaving they would count it as a personal loss, not to mention an affront.

Julie is a unique human being as well as a consummate broadcaster. He is feisty, argumentative, opinionated, energetic, brilliant and in all respects an original. He has disagreed with this page more often than he has agreed with it—usually over some aspect or another of high-definition television—and has always made us think twice when taking a position he opposed.

A fierce competitor and loyal to a fault, Julie gave ABC and the broadcasting industry a full measure of devotion—but not his last. He will continue to storm the halls as a consultant and continue to make his mark on the medium. We'll sleep better at night knowing he's still there.



Drawn for BROADCASTING by Jack Schmidt

"Either they're reviewing indecency complaints or they just got some bad news on the move to the new building."

Special Report:
BARTER SYNDICATION
Issue date: March 2
Ad deadline: February 21

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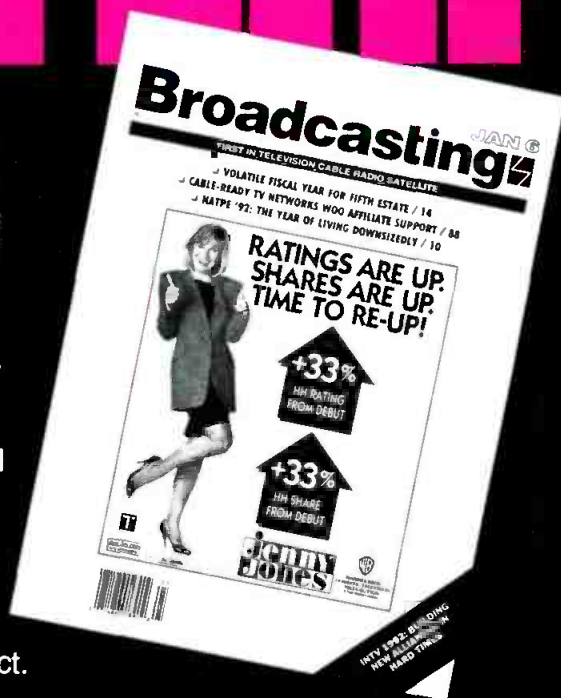
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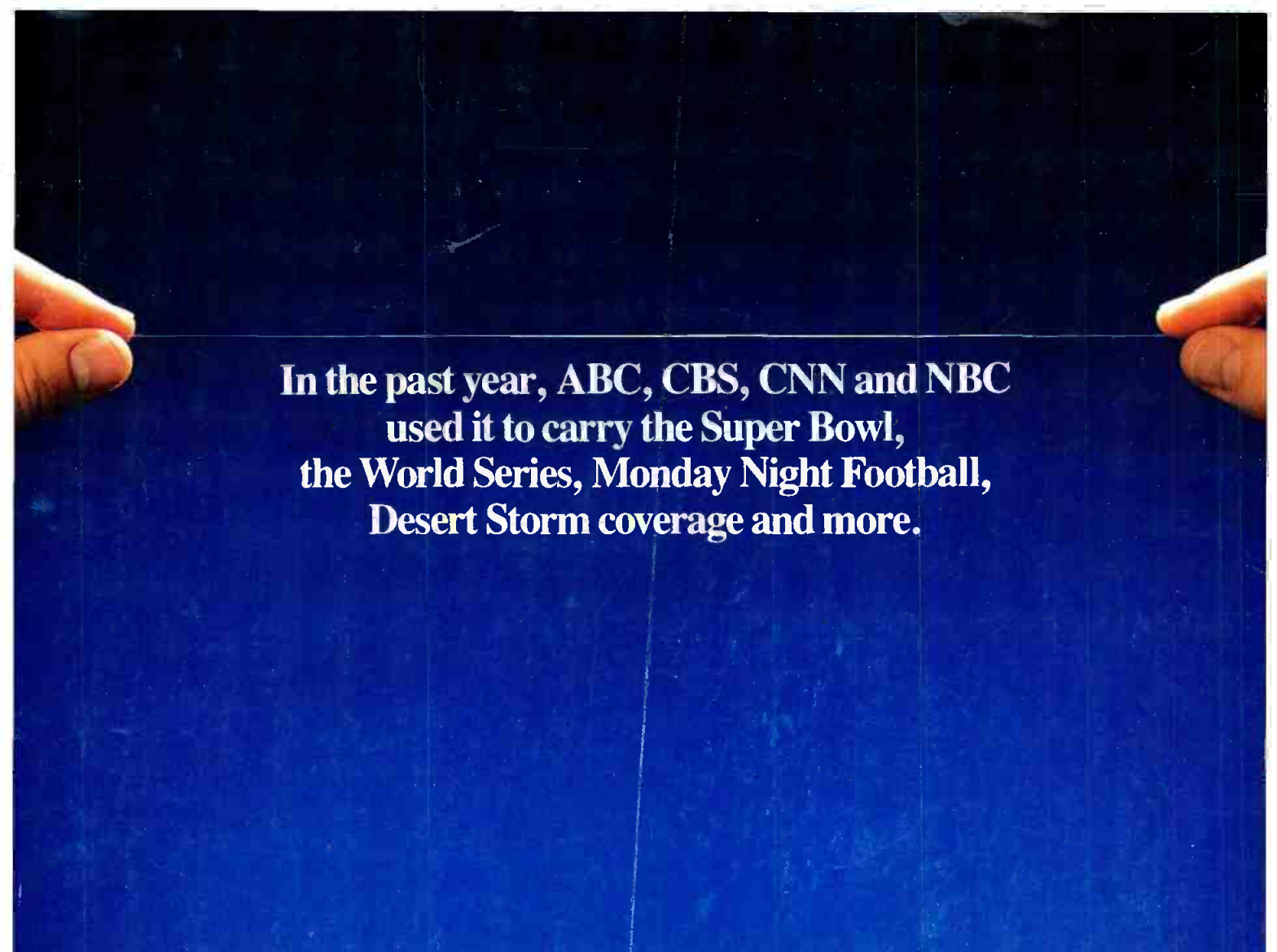
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