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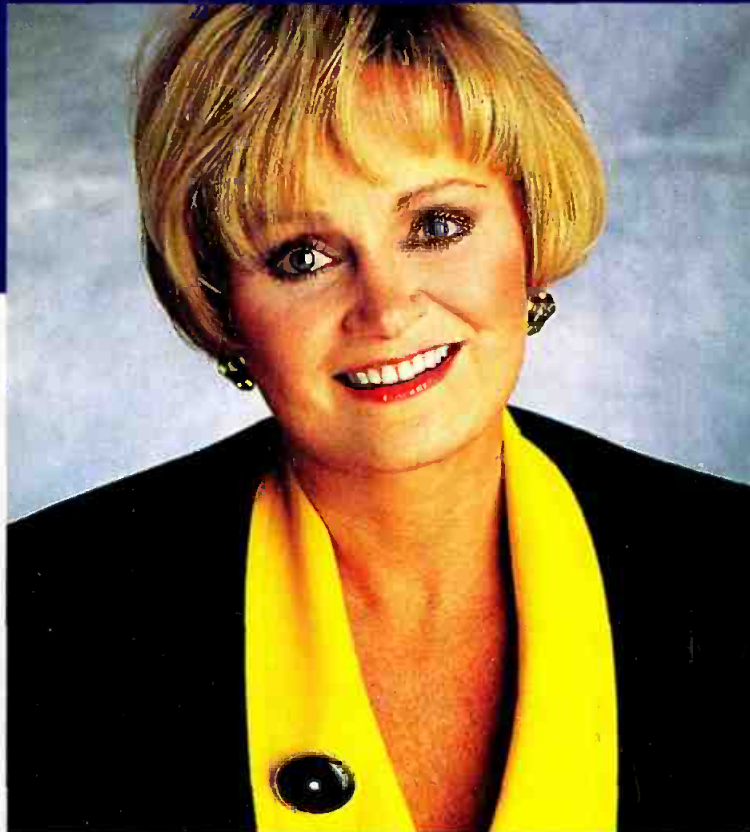
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- NETWORKS, STUDIOS MOVE TO CUT COSTS / 3
- FOX CONSIDERS '90210' SPIN-OFF FOR SIXTH NIGHT / 30
- AFTER 5.12: CABLE'S HOPES REST WITH HOUSE / 45

Kitty Kelley.



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Vol. 122 No. 7

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Top of the Week

NETWORKS HOLD LINE ON LICENSE FEES

Exclusive BROADCASTING survey finds money paid to producers remaining flat in recent years, and dropping for first-year programming

By Steve Coe

In the war on escalating production costs being fought by the networks and the studios, the first shot seems to have been fired by the networks. According to figures compiled by BROADCASTING, license fees paid to producers by the networks have remained flat for the past few years, and the money paid to producers of first-year series has gone down.

In talking to executives from both the studio and network ranks, it appears that after years of posturing, both sides realize that the problem of runaway production costs and deficit financing has reached its limit.

"For the first time since I've been in the business, we believe each other's tales of woe," said John Agoglia, president, NBC Enterprises and executive vice president, NBC Productions. "We now know if we're going to keep distributors and suppliers in business, we're going to have to change the way we do business."

Bill Klein, senior vice president, CBS, said although the trend may be on a downward tack now, "at CBS we still look at projects on a show-by-show basis. I wouldn't use the term frozen to describe the amount of license fees being paid out because that implies some kind of dictate. But I'd be hard-pressed to argue that they're increasing on a regular basis."

One thing that has changed recently in how the networks and studios are doing business is the license fees paid to suppliers. A look at the figures for 1986-87 through 1990-91 shows gradual growth for average license fees for all network series produced. However, the average figures are grossly inflated due to the inclusion of some veteran shows such as *Cheers*

and *The Cosby Show*, which may receive fees as much as four times that paid to most other series. Typically, in a show's first four seasons, the negotiated license fee increases about 5%

per year. After that, suppliers can negotiate for whatever fee can be gotten depending on the popularity of the show. A better look at the growth curve of fees is gained by studying

PRIME TIME AVERAGE COSTS AND DEFICITS OF EPISODIC SERIES

	1/2 Hour Filmed	1/2 Hour Taped	1 Hour Filmed
1990-91 Production Season			
Production Cost	844,187	697,759	1,408,364
License Fee	597,775	564,953	1,100,790
Deficit	(246,412)	(132,806)	(307,574)
1989-90 Production Season			
Production Cost	780,711	683,710	1,352,809
License Fee	538,461	540,612	1,051,604
Deficit	(242,250)	(143,098)	(301,205)
1988-89 Production Season			
Production Cost	701,423	644,301	1,249,211
License Fee	508,024	531,580	974,009
Deficit	(193,399)	(112,721)	(275,200)
1987-88 Production Season			
Production Cost	637,553	514,612	1,333,200
License Fee	526,835	427,739	973,997
Deficit	(110,718)*	(86,873)	(359,203)
1986-87 Production Season			
Production Cost	730,927	476,849	1,342,260
License Fee	536,738	409,368	971,985
Deficit	(194,189)	(67,481)	(370,275)

* The reduction in production costs and deficit reflects the cancellation of two very costly series which were heavily deficit financed. This has an especially great impact when the universe of 1/2 hour filmed series is so small.

FIRST YEAR Half Hour Series

	1987	1988	1989	1990
Production Cost	727	741	777	771
License Fee	533	500	494	505
Deficit	(196)	(241)	(283)	(266)

FIRST YEAR One Hour Series

	1987	1988	1989	1990
Production Cost	1,564	1,360	1,350	1,454
License Fee	1,065	991	928	873
Deficit	(499)	(369)	(422)	(581)

* Figures are in thousands and are per episode.

NBC HOLDS COST CONFAB WITH PRODUCERS

NBC held an unheard-of meeting with major studio executives and producers from independent production companies on Jan. 10 to discuss, in the words of the NBC invitation, "whether there are better ways we can work together to produce successful programming."

According to sources in attendance, the discussion was "fairly frank," but no decisions were made. Among the issues discussed was the network's insistence on working with only a select group of producers. "They want cheap shows," said a source, "but as long as they...[want] only the A-list players, the costs are going to remain the same."

NBC executives at the meeting included Bob Wright, chairman; Warren Littlefield, president, NBC Entertainment; John Agolia, president, NBC Enterprises, and Perry Simon, executive vice president, NBC Entertainment. NBC said further meetings will be held.

-SC

the fees for first-year shows.

Since the 1987-88 season, network license fees paid to studios and production companies steadily declined until the 1990-91 season, when they saw a slight increase. While all the figures for the 1991-92 season have yet to be compiled, the average license fee for first-year series this season is not expected to exceed the 1990-91 level. In fact, the numbers may again show a drop. This is coupled with an expected 7%-8% increase in the cost of series production with which suppliers will have to contend.

"The sense is that [fees have] flattened out over the last few years," said Bob Iger, president, ABC Entertainment. "In some cases they're dropping, and in some cases—with stars attached or because of commitments with producers like [Steven] Bochco or [Diane] English—they tend to be higher."

"Last year they were kind of frozen," said Harris Katleman, president, Twentieth Television, remarking on the growth of license fees, adding that this year "they might remain the same or be a little less."

"There's no question they are," said Barney Rosenzweig, executive producer of CBS's *The Trials of Rosie O'Neill*, when asked if license fees are trending down. The network's "bottom line is being hurt by advertiser pull-outs and the fractionalization of the audience and, as a result, they're passing it on to the suppliers."

In part, the reason for all this, said Iger, is "because we've reached a breaking point. Also, it comes as a result of the networks putting on more alternatives like news, so it's a buyer's market."

While profit margins at the studios are getting squeezed even tighter with

lower license fees and escalating production costs, major producers are beginning to question traditional production practices. For many, including producers and actors, the days of wine and roses appear to be over.

According to studio sources, practices that appear ready to be overhauled include shooting schedules that include week-long hiatuses every few weeks, salaries paid to actors, and what most people pointed to as the biggest single problem, the proliferation of producer credits given through negotiation rather than earned by experience.

"Once you start calling people producers that aren't producers, you run the risk of them thinking they're producers and making decisions that cost money," said Rosenzweig.

In some cases, said one studio executive, an actor or writer's manager will be given a producer credit via the negotiations conducted by the talent's

agent. "The manager gets the credit and his fee can be anywhere from \$7,500-\$15,000 per episode for doing nothing. There are a lot of people feeding at the trough that aren't providing the bacon," the executive said.

As for actor's salaries, Joel Shukovsky, Shukovsky/English Productions, said most agents and actors are still operating under the belief that the dollars of a decade ago are still available. "The day of the \$50,000-\$60,000-per-episode player is a thing of the past. For anyone to get any kind of money like they used to be paid, they better be able to put asses in front of the television," he said.

Even though the studios are correcting some of the abuses in their systems, most suppliers point to the networks as the reason for spiraling costs. "The largest single cause in the growing cost of producing network television is network creative involvement," said one source. "The networks demand to be involved with only a select group of what they call 'approved show runners,' the Jim Brooks, the Steven Bochcos, etc. That drives the cost up artificially."

"The studio is partly right on that," said Iger. "The network's demand for show runners does drive up the price. But the problem is when you put a \$1 million an hour [project] in the hands of the studio, you want reasonable assurance it's going to be in good hands. So some of these people are necessary to insure the investment. Unfortunately, what has happened is some people have been moved up the system without the experience." ■

HARRIS TO HEAD SONY TV

First-run syndication and cable product a priority

By Steve McClellan



Mel Harris moves to SPE's TV group

Mel Harris, former television group president at Paramount, has joined Sony Pictures Entertainment as president of SPE's newly formed television group.

Although the structure is slightly altered, Harris effectively replaces Gary Lieberthal, who held the chairmanship of Columbia Pictures Television. Three division heads will report to Harris, including Barry Thurston, president of the newly reorganized syndication division, Columbia TriStar

Television Distribution.

Harris made a point of stressing last week that Thurston "will be rising to a position of much greater responsibility, scope and authority," as the company expands aggressively into areas where CPT has not been in the vanguard, including first-run and working with consortia.

Harris and Thurston have a relationship that spans two decades, beginning when the two worked at Kaiser Broadcasting, where Harris was station program manager and Thurston was a corporate programming vice president. "We used to book movies together," Harris recalled.

The two other TV division heads reporting directly to Harris are Scott Siegler, president, Columbia Pictures Television, the network production arm, and Jon Feltheimer, president, TriStar Television, which produces for network and syndication. Harris will also oversee the activities of Merv Griffin Enterprises, which produces the game shows *Wheel of Fortune* and *Jeopardy!*

CPT's strength during the Lieberthal years had been production of network comedies and their subsequent distribution in syndication. In addition to making first-run syndication a key priority at the company, Harris said more effort will be put into developing first-run product, from all the company's production divisions, for cable TV.

Harris, who had been head of Paramount's TV group since 1985, left the company last October, three months after Brandon Tartikoff became studio head.

Harris joined Paramount in 1977 as vice president, domestic syndication. In the early 1980's he oversaw the company's video and cable television activities, and he is credited with helping to develop the sell-through home video market as well as USA Network, 50% owned by Paramount.

Before joining Paramount, Harris was on the station side of the business, with stints at Kaiser Broadcasting and Metromedia Broadcasting.

Harris said one of his long-range goals is to see that the television group is well positioned to exploit future opportunities made available by advances in hardware. "As we see the growth in interactive technology and the possibility of 500-channel cable systems and multiplexing, it forces us to adapt to consumer needs." ■

PROGRAM COST CONTROL / 3

Figures compiled by BROADCASTING show that the networks are keeping a lid on license fees paid to producers, and executives on both sides of the battle line seem ready to cooperate on costs.

STATION TRADING REPORT / 17

BROADCASTING's annual survey on station buying and selling shows a 49% dollar-value decline in broadcasting properties from 1990 to 1991, making it the slowest year since 1982.

FOX NIGHT 6: 90210 SPINOFF? / 30

Fox's sixth night of prime time programming, due this summer and, sources say, likely to be Wednesday nights, may be anchored by the new Aaron Spelling show *Melrose Place*, a cast-sharing spin-off of the popular *Beverly Hills, 90210*.

LIFE AFTER S.12 / 38

Despite cable protestations of dire consequences if S. 12 ever becomes law, industry analysts say



Cable reregulation battle moves to the House side of the Capitol (p.45).

rate regulation and retransmission-consent costs should have only a modest impact on the bottom line.

RECORD CROWD AT MSC / 42

RAB's 12th annual Managing Sales Conference attracted nearly double the number of 1990 attendees, thanks in part to reduced registration fees. The radio crowd heard calls to focus on selling results.

CABLE CONNECTS TO HOUSE / 45

After S. 12's decisive win in the Senate, cable

has turned its attention to reregulatory legislation coming up in the House. The industry may attempt to influence a "more reasonable" bill, or encourage delaying tactics that could scuttle action altogether.

TV REVENUE WOES / 51

Revenue declines for TV station operators slowed a bit in the fourth quarter, in part because results in last year's fourth quarter had already started to show some weakness.

PROGRAMMERS SHIFT TO VC-RS / 54

Additional programmers are expected to announce at this week's SBCA show their intention to sign on to General Instrument's newest VideoCipher system. Programmers hope that switching from the piracy-plagued VC-II to the "renewable security" system will boost the number of paying subscribers.

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Fox and Aaron Spelling Productions ride the '90210' wave into 'Melrose Place' (p.30).

Inside Edition Keeps B

Source: NSS Ranking W/O 1/13/92
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**Bill
O'Reilly**
Anchor

PARAMOUNT QUELLS SYNDEX UPROAR OVER 'STAR TREK' SPIN-OFF

Contrary to previous published reports, Paramount Domestic Television will officially offer all of its prospective client stations front-end and back-end syndicated exclusivity (syndex) rights for the hour-long *Star Trek: Deep Space Nine* spin-off and the revival series *The Untouchables*. The pending announcement is seen as particularly crucial for the Hollywood studio so that it can quell station concern over market exclusivity in view of its yet-to-be-confirmed clearance deal with Tribune Broadcasting superstation WGN-TV Chicago.

As part of its negotiations with Paramount, Tribune station sources confirmed, WGN-TV originally pushed for untethered national cable rights for the duration of the series' front-end (initially three years) and back-end terms.

It is also expected, according to Paramount and station sources, that syndication president Steve Gold-

man will disclose this week that he has both January 1993 series introductions sold in eight of the top 10 markets, among others. Sources also say that Tribune flagship and *Star Trek: The Next Generation* incumbent WPIX-TV New York may be picking up only *Deep Space Nine* (with *The Untouchables* possibly still up for grabs), while KCOP(TV) Los Angeles will head the list of Chris-Craft/United Television independents KBHK-TV San Francisco, KMSP-TV Minneapolis and KUTP(TV) Phoenix taking on both dramas.

The studio has already said that all six Paramount Stations Group independents—WTXF(TV) Philadelphia, WDCA-TV Washington, D.C., KTXA(TV) Dallas, KTXH(TV) Houston, WLFL-TV Raleigh, N.C., and KRRT(TV) San Antonio—will be clearing both series, in addition to Kelly Broadcasting Co.-owned KCPQ(TV) Seattle and XETV(TV) San Diego. —MF

BASEBALL PLAYOFFS MOVING TO PAY?

IRTS panel told major league games may migrate to basic cable or pay per view when CBS contract expires after 1993 season

By Peter Viles

Major League Baseball said last week that its tradition of airing all post-season games on network television may end when CBS's four-year baseball contract expires after the 1993 season.

David Alworth, MLB's director of broadcasting, said Friday (Feb. 7) that baseball is willing to consider airing some playoff games on basic cable or perhaps even pay per view after 1993.

"I think that's subject to an economic evaluation," he said during a panel discussion at the International Radio and Television Society's faculty/industry seminar in New York. "Is there room to move some of those games to cable and still protect the local audience? Sure there is."

Alworth said that midweek day games during the playoffs draw the weakest post-season ratings—and sometimes anger viewers of preempted network soap operas—so they may be separated from the next over-the-air television contract.

He refused to speculate on the likelihood that those games could land on pay per view. "We're going to go out and see the customers and see what

they want," he told BROADCASTING. "Pay per view is going to be considered along with everything else."

Baseball is now entering the third year of a four-year, \$1-billion contract with CBS, which carries weekly regular-season games and all post-season games. In addition, ESPN will air about 160 regular-season games in 1992.

Baseball Commissioner Fay Vincent has said the league is committed to airing the World Series on broad-

cast television through the 1990's. He has also said baseball sees no economic advantage in using pay per view on a national basis during the regular season, but he has not addressed the possibility of shifting some playoff games to cable or pay per view.

Overall, the 1991 League Championship Series games on CBS drew an 11.9 rating and a 22 share. The two midweek day games drew considerably lower ratings: the American

JUST TRY IT, SAYS WASHINGTON

If Major League Baseball expects to sell championship playoff games to cable, it is first going to have to mollify Washington policymakers.

The migration of sports from broadcast to cable TV has been a hot button in Congress and at the FCC. Over the years, bills have been introduced that would either restrict or prohibit such sports siphoning by cable. None of the bills have moved, but, according to one House source, cable legislation now pending in the House of Representatives would be an ideal vehicle.

The monopoly MLB enjoys stems from the antitrust exemption granted it by Congress, said FCC Chairman Alfred Sikes. "At any given moment, it may ask for something in return and one of those things may be universal availability of the crown jewels of the sports."

Commissioner James Quello concurred. The FCC and Congress would look at such a move "with a critical eye," he said, adding he doesn't see the public interest in making viewers "pay for something they now get for free." "If this starts a trend, it may be time for Congress to review the antitrust exemption for the big leagues," he said. —HAJ

League's Game 2 drew a 6.4/20, and the National League's Game 5 drew a 10.2/27. The seven-game World Series averaged a 23.9/39.

Up-front dance begins

The annual mating dance between the networks and advertising executives over up-front prices began in an unusual public setting last week: in front of about 75 college professors assembled in a New York hotel.

Joseph W. Ostrow, executive vice president and worldwide media director at Foote, Cone & Belding Communications, opened the talks during a panel discussion at the IRTS faculty-industry seminar flatly predicting another buyer's market in 1992.

"We do not see this as being a firm up-front," Ostrow said in response to a question posed by BROADCASTING editor Don West, moderator. "It's going to be another soft up-front."

The only network representative on the panel, NBC Senior Vice President Robert Niles, responded: "The annual mating dance has begun."

Ostrow's comments reinforced a generally gloomy outlook that overshadowed the seminar. In his keynote address on the state of broadcast television, FCC Policy Chief Robert Pepper concluded: "This is not a growth business."

And Carolyn Wall, vice president and general manager of WNYW-TV New York, said she expected the New York market to suffer a second consecutive year of declining advertising revenues.

But Niles cautioned that several factors, from the economy to cable reregulation, could dramatically change the up-front market in the coming months.

"I think this year in particular there's so much happening month to month that four or five months is a long way off," he said. "It's way too early to speculate. First we'll see what Congress does, and we'll see what the economy does."

And John S. Suhler, president, Veronis, Suhler & Associates, offered his own brand of optimism: despite the gloom and doom, investors such as he continue to buy television stations.

"Why would a reasonable person with lots of information about all the things going on in the media world continue to buy television stations if broadcasting is an endangered species?" he asked. ■

MARSHALL MEMO SEIZES THE DEREG DAY

Commissioner backs Sikes's plan to relax broadcast ownership rules

By Harry A. Jessell

FCC Commissioner Sherrie Marshall last week seconded Chairman Alfred Sikes's call for relaxation of TV and radio ownership restrictions.

"This is a clear signal to Sikes that 'I'm with you on [the radio] stuff,'" Marshall said in a four-page memo distributed to all commissioners laying out her personal deregulatory agenda. "And on the TV stuff, I'm saying, 'Let's get the train going.'"

The memo was Marshall's formal response to Sikes's invitation for suggestions on ways to comply with President Bush's call for deregulatory initiatives that might boost the sagging economy (BROADCASTING, Feb. 3). That call, along with a request for a 90-day moratorium of new regulations, came in Bush's Jan. 28 State of the Union Address.

In the memo, Marshall supports relaxation of the national multiple ownership rules as well as the local duopoly rules. The former, with some

exceptions, limit a broadcaster to just 12 AM's, 12 FM's and 12 TV's; the latter prohibits a broadcaster from owning two or more stations of the same service (AM, FM or TV) in the same market.

She also calls for the further relaxation of the one-to-the-market rules, which prohibit common ownership of radio and TV stations in the same market, and for relaxation of the attribution criteria to permit greater levels of ownership in stations without implicating the ownership rules. And she iterates her support for softening, if not repealing, the ban against common ownership of cable systems and broadcast networks.

The memo also recommends several common-carrier actions.

Making good on his 1990 promise of an "attic-to-basement" review of broadcast regulations, Sikes is pushing to bring relaxed radio rules to a vote in March or April and to propose changes in the TV rules by the end of the year. A proposal to loosen the cable-network crossownership ban

FCC TO ADOPT NEW CABLE TECH STANDARDS

At this week's meeting (Feb. 13), the FCC is expected to adopt uniform technical standards for cable systems and issue a policy statement clarifying the circumstances in which a spouse's media interests will be attributed to the other spouse.

The cable technical standards are based on a compromise by groups including the National Cable Television Association, Community Antenna Television Association, the National League of Cities and the U.S. Conference of Mayors. According to one FCC source, the FCC standards will "deviate" somewhat from the compromise standards.

The commission decided to initiate its own notice of inquiry on spousal attribution because "of the steady increase in the number of married couples with dual careers and recent cases raising the issue of spousal attribution." Under the commission's proposed guidelines, one spouse's media interests would not be attributed to the other for purposes of FCC ownership rules "when there are sufficient indications of independence with regard to each spouse's media interests."

The commission also asked those filing comments to address whether the application of these criteria should include requiring a "greater level of insurance as to the spouse's independence where the interests held are in stations in the same service and in the same market and where the spouse's aggregated interests would violate the national multiple ownership limits."

-JF

should be ready for action this summer.

But even with Marshall now solidly on board, it is still unclear how far the FCC will go in rolling back the structural regulations. That's because it still takes three votes to get something done at the FCC.

Commissioner James Quello is reluctant to vote for a flat-out relaxation or repeal of the rules. He said he would prefer to establish a waiver policy, under which broadcasters would have to seek FCC approval each time they struck a deal that would violate the letter of the rule. "I favor a case-by-case waiver approach rather than relaxing the general rule," he said.

Commissioners Ervin Duggan and

Andrew Barrett have been more skeptical about dismantling the structural rules, expressing concerns about the impact of diversity, localism and opportunities for those trying to break into station ownership.

Also serving to moderate the FCC actions are those members of Congress with FCC oversight. "They will not do this uncontested," said an aide on one of the House oversight committees. "Trust me on that," he said. "They have yet to make the case for the wholesale destruction of the structural regulations."

Marshall fed the story of her memo to the *Wall Street Journal*, which last Thursday ran a story suggesting that Marshall, rather than Sikes, was leading the deregulatory charge.

The appearance of the story had some at the FCC accusing Marshall of "grandstanding" and of campaigning for reappointment by depicting herself in the national press as an eager proponent of Bush's deregulatory initiative. Marshall's current term expires June 30.

"Cynics might suggest that," said Marshall, but she says she was merely responding to Sikes's invitation. "It's more an effort at collegiality," she said.

Quello was one of those for whom the *Journal* story left a bad taste. "If I were the chairman," said Quello, "I would write an op-ed piece in which I would congratulate Sherrie for finally coming along in support of my deregulatory proposals." ■

THOMSON WILL BUILD HUGHES DBS RECEIVERS

DirecTv also selects Murdoch's News Datacom encryption for the digital, high-power satellite services Hughes and USSB plan to launch in early 1994

By Peter Lambert

Thompson Consumer Electronics, the leading manufacturer of television sets in the United States, became a high-power direct broadcast satellite player last week, committing more than \$50 million to develop RCA-brand digital home equipment to receive DirecTv, Hughes Communications' DBS service due to launch in early 1994.

Hughes also tapped News Datacom, a subsidiary of Rupert Murdoch's News Corp. Ltd. (which joined, then left, a Hughes-led DBS partnership in 1990), to contribute transmission and encryption algorithms to Thomson, which will make both the set-top decoder and 18-inch flat antenna.

News Datacom and Thomson co-designed the analog VideoCrypt scrambling system used by pay-TV programmers in the United Kingdom (including British Sky Broadcasting), France, Australia and New Zealand. New Datacom software group leader Michael Dick said there has been no documented break of VideoCrypt, which employs replaceable smart-card technology.

The two companies were chosen from a group of manufacturers believed to include all the high-definition



Hughes, Hubbard and now Thomson are together staking hundreds of millions of dollars that millions of U.S. viewers will buy \$700 equipment to receive digital TV direct from satellite; Thomson believes DirecTv will also boost its widescreen TV sales

TV proponents, as well as most of the companies responding to Cable Television Laboratories' search for a digital video compression system (BROADCASTING, Dec. 23, 1991).

"What we're selling is technology, and innovation begets customers," said Joseph Clayton, senior vice president of Television-Americas for Thomson. "The opportunity to broaden the public's reception of television in this innovative way will lead to a new surge of growth for TV receiver manufacturing in the U.S. as television sets become theaters of entertainment in the home."

Thomson is gearing up its U.S. TV,

glass and picture tube plants to deliver widescreen 16x9 aspect ratio sets by the end of 1992. While the sets cannot yet include a decoder for digital TV, the displays will be high-definition TV-ready, said D. Joseph Donahue, Thomson senior vice president of technology and business development.

Thomson will license DirecTv manufacturing to others only after 18 months or one million units are sold. Donahue said Thomson, which delivers 26 million consumer electronics units a year, will adequately supply DirecTv's launch. He projected that 5%-10% penetration of U.S. TV

homes will create a \$3 billion-\$5 billion business.

"The consumer electronics industry sees this as the next product, after the VCR, that may be capable of significantly penetrating TV homes," said Hughes Senior Vice President Eddy Hartenstein, adding: "We're absolutely delighted to have RCA on board."

Hartenstein described the contract as the second of four elements of the DirecTV business plan, the first being the construction of the bird by co-owned Hughes Space and Communications Group and the scheduled Arianespace launch in December 1993. This spring Hughes will choose a billing and customer service provider and, later this year, lease capacity to, or create co-ventures with, program suppliers.

"RCA is really big, and they know how to make and market home electronics," said Stanley S. Hubbard, whose United States Satellite Broadcasting (USSB) last year spent more than \$100 million to acquire five of 16 transponders aboard the first of two Hughes DBS birds.

Together, USSB and DirecTV will deliver four live or eight S-VHS-quality movie signals per transponder to the same RCA equipment. Hubbard's business plan projects four million consumers will buy the systems in the first year.

Like its competitors, Thomson hopes the DirecTV deal will prove only the first fruits of a broad strategy aimed at winning the entire array of coming digital TV delivery via satellite, cable and broadcast in the U.S.

Thomson and David Sarnoff Research Center are partners in a digital NTSC compression proposal submitted to CableLabs last fall. Those two companies are also partners with Philips Electronics NV and NBC in developing the Advanced Digital HDTV system certified for advanced TV standards testing late last month (see page 55). Eventually, said Donahue, "if you buy the high-definition system, it will decode everything else," if key industry players agree that cable, broadcast and satellite can, and should, adopt a single digital standard.

Hartenstein said Hughes did not consider applicability of the system to other media, but Thomson's Clayton argued, "I see this as an opportunity for broadcasters, cable and DBS to adopt a standard." ■

CHAR BEALES ON CTAM'S CHALLENGES

After 10 years guiding the programming and marketing strategies of the National Cable Television Association, Char Beales took a two-year hiatus from the wired world to direct program development for Comsat Video Enterprises. As of Feb. 18, she's back, the newly appointed president and chief operating officer of the Cable Television Administration and Marketing Society, and she believes marketing will be to cable in the 1990's what program creation was in the 1980's.

Is your enthusiasm for returning to cable dampened by prospects for tough reregulation this year?

That's part of the challenge. I think all the things going on in the business make marketing much more interesting and important in the '90s.

Marketing in the '90s will be as exciting as the creation of cable programming was in the '80s.

How big a force is CTAM at the moment?

Quite big among the rank-and-file workers in the industry. There are 2,500 national members and 15 chapters with 1,500 members. A current membership survey is finding positive ratings very high. I think it's a case of good relations with current members and a need to expand reach to new members, and that includes more of the industry leadership.

I think there will be some changes in the CTAM direction, which we'll know more about next week [Feb. 10-15], after the board considers a strategic plan in the works now for many months.

CTAM has a lot of resources, and we plan to do a better job getting them into industry hands in a timely manner and useful form. I was on the CTAM board from 1982 to 1987. It's a terrific staff, a home for people most interested in the complex marketing challenge facing cable.

What is that challenge?

The business is changing. We're going to have technology-driven channel expansion and multichannel pay



per view in cable very quickly.

And we're going to have competition—limited service competitors like wireless cable offering fewer channels, but for a lower price. Full-service competition will come with Hughes DBS [the proposed 100-channel, high-power direct broadcast satellite service] at the end of next year. We don't know whether SkyPix will be a reality, but it appears Hughes is going to launch that bird.

I think the challenge is, first, how to sell cable as we know it—how do you package it and price it and get more subscribers? And how do we deal with tiering? Those issues are going to be very important as competition comes into the market.

Challenges in new services are somewhat harder to define. I've spent the last couple of years thinking about what you do with 150 channels. How do you sell it? How do you get people over the technology hurdle and make pay per view work? How do you find niche audiences? How do you price movies to be competitive with the video store? How do you use new services, such as a TNT, to keep penetration going? Those seem like really interesting issues. I'm excited about seeking the answers.

Where do you think rates are headed?

I'm not sure exactly which way the winds are blowing in the industry. I like the idea of giving the customer choice in putting together their own packages and taking just as much of the product as they choose, just as they do at the video stores. I don't think that will all be movies, but also sports and some specialty programs, but let them create more of their own package. I think the cable industry will go that route.

—PDL

The ATV Test Bandwagon Is Rolling!

Step Up and Be Counted!

Join Us Today!

These 157 broadcast stations want to be prepared for HDTV. They have pledged \$889,000 to complete testing by the Advanced Television Test Center of six proposed ATV systems for the United States.

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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

PORTALS PANNERS

The Federal Communications Bar Association has formed a special committee to see what it can do about steering the lease for the new FCC headquarters away from the Portals, the southwest Washington development that many members of the bar consider too remote. The committee comprises former FCBA presidents—Bill Potts, Richard Wiley, Sally Katzen and Peter O'Connell—and advertising industry lobbyist John Kamp. One large firm that will not be participating in the FCBA's anti-Portals efforts will be Arent Fox Kintner Plotkin & Kahn, which represents clients with interests in the Portals.

LOS ANGELES

TOGETHER AGAIN

Steven Bochco's latest project, a one-hour cop series for ABC set to debut this fall, will have David Milch at the helm of the show according to an ABC source. The move will reunite Bochco and Milch, two MTM alumni. Listed among his credits while at MTM are three episodes of *Beverly Hills Buntz*, five episodes of *Capital News* and four episodes of Bochco's *Hill Street Blues*.

TELCO-FRIENDLY TALK

Passage of a more liberal rural exemption for telephone company ownership of cable TV systems in S. 12, the Senate's cable bill (see page 49), has raised the possibility of even greater telco-entry language in the House cable bill when the Telecommunications Subcommittee marks it up sometime next month. Many telcos reportedly would like the cable bill amended to include H.R. 2546, sponsored by subcommittee members Rick Boucher (D-Va.) and Michael Oxley (R-Ohio), which would lift the 1984 Cable Act's crossownership

LOCALS COLLABORATE ON DAHMER COVERAGE

Independent station WDJT-TV and CBS affiliate WITI-TV, both Milwaukee, have formed an unusual collaboration to provide gavel-to-gavel coverage of the trial of confessed serial killer Jeffrey Dahmer. Under the agreement, WDJT has been pre-empting its daytime lineup for the live coverage. WITI has provided reporter Dan Jones and has promoted the WDJT broadcast on its airwaves. Both WITI and WDJT, which has no newscast, have provided technical support.

WDJT-TV, which usually gets a 2 rating during the day for its family-oriented programming, has been averaging a 6 and has peaked at about 10, according to program director Veronica Tackman. Virtually all of the station's usual daytime sponsors are sitting out the coverage, she said, although new clients have come in, including home and office security companies. The greatest benefit to WDJT has been making the four-year-old station known in the market, she said. "During graphic testimony, we put a red dot in the corner of the screen to warn viewers," said Tackman. "That dot has been up about 90% of the time."

—RB

ban and set a 2015 deadline for completion of a nationwide fiber-optic network. The executive committee of the United States Telephone Association meeting this week in Washington may decide whether to pursue the strategy.

NEW YORK

STRATEGY SHIFT

Doing a turnabout from its strategy of holding back half of its national barter advertising inventory for the fourth-quarter (1992) upfront market, Group W Advertising Sales has instead sold another 140 commercial units of Carsey-Werner Distribution's *You Bet Your Life*, commanding approximately \$90,000 to \$100,000 per 30-second spot (or roughly \$9.3 million to \$14 million in total revenue). There are probably another 100 units left unsold.

EL SEGUNDO

NEW HIRE

On the heels of contracting Thomson Consumer Electronics to design and sell digital direct broadcast satellite receivers (see "Top of the

Week"), Hughes's DirecTV DBS operation will today name its second program developer, this one "from the world of sports." Former Disney Channel executive Christine LaValle became first last month. At press time, some leading sports TV names had been removed from the maybe list. Outgoing Comsat Video Enterprises President Bob Wussler and CVE sports man Bryan Burns (former Major League Baseball broadcast director) and NBA broadcast brain Ed Desser have other plans.

ST. LOUIS

OUTSIDE HELP

CBS Inc. has retained Gary Stevens to find a minority buyer for KLOU(FM) St. Louis. CBS said last November it would sell the station to clear the way for its acquisition of WCCO-AM-TV-WLTE(FM) Minneapolis, which put the network in violation of FCC's rules prohibiting ownership of more than 12 FM stations. As part of a settlement with the NAACP, CBS has taken special efforts to find a minority buyer and hopes that by bringing Stevens in, the search can be expanded.

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Reagan running in 93?

Even though Fox Inc. Chairman Barry Diller and other Fox Broadcasting Co. executives apparently have decided that *Q*, an hour news magazine pilot hosted by **Ron Reagan**, will not be cleared on Fox's prime time schedule, a production source at Fox suggests that the series project may be alive for late-night clearance. During the Fox affiliates meeting at the NATPE convention in New Orleans last month, FBC officials clearly stated that the programing service plans to carve out the 11 p.m.-midnight (ET/PT) slots for late-night programing by the 1993-94 season. When *The Ron Reagan Show* was a joint syndication project with MCA TV (with Fox O&O stations providing flagship clearances), Diller, accordingly to sources, reluctantly decided to pull the plug on the low-rated series last season. Diller is said still to be high on Reagan's talents, and continues to be a regular luncheon companion of his parents, the former President and First Lady. "Stay tuned," added the source.

He gives a damn

Word from a production source close to RHI Entertainment is that **Tom Selleck** is doing some strong, and possibly successful, lobbying to play **Rhett Butler** in *Scarlett*, CBS's slated 1993-94 sequel to "Gone with the Wind." RHI, which is plan-



The next Rhett?

ning a talent barnstorm for the role of **Scarlett**, has received over 1,200 resumes and 8-by-10's for that part. Auditions for all parts are likely to begin this spring, with shooting commencing as early as this fall.

Time out

Taping has discontinued indefinitely on **Sally Jessy Raphael's** talk show, the producers said last week. Raphael's daughter, **Allison Vladimir**, was found dead in an inn she ran (but which is owned by Raphael) last Sunday (Feb. 2) in Bucks County, Pa. It's the second recent tragedy Raphael has had to confront. Last month, her son was critically injured in a car crash, which left him paralyzed. A program spokesman added that the show has a week's worth of episodes pre-taped.

Last week, a Multimedia executive said Raphael wanted to go to work as soon as possible, "but we'd sort of like her to cool it a bit, the February book notwithstanding." With no definite word on her return, alternative plans were being considered, including using repeats or

having celebrity stand-ins do live shows.

Gary reborn

Actor and director **Peter Horton**, who played Gary on *thirtysomething*, has signed a program development deal with ABC Productions. Horton will operate out of a newly formed company, Pico Creek Productions. Development projects so far include an hour drama, *Dues*, written by Ray Hartung. Horton is also working on two projects with former *thirtysomething* producer/writer **Richard Kramer**.

Road show

To hype the launch of Claster Television's slated fall 1992 hour drama, *Catwalk* (see story, page 32), Franklin Waterman production company has already locked down three national retailers to sponsor a 50-city tour for the six musical cast members of the teen-oriented series. **Jeff Franklin**, the production company's co-founder (along with **Steve Waterman**), says he has signed **Merry-Go-Round Inc.** (a jeans retailer), **Boogie's Diners** and **Signal Men's Clothing** to sponsor the nationwide promotional tour. According to Franklin, prior to forming Franklin Waterman two years ago (which produces *The Black Stallion* for The Family Channel), he sold his musical talent agency to International Creative Management (ICM), but has maintained solid contacts in the recording industry.

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Broadcasting & Cable Market Place

(formerly The Broadcasting Yearbook)

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

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Publishing Division**

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I MADE MY DIRECTORIAL DEBUT ON A PIG FARM

I'll never forget it.

It was February, 1984. It was 10 below. And I was standing in the middle of a pig farm in Iowa -- cold and nervous, and thinking to myself, "How am I going to do this?" I was directing my first caucus and it was anything but Hollywood glamorous.

There were no politicians, no bright lights and no large crowds. Just this young couple in their own home, reading a caucus "how to" book, serving juice and cookies, counting votes, and trying to figure out what to do and how to make the process work -- just like I was. Somehow we all managed to pull it together. And it was the first time in my career that I walked away from a job and thought, "this didn't happen by accident."

Now, eight years and many road trips later, I'm sending my own people out to direct their first caucus. They understand, like I do, that the election process isn't always confined to big cities and large convention halls. In fact, sometimes the most important moments in democracy unfold in a school house...or in a town hall...or on a pig farm in Iowa.

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MANAGING
32 TECHNICIANS
AS THEY COVER
PUBLIC AFFAIRS
EVENTS
NATIONALLY AND
INTERNATIONALLY.**



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June
**River City
Broadcasting
L.P.**

Acquisition of
KDSM-TV
Des Moines,
IA
\$13,600,000

August
**Sinclair
Broadcast
Group**

Sale of
WPTT-TV
Pittsburgh,
PA
\$7,500,000

August
**Sinclair
Broadcast
Group**

Acquisition of
WPGH-TV
Pittsburgh,
PA
\$55,000,000

September
**River City
Broadcasting
L.P.**

Acquisition of
WTTV-TV
Indianapolis, IN
WTTK-TV
Kokomo, IN
\$37,000,000

November
United Artists

sale of
WOOD AM/FM
Grand Rapids,
MI

January
**River City
Broadcasting
L.P.**

Senior
Financing
\$30,000,000

June
**River City
Broadcasting
L.P.**

Senior Secured
Debt
\$46,000,000

August
**Sinclair
Broadcast
Group, Inc.**

Senior Credit
Facility
\$95,000,000

September
**River City
Broadcasting,
L.P.**

Senior Debt
Financing
\$79,000,000

September
**River City
Broadcasting,
L.P.**

Equity
Placement
\$7,500,000

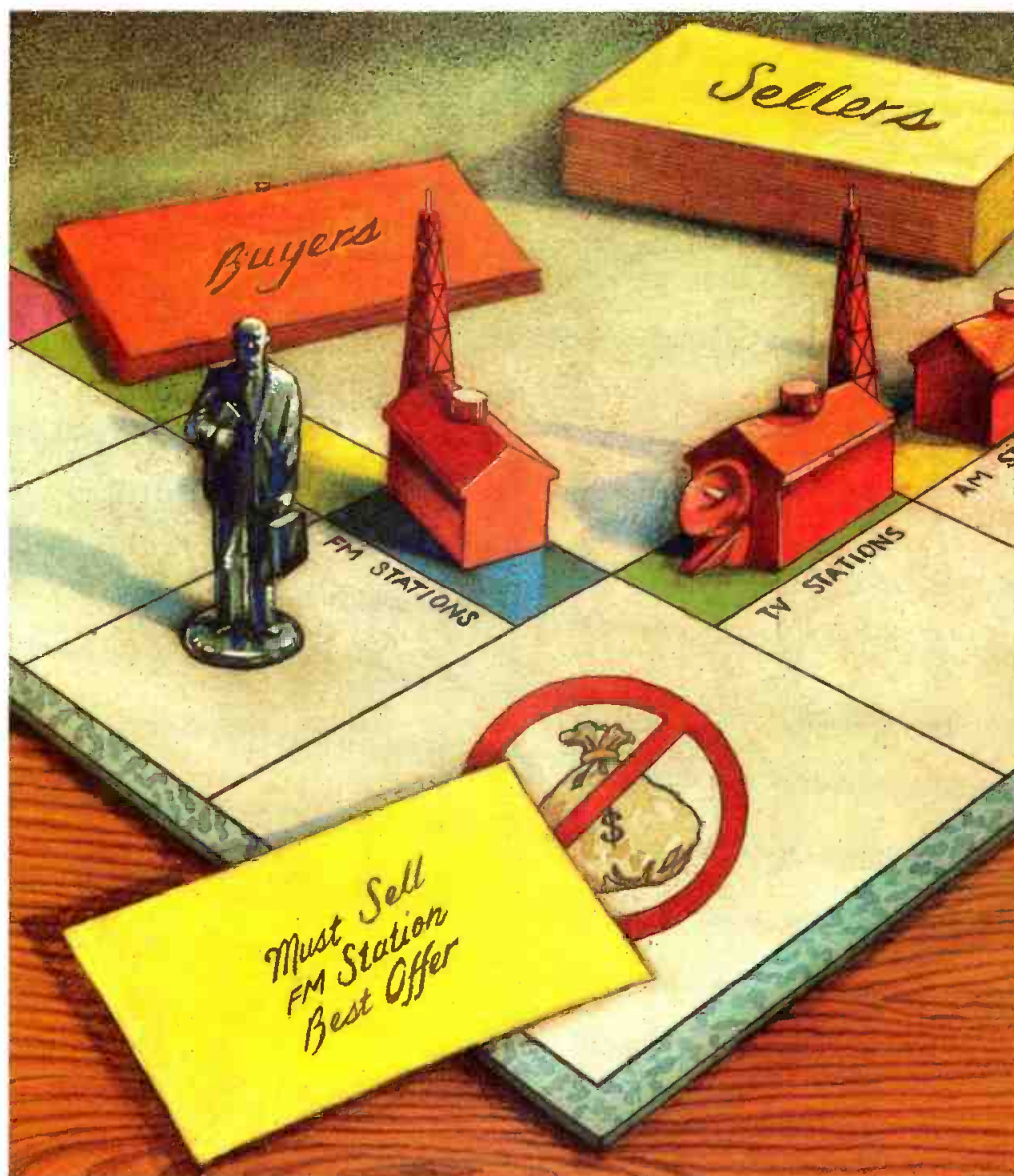


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STATION TRADING



1991 IS SLOWEST SELLING YEAR SINCE 1982

Total dollar value of station sales fell to \$1.01 billion, down 49% from 1990

By John Gallagher

The downward trend in radio and television station sales that started in 1988 continued in 1991, with the year down substantially from 1990. It was the slowest trading market since 1982, the last time the U.S. economy was in a recession.

The numbers are sobering. According to BROADCASTING's tracking of sales approved by the FCC last year, standalone and AM-FM combination radio deals in 1991 totaled \$534 million, down 38% from 1990's \$869 million. TV sales took a 61% plunge from \$697 million in sales in 1990 to \$273 million in 1991. Group sales,

which represent deals that included two or more standalone radio and/or TV's, were down 50%, from \$411 million in 1990 to \$206 million in 1991.

In terms of number of transactions, approved TV trades dropped from 58 in 1990 to 38 in 1991; AM-FM combinations went from 199 to 169; FM

standalones dropped from 238 to 169, and AM standalones decreased to 253 from 278.

"It used to be," said broker Frank Kalil of Kalil & Co., "the morning man would call me from some radio station in Tupelo, Miss., and say: 'I've been here 12 years, it's time for me to own my own radio station, I know I could do a good job, how do I do it?' And the answer today is: 'You don't. You're stuck.'"

It should only get better

The upside is the fact that media brokers generally agree that any uncertainty in the marketplace has been replaced by an acceptance of reality and that the market has, for the most part, bottomed out. Also, most brokers see business picking up to a degree, somewhere around the middle of the year.

Their counterparts in the agency business don't necessarily agree with that assessment. While an election/Olympic year usually means increased advertising spending, this year media buyers and industry forecasters expect advertisers to shift current ad budgets

around instead of increasing budgets overall. Most significantly, true station values and cash flow multiples are emerging from the industry shakeout of the past 18 months.

"There's nothing wrong with the broadcasting business," said broker Mitt Younts, president of Media Services Group. "It's a top-line problem, which means the revenues are down, [and] it shows up on the bottom line. If retail sales pick up, people start spending money—then retailers will start advertising again, and it starts to flow down to the business."

"[Advertising] is really the steam engine that drives our business," said broker Dick Forman. "The advertising marketplace in 1991 was probably the worst in the last 30 years. Until that returns...business is not going to be what it once was."

Vanished from the industry is the "greater fool" theory, that there will always be another speculator willing to pay a higher price for a station; in its place is the prospect that station buyers will most likely be either those currently in the industry buying for

strategic purposes or someone entering broadcasting with the intent to stay. Whatever their purpose, buyers will reap the benefits of the best prices in years. But they'll need equity.

The search for money

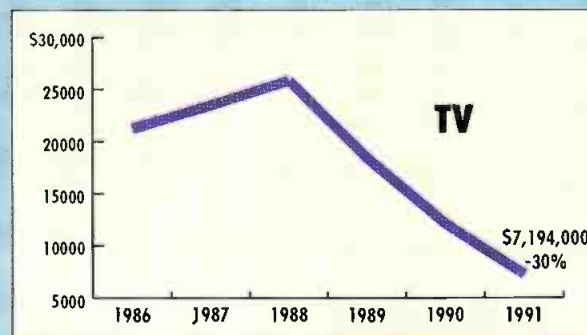
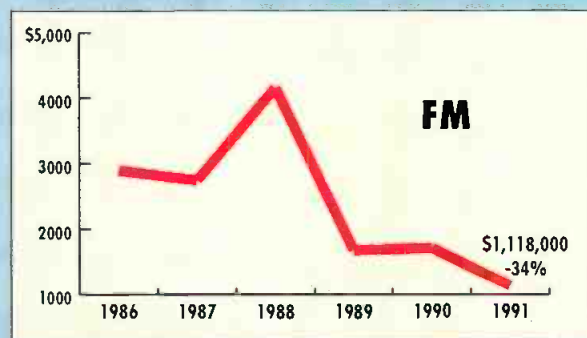
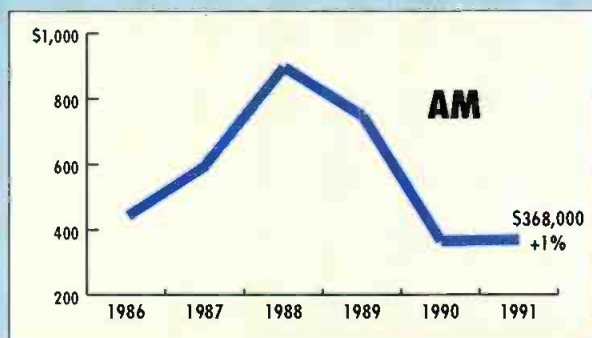
"You can only borrow four-and-a-half to five times cash flow now, if you can find a bank that's interested in your kind of deal," said Jim Blackburn of Blackburn & Co.

"Standalone deals are going to take 30%-40% equity, or they're not going to get done," said broker Ted Hepburn.

In 1991, many banks were burned by overleveraged loans, and are adjusting accordingly. "Lenders don't want to hear about exit strategies anymore. They're all taking the position of Alan Griffith [president of the Bank of New York]: 'We loan cash, we like to be paid back in cash.' In a way, long term, that's good for the brokerage business...there are going to be fewer deals falling apart."

Society Bank in Cleveland and Bank of New York continue to offer

STILL FALLING IN 1991 AVERAGE STATION PRICES



The charts represent the average price (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past six years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.



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January 1992

financing for quality stations and qualified buyers. Banks that had previously backed off may be willing to test the waters again; Media Venture Partner's Elliot Evers has seen renewed interest from Union Bank and Security Pacific Merchant Bank, based in Los Angeles, and Bank of Boston.

Bill Steding of Star Media does not think lenders will return to the broadcast industry until they have a guarantee they can recover their interest in a station; that is, until the FCC changes its policy on broadcast licenses. "The FCC has got to grant [lenders] a more perfect security interest in the FCC license...so that...in the disaster scenario, their exit strategy is protected. [Lenders] are pissed." The FCC, recently under increased pressure from banks for a rulemaking on the issue, has yet to reach a consensus.

Station value multiples across the board have settled into the seven to seven-and-a-half times trailing cash flow range for radio, a notch higher for TV. Station owners "are coming to grips with what values not only are currently but what they are likely to be for the next several years," said broker Gary Stevens. "If there's a desire to sell now, they're going to do it. If they have the luxury of being able to hang around because they don't need to sell under pressure...I think we're going to lapse back into the sort of operating mode that we saw in the 1960's, '70s and early '80s."

Regional brokers Jerry Johnson of Johnson Communication Properties Inc., Minneapolis, and Richard Kozacko of Kozacko-Horton, Elmira, N.Y., may already be in step. Johnson says he's seen more activity so far in 1992 than in the same period last year. "I suspect it's going to be a lot better than last year, maybe double."

"It's become quite busy," said Kozacko, who was recently contacted by former broadcasters with capital looking to get back into the market. "We were not getting these calls six months ago."

Deals done in '91

Emmis Broadcasting Corp. was able to make lucrative agreements despite the drop in values. It paid Doubleday & Co. \$54 million for WAVA(FM) Washington and WFAN(AM)-WHQT(FM) New York in 1986; last June, Salem Communications bought WAVA for

\$20 million, and in December WFAN(AM) went to Infinity Broadcasting Corp. for \$70 million, a record for an AM. Infinity recently filed to make a public stock offering. "Not only was [WFAN] a good business for [Infinity President Mel Karmazin] to obtain," said Stevens, "but it also is the driving force in re-entering the public market." Noted Evers: "One thing has certainly been proven: in a down time, the flight to quality is incredible."

The Mahlman Co. and Chapin Enterprises co-brokered one of the largest radio deals completed to date, WDVE(FM) Pittsburgh and WFBQ(FM)-WNDE(AM) Indianapolis, purchased by Frank Wood's Broadcast Alchemy from Great American Broadcasting Co. for \$52 million; it closed Jan 31. Financing was in place from beginning to end, a "textbook deal," said Bob Mahlman Jr.

Communications Equity Associates Inc. and Crisler Capital represented River City Television Partners in adding independent television stations in Des Moines (KDSM(TV)) and Indianapolis (WTTV(TV)) for a total of \$50.6 million. According to Ben La Rue of H.B. La Rue Media Brokers, the gap in market share between independents and affiliates is narrowing, with a corresponding increase in the value of the independent.

"If you look in the typical market, you're paying one-sixth or one-fifth" the price of a network affiliate as you would for a Fox station, and affiliate market share, La Rue said, has decreased 30% in the last five years to

60%. Add to that decreasing network compensation and increasing competition from cable and independent television seems an attractive long-term investment.

Television broker Howard Stark conceded that independent TV is making gains on the affiliates, but pointed out that 95% of the TV markets are still dominated by the networks. Jeanette Tully of Communications Equity Associates added that "some of the independent operators...have expressed an interest in buying affiliate stations. They realize they know how to market their product...they've had to work harder to get where they are today, and...they think that with that same style of management and marketing they can take an affiliate and make it more profitable."

The overcompetition problem

According to Blackburn, the real problem in the broadcasting industry is not availability of funds or ability to pay back debt; it is overcompetition, especially for FM stations. The answer, he asserts, is consolidation, and many in the industry agree. His company filed comments at the FCC (and solicited broadcasters to do the same) backing a revision of the commission's "antiquated" rules on ownership limits, duopoly (allowing more than one type of service to a market), and on local marketing agreements. Until the FCC acts, Blackburn said, it will be impossible to obtain financing for an unprofitable station in a high-growth middle market. ■

CABLE MAKES A COMEBACK

'91 sales pick up after sluggish 1990; buyers looking at cash flow multiples, rather than per-subscriber figures

By Sharon D. Moshavi

The art of the deal came back into vogue in 1991, with the languid cable system market rebounding in both activity and price, although largely waiting until the latter part of the year to do so.

Unlike 1990, which saw only four system sales involving more than 10,000 subscribers (BROADCASTING, Feb. 11, 1991), 1991 saw about two

dozen 10,000-plus subscribers deals.

September's Cencom Cable purchase by Hallmark's Crown Media, which was estimated between \$1,900 and \$2,300 per subscriber, was heralded as the first major deal of the rebounding market. But subsequent deals did not automatically go up to Cencom's per-subscriber price. After the 1980's, when all systems were similarly valued, the market has finally settled down to a point where each

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38 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1991	534,694,500 (793)	206,995,500 (61)	273,365,000 (38)	1,014,579,000
1990	868,636,700 (1045)	411,037,150 (60)	696,952,350 (75)	1,976,626,100
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1981	447,838,067 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1961	55,532,516 (282)	42,103,708 (13)	31,167,943 (24)	128,804,167
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1954	\$10,224,047 (187)	\$26,213,323 (18)	\$23,906,760 (27)	\$60,344,130
Total	\$13,521,780,175	\$11,664,993,066	\$18,382,433,153	\$43,569,206,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number

of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

general partner, InterMedia Partners. While system valuations were within a \$400 range during the go-go 1980's, valuations now range as wide as \$1,500, he says.

But what most buyers are looking at now are cash flow multiples, not per-subscriber prices, and those are said to be running essentially even across the board. The Cencom buy and other major deals, such as the Providence Journal Co.'s \$330 million buy of King Broadcasting's cable properties early in 1991, have been at an estimated 10 to 11 times running cash flow. Although per-subscriber price will likely rise in 1992 because cash flows will go up, few expect system valuation to go higher than the current 11 times cash flow to exceed 11 multiples of cash flow.

The King and Cencom deals were the two biggest straight sales of the year, but Tele-Communications Inc.'s nearly \$2 billion buy of the remaining 46% of United Artists Entertainment stock it did not already own topped everything. Other major deals saw new equity players come in, most notably Kohlberg, Kravis, Roberts & Co., which established a fund with Cablevision Industries to buy cable systems. The two jumped in together to buy a Simmons Communications' California system for about \$140 million. The \$78 million purchase of Gilbert Media's Newark, N.J., system by Cablevision Systems and E.M. Warburg, Pincus & Co., Inc., was also notable.

While the cable market started picking up, the three main cable brokerages were down in terms of total deals and revenues, since some of the biggest deals, including King and Cencom, went looking elsewhere. Communications Equity Associates did eight cable deals worth \$146 million, compared with 27 deals worth \$503 million in 1990, with \$445 million of it in straight cable transactions. Daniels & Associates went from 24 deals worth \$1.3 billion in 1990 to 20 deals worth \$418 million in 1991. And Waller Capital Corp., which closed 10 deals worth \$497 million in 1990, closed eight deals worth \$84 million. Chairman John Waller says that six deals announced in 1991 are still pending, which, when closed, will bring the 1991 dollar figure up to \$490 million.

Waller is optimistic about 1992.

"We're busier now than we have been in the last two years combined. The banks are, by and large, coming back to a degree, and there's a lot more outside equity coming in," he says. Two Waller Capital deals, the Warburg-Cablevision Newark sale and the Time Warner-Cox Cable buy of the Staten Island, N.Y. system, are evidence that financing is coming back, according to Waller.

Driving sales and interest from outside equity participants are the new

business opportunities being perceived by potential buyers, according to Waller. The potential for non-subscriber revenues, such as pay per view, local advertising and cellular telephony, are what is driving the recent deals, he says.

Significantly more capital will be available for cable in 1992 than there was in 1991, agrees Don Russell, president, CEA. The 1992 market will also be helped by the drop in interest rates that came at the end of 1991, and

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what he terms a comeback for the junk bond market for larger MSO's. As for the volume of deals that will actually get done in 1992, Russell is loath to make any predictions. The state of the economy and the continued specter of cable reregulation could have some impact, he and Waller both say.

Cable's technological advancements and recession resistance in 1992 should help attract outside equity, particularly foreign investors, according

to Hindery. "Fiber, compression, HDTV—that's all exciting stuff if you're motivated in those directions like these offshore companies are," he says.

CEA's Russell points to increased interest by Asian investors; 1991 was, after all, the year C. Itoh and Toshiba bought into Time Warner. Hindery's own InterMedia Partners has brought in Sumitomo as an investor, and sources say the government of Singa-

pore also has a stake in the company.

The dealmaking environment of the 1990's, whether involving industry or outside investors, is one in which both buyer and seller are taking much longer to negotiate and close sales than they used to, and that is for the better, according to InterMedia's Hindery. "We prefer this structure, as opposed to an auction environment. It rewards thoughtfulness as opposed to aggressiveness." ■

1991 MILLION-DOLLAR (AND UP) DEALS

BROADCASTING's weekly tracking of station trading recorded the following transactions of at least \$1 million approved by the FCC in 1991.

The list includes some deals that were approved but, for one reason or another, may not have closed before the end of the year.

GROUPS

Price: \$400 million (approximate)

KING-TV Seattle and **KREM-TV** Spokane, both Wash.; **KGW-TV** Portland, Ore.; **KTVB(TV)** Boise, Idaho, and **KHNL(TV)** Honolulu, **KOGG(TV)** Wailuku and **KHBC-TV** Hilo, all Hawaii

Seller: King Broadcasting Co.

Buyer: King Holding Corp. (owned 50%

each by Providence Journal Co. and Kelso Partners IV)

Price: \$52 million

WDVE(FM) Pittsburgh and **WNDE(AM)-WFBQ(FM)** Indianapolis

Seller: Great American Television & Radio

Buyer: Broadcast Alchemy Ltd.

Price: \$30 million (approximate)

WPTT-TV Durham, **WMXF-AM-FM** Laurinburg, **WPTT(AM)-WQDR(FM)** Raleigh, all North Carolina

Seller: Durham Corp.

Buyer: F.S.F. Acquisition Corp.

Price: \$28 million

WRVA(AM)-WRVQ(FM) Richmond and **WWDE-FM** Hampton, all Virginia

Seller: Edens Broadcasting Inc.

Buyer: Force II Communications LP

Price: \$17.675 million

KOCN(FM) Newport Beach and **KSRF(FM)** Santa Monica, both California

Seller: Ocean Broadcasting Inc.

Buyer: Brentwood Communications Ltd.

Price: \$14.14 million

KCOW(AM)-KAAQ(FM) Alliance and **KOOQ(AM)-KELN(FM)** North Platte, both Nebraska; **KLOE(AM)-KKCI(FM)** Goodland, **KWBW(AM)-KHUT(FM)** Hutchinson, **KAYS(AM)** and **KHAZ(FM)** both Hays and **KHON(FM)** Great Bend, all Kansas, and **KFEQ(AM)** St. Joseph, Mo.

Seller: Ross Beach

Buyer: Robert E. Schmidt

Price: \$9 million

KDBN(AM) Dallas and **KMEZ-FM** Fort Worth

Seller: Gilmore Broadcasting Corp.

Buyer: Granum Acquisition Corp.

Price: \$7.6 million

WEUX(TV) Chippewa Falls, **WLAX(TV)** La Crosse and **WBGA(TV)** Green Bay, all Wisconsin

Seller: Family Group Ltd. III

Buyer: Aries Telecommunication Corp.

And The Loans Go On...

Radio One, Inc.
Osburn & Reynolds
Boise Viking Associates, L.P.
Big Horn Communications, Inc.
Radio America, Inc., James J. Villanueva,
Daniel L. Villanueva
Paxson Broadcasting of Tampa, L.P.
And Other Prominent Broadcasters

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Price: \$4.445 million
WTTB(AM)-WGVL(FM) Vero Beach, Fla.,
 and **WQRC(FM)** Barnstable, Mass.
Seller: Development Specialists Inc.
Buyer: Treasure Coast Broadcasting Co.

Price: \$4.1 million
KPAY-AM-FM Chico, Calif., and **KPNW-AM-FM** Eugene, Ore.
Seller: Richardson Broadcasting Co.
Buyer: McCoy Broadcasting Co.

Price: \$3 million plus liabilities
WSUR-TV Ponce and **WLII(TV)** Caguas,
 both Puerto Rico
Seller: Teleonce Corp.
Buyer: Estrella Brillante Ltd.

Price: \$1.25 million
KRLD(AM) Dallas and **KODA(FM)** Houston
Seller: Metropolitan Broadcasting Corp.
Buyer: Legacy Broadcasting Partnership II

Price: \$1.007 million
KELD(AM)-KAYZ(FM) El Dorado and
KKIX(FM) Fayetteville, both Arkansas;
KYKK(AM)-KZOR(FM) Hobbs, N.M., and
KKTX-AM-FM Kilgore, Tex.
Seller: Noalmark Broadcasting Corp.
Buyer: William C. Nolan Jr. and Edwin B. Alderson Jr.

TV's

ALABAMA

WCFT-TV Tuscaloosa
Seller: Beacon Broadcasters Ltd.
Buyer: Federal Broadcasting Co.
Price: \$7.5 million

ARIZONA

KYEL-TV Yuma
Seller: Beacon Broadcasters Ltd.
Buyer: KB Media Inc.
Price: \$1.4 million

ARKANSAS

KPOM-TV Fort Smith (with satellite
KFAA(TV) Rogers)
Seller: J.D.G. Television Inc.
Buyer: Westark Broadcasting Ltd.
Price: \$4.383 million
KLRT(TV) Little Rock
Seller: Little Rock Communications
 Association
Buyer: Clear Channel Television of Little
 Rock
Price: \$6.6 million

CALIFORNIA

KADY-TV Oxnard
Seller: McGregor Holding Corp. and E-II
 Holdings

Buyer: HBC Holdings Inc.
Price: \$3.8 million

FLORIDA

WTVX(TV) Fort Pierce
Seller: WTVW Inc.
Buyer: Krypton Broadcasting Corp.
Price: \$8 million

INDIANA

WTTV(TV) Bloomington (with satellite
WTTK(TV) Kokomo)
Seller: WTTV Inc.
Buyer: Atlantic Broadcasting Co.
Price: \$37 million

IOWA

KLJB-TV Davenport
Seller: Davenport Communications Ltd.
Buyer: Quad Cities Television Acquisition
Price: \$3.706 million

KDSM-TV Des Moines
Seller: Duchossois Communications Co.
Buyer: River City Television Partners Ltd.
Price: \$1.36 million

KENTUCKY

WTVQ-TV Lexington
Seller: Shamrock Broadcasting Inc.
Buyer: Park Communications
Price: \$11 million

MICHIGAN

WTLJ(TV) Muskegon
Seller: Miami Valley Christian TV Inc.
Buyer: Video Mall Communications Inc.
Price: \$2 million

MISSISSIPPI

WXVT-TV Greenville
Seller: Big River Broadcasting Co. of
 Greenville
Buyer: Greenville Television Inc.
Price: \$1.43 million
WXXV-TV Gulfport
Seller: AmSouth Realty Inc.
Buyer: Prime Cities Broadcasters Corp. of
 Mississippi
Price: \$3.2 million

WVSB-TV West Point
Seller: Venture Systems Inc.
Buyer: Love Communications Co.
Price: \$1.65 million

NEW HAMPSHIRE

WNHT(TV) Concord, N.H.
Seller: Thomas J. Flatley
Buyer: Rogue Television Corp.
Price: \$1.5 million

NEW YORK

WOCB(TV) Amsterdam
Seller: Amsterdam Broadcasting Co.
Buyer: LG Communications
Price: \$2.5 million

January 29, 1992

Shamrock Broadcasting, Inc.

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ABC affiliate

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Todd Hepburn, Vice-President
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 (513) 791-8730

WOKR(TV) Rochester

Seller: WOKR Partners
Buyer: Hughes Broadcasting Partners
Price: \$50 million

WKTU(TV) Utica

Seller: Harron Communications Corp.
Buyer: Smith Television of NY Inc.
Price: \$10 million

NORTH CAROLINA**WKFT(TV) Fayetteville**

Seller: SJL Associates Ltd.
Buyer: Delta Broadcasting Inc.
Price: \$1.4 million

WLXI-TV Greensboro

Seller: Trinity Broadcasting Network Inc.
Buyer: Radiant Life Ministries Inc.
Price: \$1.9 million

WGHP-TV High Point

Seller: Taft Broadcasting Partners Ltd.
Buyer: Great American Television & Radio
Price: \$28 million

OKLAHOMA**KOKH-TV Oklahoma City**

Seller: Busse Broadcasting Corp.
Buyer: KOKH Acquisition Corp.
Price: \$7 million

PENNSYLVANIA**WPGH-TV Pittsburgh**

Seller: Channel 53 Licensee Inc.
Buyer: Sinclair Broadcast Group Inc.
Price: \$55 million

PUERTO RICO**WSTE(TV) Ponce, P.R.**

Seller: Channel 7 Inc.
Buyer: Siete Grand Television Inc.
Price: \$6 million

TENNESSEE**WJFB(TV) Lebanon (Nashville)**

Seller: Bryant Communications Inc.
Buyer: James W. and Lorianne C. Owens
Price: \$1.5 million

WTVF(TV) Nashville

Seller: H&C Communications Inc.
Buyer: Landmark Television Inc.
Price: \$46 million

TEXAS**KCIT(TV) Amarillo**

Seller: Ralph C. Wilson Industries
Buyer: KCIT Acquisition Co.
Price: \$2.4 million

KTPX(TV) Odessa (with satellite KWAB Big Spring)

Seller: James T. Taylor, receiver
Buyer: Midessa Television Co.
Price: \$4.85 million

**AM-FM's****ARIZONA****KMEO-AM-FM Phoenix**

Seller: Group W Radio Inc.
Buyer: Bonneville International Corp.
Price: \$12 million

CALIFORNIA**KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Noodles**

Seller: Calnevar Broadcasting Inc.
Buyer: Green River Broadcasting Corp.
Price: \$1.284 million

KFIG-AM-FM Fresno

Seller: KLOK Radio Ltd.
Buyer: Headliner Radio Inc.
Price: \$2,116,640

KXDC-AM-FM Monterey-Carmel

Seller: Western Media Group Corp.
Buyer: Joaquin Financial Group Inc.
Price: \$1.1 million

KSFO(AM)-KYA(FM) San Francisco

Seller: KSFOKYA Inc.
Buyer: First Broadcasting Co.
Price: \$13 million

KSJX(AM)-KSJO(FM) San Jose

Seller: Narragansett Broadcasting Co. of California Inc.
Buyer: Baycom Partners Ltd.
Price: \$5.4 million

KUHL(AM)-KXFM(FM) Santa Maria

Seller: Great Electric Communications Inc.
Buyer: Blackhawk Communications Inc.
Price: \$1.15 million

COLORADO**KVOR(AM)-KSPZ(FM) Colorado Springs**

Seller: Unistar Holdings Inc.
Buyer: SPZVOR Inc.
Price: \$1.5 million

FLORIDA**WZAZ-AM-FM Jacksonville**

Seller: Thomas M. Baumer, transfer agent
Buyer: UNC Media Group Ltd.
Price: \$2.025 million

WCOA(AM)-WJLQ(FM) Pensacola

Seller: Norman S. Drubner
Buyer: Brem Broadcasting
Price: \$2.23 million

WTKH(AM)-WHVE(FM) Pinellas Park-Sarasota

Seller: Susquehanna Radio Corp.
Buyer: Paxson Broadcasting of Jacksonville
Price: \$6.4 million

GEORGIA**WGGG-AM-FM Gainesville-Cleveland**

Seller: Gainesville Bank & Trust Co.
Buyer: Allied Media of Georgia Inc.
Price: \$1.15 million

HAWAII**KQNG-AM-FM Lihue**

Seller: John Hutton Corp.
Buyer: Sanchez Communications Corp.
Price: \$1.5 million

ILLINOIS**WAIT-AM-FM Crystal Lake**

Seller: Crystal Lake Radio Ltd.
Buyer: Pride Communications Ltd.
Price: \$2.2 million

INDIANA**WHUT(AM)-WLHN(FM) Anderson**

Seller: Jeffrey Peek
Buyer: Anderson Radio
Price: \$1.5 million

WASK-AM-FM Lafayette

Seller: Lafayette Broadcasting Inc.
Buyer: Schurz Communications Inc.
Price: \$8.25 million

IOWA**KILJ-AM-FM Mt. Pleasant**

Seller: KILJ Inc.
Buyer: Mediacomm Inc.
Price: \$1.03 million

KMNS(AM)-KSEZ(FM) Sioux City

Seller: Legend Communications of Iowa Ltd.
Buyer: Chesterman Communications Sioux City Inc.
Price: \$1.4 million

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KANSAS

KSPG(AM)-KBUZ(FM) El Dorado
 Seller: Gary L. Violet
 Buyer: New Life Fellowship Inc.
 Price: \$1.05 million

KENTUCKY

WPAD(AM)-WDDJ(FM) Paducah
 Seller: Radio Paducah Inc.
 Buyer: Purchase Broadcasting Inc.
 Price: \$1.8 million

MARYLAND

WWIN-AM-FM Baltimore-Glen Burnie
 Seller: Communications Management National Ltd.
 Buyer: Almic Broadcasting Inc.
 Price: \$4.7 million

MICHIGAN

WOOD-AM-FM Grand Rapids
 Seller: United Artists Broadcast Properties
 Buyer: Holberg Partnership
 Price: \$10.5 million

MISSISSIPPI

WALI(AM)-WROG(FM) Cumberland
 Seller: Tschudy Communications Corp
 Buyer: James P. O'Leary, et al.
 Price: \$1.8 million

MONTANA

KGHL(AM)-KIDJ(FM) Billings
 Seller: Sunrise-Montana Inc.
 Buyer: Pegasus Broadcasting of Billings Inc.
 Price: \$1 million

NEBRASKA

KRGI-AM-FM Grand Island
 Seller: KRG Inc.
 Buyer: JRK Broadcasting Ltd.
 Price: \$1.95 million

NEVADA

KNHT(AM)-KIQ(FM) Sun Valley-Reno
 Seller: Media Venture Management Inc.
 Buyer: Radio Reno Inc.
 Price: \$1 million

NEW MEXICO

KZKL-AM-FM Albuquerque
 Seller: AM-FM Communications Inc.
 Buyer: Coronado Broadcasters Ltd. Inc.
 Price: \$1.3 million

NEW YORK

WKRT(AM)-WNYF(FM) Cortland
 Seller: Sun Radio Broadcasting Inc.
 Buyer: Northstar Broadcasting Corp.
 Price: \$1.1 million

WEDO(AM)-WQXT(FM) Owego

Seller: Frank E. Penny
 Buyer: David E. and Roberta E. Stark, husband and wife
 Price: \$1.24 million

WIBX(AM)-WLZW(FM) Utica
 Seller: Maritime Broadcasting Associates Ltd.
 Buyer: 950 Communications Corp.
 Price: \$1.3 million

NORTH DAKOTA

KFGO-AM-FM Fargo
 Seller: KFGO Inc.
 Buyer: Mid-States Development Inc.
 Price: \$1 million (in stock)

OKLAHOMA

KVSO(AM)-KKAJ(FM) Ardmore
 Seller: Sunburst Broadcasting Inc.
 Buyer: Carter County Broadcasting Inc.
 Price: \$1.28 million

SOUTH CAROLINA

WQLZ(AM)-WKQB(FM) St. George-North Charleston
 Seller: Trident Communications Corp.
 Buyer: Lowcountry Media Inc.
 Price: \$1.5 million

TENNESSEE

WTJS(AM)-WTVN(FM) Jackson
 Seller: Currey Broadcasting Corp.
 Buyer: The American Network Group
 Price: \$4 million

TEXAS

KLVI(AM)-KYKR-FM Beaumont-Port Arthur
 Seller: Hicks Broadcasting Corp.
 Buyer: Textstar Communications Partners Ltd.
 Price: \$1.8 million

KMHT-AM-FM Marshall

Seller: Bayou Broadcasting Inc.
 Buyer: Marshall Media Inc.
 Price: \$1.016 million

VIRGINIA

WUSQ-AM-FM Winchester
 Seller: The Holt Corp of New Mexico Inc.
 Buyer: Benchmark Radio Acquisition
 Price: \$3.65 million

WASHINGTON

KING-AM-FM Seattle
 Seller: KING-AM-FM Inc.
 Buyer: Classic Radio Inc.
 Price: \$9.75 million

WISCONSIN

WEKZ-AM-FM Monroe
 Seller: Green County Broadcasting Corp.
 Buyer: Stateline Partnership
 Price: \$1.65 million

WMAD-AM-FM Sun Prairie
 Seller: First Choice Communications Inc.
 Buyer: DPC Inc., subsidiary of Bank of Sun Prairie
 Price: \$3.22 million

WKKV-AM-FM Racine
 Seller: Three Chiefs Company Inc.
 Buyer: UNC Media of Milwaukee Inc.
 Price: \$3.175 million



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FM's

ARIZONA

KESZ(FM) Phoenix

Seller: Duffy II Corp.

Buyer: Arizona Television Co.

Price: \$10.4 million

CALIFORNIA

KMLO(FM) Fallbrook

Seller: Galaxy Broadcasting Group

Buyer: KMLO Inc.

Price: \$1.25 million

KWSS(FM) Gilroy (San Jose)

Seller: Shamrock Broadcasting Inc.

Buyer: KOOL Communications Inc.

Price: \$4.5 million

KRMX(FM) San Diego

Seller: Sandusky Radio of Southern California Inc.

Buyer: San Diego Broadcasting Corp.

Price: \$10.1 million

KRZQ-FM Tahoe City (Reno), Calif.

Seller: Mid South Broadcasting Co.

Buyer: Gordon Holdings Inc.

Price: \$1.5 million

FLORIDA

WCRJ-FM Jacksonville

Seller: WCRJ Inc.

Buyer: Paxson Broadcasting of Jacksonville

Price: \$2.8 million

WMMO(FM) Orlando

Seller: Radio Orlando

Buyer: Granum Communications Inc.

Price: \$8.15 million

WGNE-FM Titusville

Seller: SBG Communications of Florida Inc.

Buyer: Southern Starr Ltd.

Price: \$3.5 million

ILLINOIS

WFYR-FM Chicago

Seller: Summit-Chicago Broadcasting Corp.

Buyer: Major Broadcasting Inc.

Price: \$19 million

WKIX(FM) Jerseyville (St. Louis)

Seller: Don Cavaleri

Buyer: Zimco Inc.

Price: \$1.856 million

INDIANA

WWJY(FM) Crown Point

Seller: Meyer Broadcasting Corp.

Buyer: Brown Brothers Communications Inc.

Price: \$1 million

KANSAS

KHUM(FM) Ottawa

Seller: Shaffer Broadcasting Systems Inc.

Buyer: American Broadcasting Systems Inc.

Price: \$2.3 million

LOUISIANA

KRVV-FM Bastrop (Monroe)

Seller: My Cue Broadcasting Inc.

Buyer: Holladay Broadcasting of Louisiana Inc.

Price: \$1.04 million

MAINE

WWFX(FM) Belfast

Seller: Belfast Broadcasting Corp.

Buyer: Union Financial Services Inc.

Price: \$1 million

MICHIGAN

WDFX(FM) Detroit

Seller: WDTX Inc.

Buyer: WDFX Ltd.

Price: \$10.9 million

MINNESOTA

WLOL(FM) Minneapolis

Seller: Emmis FM Broadcasting Corp. of Minnesota

Buyer: Minnesota Public Radio Inc.

Price: \$12 million

MISSOURI

KXXR(FM) Liberty (Kansas City)

Seller: Olympia Broadcasting Corp.

Buyer: Capital Broadcasting Inc.

Price: \$2.6 million

NEBRASKA

KLDZ(FM) Lincoln

Seller: Kempff Communications Co.

Buyer: Radio Lincoln Inc.

Price: \$1.134 million

NEVADA

KMMK(FM) Las Vegas

Seller: Intermart Broadcasting of Las Vegas Inc.

Buyer: George Tobin

Price: \$2 million

OHIO

WGGA-FM Cleveland

Seller: Communications Marketing Services Inc.

Buyer: Advantage Media Inc.

Price: \$1.18 million

WXXM(FM) Upper Arlington (Columbus)

Seller: Twin Rivers Communications Ltd.

Buyer: Columbus Radio Ltd.

Price: \$2.5 million

WBVR(FM) Van Wert

Seller: Atlantic Resources Corp.

Buyer: Southern Skies Corp.

Price: \$2.775 million

OKLAHOMA

KZBB(FM) Poteau

Seller: Arrow Communications Inc.

Buyer: Tate Communications Inc.

Price: \$1.5 million

PENNSYLVANIA

WYCL(FM) Boyertown (Reading)

Seller: Legend Communications of Pennsylvania Ltd.

Buyer: WDAC Radio Co.

Price: \$3 million

SOUTH CAROLINA

WSYN(FM) Georgetown

Seller: Beach Broadcasting of SC Inc.

Buyer: Sunny Broadcasters Inc.

Price: \$1.1 million

TENNESSEE

WQZQ(FM) Dickson

Seller: American Communications Inc.

Buyer: Montgomery Broadcasting Co.

Price: \$1.638 million

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WGFX(FM) Gallatin

Seller: Triangle Broadcasting Co.

Buyer: HAPA Inc.

Price: \$3.5 million

WKQD-FM Tullahoma

Seller: Fortune Media Communications Inc.

Buyer: Camellia Broadcasters Inc.

Price: \$3.6 million

TEXAS

KMGC(FM) Dallas

Seller: Shamrock Broadcasting Inc.

Buyer: Nationwide Communications Inc.

Price: \$11 million plus KWSS(FM) Gilroy (San Jose), Calif.

KRSR(FM) Dallas

Seller: GWR Equity Holding Inc.

Buyer: Alliance Broadcasting Dallas Ltd.

Price: \$11 million

KBFM(FM) Edinburg

Seller: Encore Communications Associates Ltd.

Buyer: May Broadcasting Inc.

Price: \$3.5 million

KAMA(FM) El Paso, Tex.

Seller: Rio Bravo Broadcasting Corp.

Buyer: Dunn Broadcasting Co.

Price: \$1.8 million

KWFS(FM) Wichita Falls

Seller: RadioSunGroup of Texas Inc.

Buyer: American General Media-Lubbock Inc.

Price: \$1.2 million

VIRGINIA

WAVA-FM Arlington (Washington)

Seller: Emmis FM Broadcasting Corporation of Washington

Buyer: Salem Communications Corp.

Price: \$20 million

WVGO(FM) Richmond

Seller: Daytona Group of Virginia Inc.

Buyer: Benchmark Radio Acquisition

Price: \$4 million

WISCONSIN

WZTR(FM) Milwaukee

Seller: Mystar Communications Corp.

Buyer: Shockley Communications Corp.

Price: \$5.057 million

AM's

CALIFORNIA

KAZN(AM) Pasadena

Seller: P.D&G Pacific Rim Broadcasting Ltd.

Buyer: Bang Kim and Edward A. Kim



Price: \$7.5 million

KFRC(AM) San Francisco

Seller: South Jersey Radio Inc.

Buyer: Bedford Broadcasting Co.

Price: \$7.419 million

GEORGIA

WGGA(AM) Gainesville

Seller: WGGA Radio of Gainesville Inc.

Buyer: Advantage Media Inc.

Price: \$1.18 million

KENTUCKY

WNBS(AM) Murray

Seller: Murray Broadcasting Co.

Buyer: Keith Stubblefield, aka Troy Cory

Price: \$1.2 million

NEW JERSEY

WNJR(AM) Newark

Seller: Sound Radio Inc.

Buyer: N. John Douglas

Price: \$6.75 million

NORTH CAROLINA

WPTF(AM) Raleigh

Seller: Durham Life Broadcasting Inc.

Buyer: First State Communications Inc.

Price: \$5 million

PENNSYLVANIA

WBUX(AM) Doylestown

Seller: Central Bucks Broadcasting Co.

Buyer: Network Broadcasting Corp.

Price: \$1 million

PUERTO RICO

WAPA(AM) San Juan

Seller: The Hearst Corp.

Buyer: Carlos C. Ventura and Wilfredo G. Blanco

Price: \$1.82 million

TENNESSEE

WXSS(AM) Memphis

Seller: Bayou Broadcasting Inc.

Buyer: Marshall Media Inc.

Price: \$1.02 million

TEXAS

KLIF(AM) Dallas

Seller: KLIF Co.

Buyer: Greystone Broadcasting Inc.

Price: \$2 million

WASHINGTON

KIXI(AM) Seattle

Seller: Noble Broadcast of Seattle Inc.

Buyer: Sandusky Radio Group

Price: \$3.5 million

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Television

'90210' SPINOFF MAY ANCHOR FOX'S SIXTH NIGHT

'Melrose Place' is latest project from Aaron Spelling Productions

By Steve Coe

Fox may have found a way to give its sixth night of prime time programming—set to debut this summer—a running start. Fox, along with Aaron Spelling Productions, is developing a spin-off of Fox's popular teen and young adult series *Beverly Hills, 90210*. Titled *Melrose Place*, the project is in script form and currently casting.

Few details are available on the project, but Fox executives are considering using the hour drama to anchor the next night added to its schedule. Some sources have suggested the new night will be Wednesday, with *Melrose Place* holding a 9-10 p.m. slot.

The one-hour project is being created by Darren Star, who created *Beverly Hills, 90210*. Speculation is that one or two of *90210*'s principal cast members will join the spin-off.

Melrose Place will feature an ensemble cast of young adults playing characters out of college and in their twenties who live in Los Angeles and are out on their own for the first time. Most of the characters will live in the same apartment complex; some will work in the entertainment industry.

The new show will kick off by having one of the main characters being introduced on the last two episodes of the season of *Beverly Hills, 90210* before *Melrose Place* kicks off. Spelling will not produce a pilot, Fox will probably just give the producer an order. The producers expect definitive word from Fox in the next two weeks.

If Fox decides to make Wednesday its new night, one possible scheduling scenario has *90210* moving out of its current Thursday 9-10 p.m. to a Wednesday 9-10 slot. *Melrose Place* would inherit the warmed-up Thursday 9-10 time period. The move



Fox may try to ride a wave of 'Beverly Hills, 90210' popularity to Wednesday nights

would allow Fox to open its new night with an established performer as well as deliver the new show an existing young audience conditioned to tuning in to Fox on Thursday night. The moves would also give Fox strong promotional advantages with the shows on back-to-back nights. The possibility also exists for cross-over appearances from cast members linking episodes of the two shows.

Aaron Spelling Productions is in good stead with Fox, with *Beverly*

Hills, 90210 recently given a two-year renewal by the network at 30 episodes per season. The order will keep the show on the schedule through the 1993-94 season and guarantees Spelling the required 100 episodes for syndication. Although the market has been soft for off-network hours, the younger-skewing *Beverly Hills, 90210* may command more interest from stations and broadcasters than more recently offered older-skewing hour dramas. ■

TELEPICTURES TARGETS PRIME TIME AND MORE

Jim Paratore named to head expanded operation

By Steve Coe

In a move designed to exploit the growing hunger for reality-based programming, Time Warner has expanded the capabilities of its Telepictures Productions to include network and cable production for all dayparts, including prime time, to add to its

current production for first-run syndication. Jim Paratore, senior vice president of Telepictures Productions, has been named president of the newly expanded Telepictures Productions.

In addition to expanding its production slate to include network and cable for all dayparts, Paratore said the division will also be working with other

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Time Warner companies. "I'll be working with Bob Miller [executive vice president and group publisher of Time Warner magazine company and Time Warner Publishing Ventures] to try to find ways to develop some television shows from resources in the publishing side." Paratore said many of the Time Warner magazines were being looked at for possible development but none had been singled out.

More immediately for Telepictures, Paratore is bringing comedy and drama writers together from the writing and production stable at Lorimar Television, with reality writers and producers to develop hybrid shows that feature elements of both genres.

Telepictures will operate separately from other Time Warner production outlets (Lorimar and Warner Bros. Television), with the exception of network projects, for which Telepictures will use the writing and production talents from the ranks of Lorimar Television.

"We are trying to maximize the existing resources of the company rather than duplicating another whole new overhead," said Paratore, in explaining why Telepictures will be working with Lorimar on network projects only.

Paratore's first move in expanding the company was bringing in David Auerbach, Viacom's vice president, drama development and current comedy, as vice president, development, responsible for the development of prime time reality programming in association with Lorimar.

The first two "hybrid" shows with reality elements for network prime time are currently in development. One of the projects is a pilot for ABC—a reality series based on the legal system, produced by Dan Blatt. The other, for CBS, is being produced by former CBS executive vice president Barbara Corday, who has a production agreement with Lorimar Television.

Corday is working with Judith Paige Mitchell on a show about relationships in the 1990's. Both projects are half-hour shows that, if ordered, will be ready for fall.

The division is also working on *How'd They Do That?*, an hour-long pilot for CBS, which will explain how things are done, from human interest stories to technological advancements. Telepictures will deliver the pilot to CBS by the end of April and is cur-



Jim Paratore to lead expansion

rently working on signing a host for the project.

Although many of the new efforts of the company are in the prime time network arena, Paratore said the company's priority remains first-run syndication. "Syndication is the bread and



David Auerbach tackles reality

butter of the company," he said.

On the syndication side, Telepictures currently produces *The Jenny Jones Show* and is also producing the new late-night talk show *Nighttalk with Jane Whitney*, which debuts on March 30 on a regional basis. ■

CLUSTER PRIMED FOR 'CATWALK'

FranklinWaterman to produce an hour drama with other foreign co-production partners for fall 1992 rollout

By Mike Freeman

Claster Television, an independent distributor solidly entrenched in the children's programming business, is making a move into the teen-adult arena with the introduction of *Catwalk*, a live-action prime time vehicle for the 1992-93 syndication season.

Following a litany of recent prime time series projects from Paramount Domestic Television, Warner Bros. Domestic Television Distribution (with The Television Consortium, an ad hoc network of independent stations) and Rysher Entertainment, Claster Television President John Claster says that he is confident that he will clear the teen-oriented hour drama in 80% of the country within the next six weeks despite increased competition and the late launch date.

Billing *Catwalk* as a cross between the highly rated Fox series *Beverly Hills, 90210* and the recent theatrical "The Commitments," Claster says the series centers on the lives of six



Claster's 'Catwalk'

middle-class teenagers who join together to form a band. According to series creator Jeff Franklin, whose Los Angeles-based FranklinWaterman production company steered the project to Claster, six actors are accomplished singers and composers who will perform all the musical numbers in the series, although he stresses that most of the music will be laid down as background soundtrack to emphasize dialogue and action elements.

Plans call for 22 original weekly episodes, with a two-hour premiere presentation that can be split into separate episodes later. The series is being offered in single-year, straight barter advertising deals (seven minutes local and six and a half minutes national splits), and Claster has already begun pitching major station groups with a seven-minute presentation tape. He suggested that major group signings are imminent within the next week or two.

Production of the series, which Franklin says will be shot on 35mm film in Toronto and Los Angeles, will be budgeted at roughly \$850,000 to \$1 million per episode. Such a budget would put *Catwalk* on par with the two prime time series offerings (*Kung Fu: The Legend Continues* and *Time Trax*) from the Warner Bros. Television Consortium and Rysher Entertainment's *Highlander* spin-off, but is still a far cry from Paramount's planned \$1.5-million-per-episode budget for *Star Trek: Deep Space Nine* and *The Untouchables*.

Like those other prime time offerings, Claster will target weekday prime time and late-fringe time periods or 5-8 p.m. time slots on week-ends. However, given the fact that this is the syndicator's first foray into adult programming, it remains to be seen whether Claster Television will have the leverage to secure choice time slots on independents or affiliates.

Claster, beyond acknowledging that the Timonium, Md.-based distributor has pledged to "stand by certain domestic commitments" in securing the U.S. rights from FranklinWaterman, is said to have invested some seed money for the initial season of production.

Apparently, it is FranklinWaterman's intention to distribute the series internationally, since ancillary foreign markets help brighten the prospects of front-end profitability. But it was not disclosed whether Claster has a piece of the foreign action. Another key component will be locking up foreign co-production partners, which Franklin says will be announced shortly.

Originally, FranklinWaterman was close to completing a distribution deal for *Catwalk* with LBS Communications, but Franklin said he ended negotiations when it became apparent "things weren't working out" after LBS filed for Chapter 11 bankruptcy protection last December. (LBS's pro-

posed merger with All American Communications Inc. has been temporarily put on hold, pending a creditor-approved resolution from the New York Bankruptcy Court [BROADCASTING, Feb. 3].)

Around the time FranklinWaterman signed an agreement with Claster to handle the distribution of the fall 1992 animated strip *Stunt Dawgs* (BROAD-

CASTING, Dec. 9, 1991), Franklin says he began an "earnest effort" convincing Claster to enter the prime time business with *Catwalk*. "It really didn't take a lot of arm twisting," Franklin said. "I think John [Claster] realized it is a very special project, and we're all of the consensus that stations will find a slot for something special." ■

FOX TO DOUBLE HOURS FOR CHILDREN'S NETWORK

By Steve McClellan

The Fox Children's Network (FCN) will almost double the number of hours it airs per week next season, to 19 hours, spanning three dayparts (Saturdays, weekday mornings and afternoons). In addition, the network has plans to expand to Sunday mornings as early as fall 1993, according to FCN President Margaret Loesch.

The Fox kids network will launch four new shows on Saturday mornings next fall (starting Sept. 5) and two new weekday afternoon programs (starting Sept. 7), including the much

anticipated *Batman: The Animated Series*. The show will receive a big promotional boost this summer when Warner Bros. releases the theatrical sequel, "The Return of Batman."

The company is also expanding its weekday morning block from a half-hour to one hour. *Peter Pan*, the first FCN show, which currently airs on weekday mornings, is being shelved to make room for *Merrie Melodies* and *Muppet Babies*.

The network also has a number of projects in development, including a new Steven Spielberg cartoon series, *Animaniacs*, a strip targeted for fall 1993. The network has also secured

GM, RETEITALIA GET TOGETHER

MGM Worldwide Television has struck a rare prime time network co-production deal with Silvio Berlusconi's Italian-based Reteitalia Productions to produce a two-hour pilot presentation likely to air on CBS for the 1992-93 season.

The untitled pilot, an action-adventure written by John Leekley, centers on an American woman who works for an anti-terrorist organization in post-cold war Europe.

According to David Gerber, chairman and CEO, MGM Worldwide Television Group, his studio and Reteitalia will serve as financing and production partners on the pilot, which is estimated to be budgeted in the \$3.5 million-\$5 million range. If CBS should go beyond the current pilot commitment stage with a series order, Gerber said that both studios would share in the international sales of the series, with Reteitalia selling the series in European territories and MGM handling Latin American and Asian sales. The foreign co-venture deal came together after Gerber said he had pitched Berlusconi on the concept at last October's MIPCOM convention in Cannes, France.

This represents the second major commitment CBS has given to a foreign co-production venture, with Lorimar Television signing a deal last season to co-produce late-night hour drama *Dark Justice*. Lorimar, which had been producing the *Crime Time After Prime Time* series, spoke with TV3 of Spain, but the latter backed out for next season due to financing problems, so Lorimar will likely be producing the series on its own for next season.

-MF

the rights to produce a remake of Jay Ward's *Crusader Rabbit*, generally credited as the first cartoon series made for television (1949).

Last year, FCN reversed strategy somewhat, switching *Peter Pan* to weekday mornings as the sole entry in the daypart, and replacing it in the afternoons with *Beetlejuice*. Next season, *Beetlejuice* will be joined by three half-hour shows, including an afternoon edition of *Tom & Jerry Kids Show*, *Tiny Toon Adventures*, which moves from first-run syndication, and *Batman*.

On Saturday mornings, FCN will expand one hour, to four hours, from 8 a.m. to noon (ET). The four new shows making their debut next season include: *Eek the Cat*, from independent producer Savage Steve Holland; *Dog City*, a Jim Henson Productions program combining puppetry and animation; *X-Men*, based on the best-selling series of Marvel Comics, and *Super Dave*, featuring the stunt comedian in live action wrap-arounds to his new cartoon series.

Returning to Saturday morning will be *Tom & Jerry Kids Show*, *Bobby's World* and *Taz-Mania*. In addition, there will be a Saturday run of *Tiny Toon Adventures*. Leaving the Saturday schedule will be *Killer Tomatoes*, *Bill & Ted's Excellent Adventures* and *Little Shop of Horrors*.

If any program on the Fox Children's slate could be called controversial, it is *Batman*. Critics charge that producer Warner Bros. and Fox have been too faithful to the 1989 theatrical film's violence and overall dark mood. "It's a difficult and delicate line," FCN's Loesch told reporters last week. "We are conscious of the violence issue. But it also has humor. It is what it is." Loesch said the program was being scheduled as the last show in the kids block, at 4:30 p.m., because it is targeted to older children and teens. "We are trying to be responsible here," she said.

Another potential controversy is Fox's development of a Frito-Lay mascot, Chester Cheetah, into a full-blown cartoon character. Some critics have expressed concern that the show would be a 30-minute commercial. But last week, Loesch said FCN had not closed the rights deal for the property. "When we do it, it must be a terrific show," she said. "It's not there yet."

terrific show," she said. "It's not



'Beetlejuice' and 'Taz-Mania' are part of FCN's expanded block

Other FCN shows in development include *WishKid*, on NBC's Saturday schedule this season, but the network is dropping Saturday cartoons starting next season. Also on FCN's develop-

ment slate: *National Lampoon's High School*, *Sheer-Luck and Holmes*, *Bobcat*, *Monster Matinee*, two shows about dinosaurs and a project from producer Phil Mendez. ■

PRESS FEARS SUBPOENA CHILL

First Amendment advocates decry rise in requests for confidential information from reporters

By Rich Brown

National Public Radio reporter Nina Totenberg last week was ordered by a special independent counsel appointed by the Senate to surrender confidential information collected while reporting on the Clarence Thomas hearings, the latest in a rash of subpoenas that has alarmed First Amendment advocates in recent months.

Totenberg and *Newsday* reporter Timothy Phelps were both subpoenaed last week in an attempt to determine how they learned of the Senate's investigation into sexual harassment charges against Supreme Court nominee Clarence Thomas. Attorneys for each of the reporters indicated early last week that their clients did not intend to reveal the confidential information.

"Journalists simply cannot do their jobs if they can be compelled to reveal confidential sources of news and information, particularly in investigations such as this one involving no violation of the law by the reporters or their sources," said Jane Kirtley, executive director of the Reporters Com-

mittee for Freedom of the Press. The committee last week requested that all senators and staff members be deposed or interviewed before making any attempts to depose the journalists.

The action against Totenberg and Phelps was the latest in a number of subpoenas that have raised the hackles of journalists. First Amendment advocates are particularly concerned about the actions of Attorney General William P. Barr, who, after less than a year on the job, has approved a number of subpoenas, according to Kirtley.

"When there are a few high-profile subpoenas, it encourages others to issue subpoenas," said Kirtley. "There is a tendency for local prosecutors to follow what federal prosecutors have done. This is open season, in terms of subpoenas."

Barr last month authorized a subpoena against NBC News in order to obtain tapes of a California-based heroin smuggling operation. NBC agreed to turn over the requested footage, but not before quickly making all of the sought-after video public through its affiliate news channel.

Two weeks ago, federal prosecutors

ABC CUTS TWO ON-AIR REPORTERS

ABC News has dismissed two general assignment reporters in its Washington bureau, the latest in a number of shifts and cost-cutting moves that have resulted in a decreased presence of the network news divisions in the nation's capital.

Citing budget cutbacks, ABC has chosen not to renew contracts with two on-air correspondents, Jeanne Meserve and Steve Shepard. Another ABC News correspondent, Kyle Gibson, has been moved to a producer job at the network. Combined with the earlier departures of ABC News correspondents Roger Caras and Rick Inderfurth, there are now 16 ABC News network correspondents on staff. There are also 10 technicians that have been let go or will be let go from the Washington bureau, according to a source at the division.

In other network shifts, CBS News two months ago canceled its Washington-based *Nightwatch* program, a move that reduced the network's operation there by about 50 people. CBS now has approximately 150 people in the Washington bureau, which is fewer than half the staffers at either ABC News or NBC News offices.

NBC News, which is said to have also trimmed its Washington staff as part of its across-the-board staff reductions, recently moved its *Sunday Today* broadcast from Washington to New York. ■

issued a subpoena to ABC News's transcription service to obtain the unedited text of an interview that had been conducted by *Primetime Live*. Prosecutors had hoped the transcript would provide more information on a fertility doctor suspected of wrongdoings, but the subpoena was dropped following a meeting with ABC attorneys.

On the local level, KUTV(TV) Salt Lake City in recent weeks has been wrestling with county authorities over a subpoena for tapes and a gag order that had been placed against the station in connection with a local crime story. Station news director Diane Orr said she eventually did surrender the tapes on the advice of the KUTV(TV) lawyer. The gag order against talking about the crime was eventually rescinded because the station had not been given a chance to discuss the gag order, she said.

"I'm glad that we succeeded in this instance, but I'm concerned about the big picture," Orr said of the gag order.

Two months ago, government prosecutors subpoenaed Daisy Sanchez, a reporter with WLII-TV Caguas, P.R., for videotaped interviews with two fugitives suspected in a Connecticut bank heist. Sanchez balked at the request and eventually won her case in Federal District Court in Hartford, Conn.

But not every case has run that smoothly. Still awaiting word is Bob Arya, a reporter with WHOI(TV) Peo-

ria, Ill., who was found to be in contempt of court for his refusal to reveal confidential sources in a local murder case (BROADCASTING, Jan. 6). Arya, who has steadfastly refused to reveal the sources, said he expects an appellate court decision by early March. ■

TRILOGY LINKS WITH RHI

Two-year deal includes pilots for CBS

RHI Entertainment is teaming up with Trilogy Entertainment—the production company behind last year's theatricals "Robin Hood: Prince of Thieves" and "Backdraft" on an exclusive two-year writing and producing deal for at least four pilots in development with CBS.

A miniseries and two half-hour comedy pilots are also said to be in development, but both parties declined to provide details on the programs' content or identify the networks.

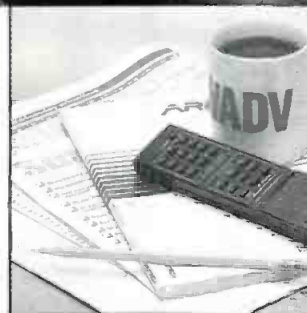
Concurrently, Columbia Pictures Television announced it has reached agreement with RHI and Trilogy to handle the potential off-network distribution of any future series projects possibly cleared with the broadcast networks. Richard Lewis, who along with Pen Densham and John Watson is a principal partner in Trilogy, said the

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backend distribution deal with CPT is the byproduct of an exclusive three-year, first-look motion picture development deal with Columbia Pictures Entertainment, which like CPT is a division of Sony Pictures Entertainment.

Lewis declined to identify or discuss the four pilots in development with CBS, but he confided that much

of the new partnership's success—in obtaining pilot commitments from CBS Entertainment President Jeff Sagansky is due to a long-standing relationship dating to Sagansky's stint as president of Tri-Star Pictures (also Sony-owned).

Lewis said that Trilogy will make its first-time entry into TV production with RHI serving as "financier" of

the initial series projects. "It is a wonderful marriage for us," said Lewis.

RHI Entertainment is best known for its co-production (with Motown Productions) of CBS's highly acclaimed 1989-90 miniseries *Lonesome Dove*, and is currently casting and doing pre-production work on *Scarlett*, the made-for sequel to "Gone with the Wind."

SYNDICATION UPDATE

SOLOMON TO TWENTIETH

Confirming a report in BROADCASTING (Aug. 12 and Dec. 9, 1991), Twentieth Television has named Ken Solomon executive vice president and general sales manager, reporting to newly installed domestic TV President Greg Meidel. Solomon, who had been vice president of Eastern regional sales at Buena Vista Television since 1989, will be responsible for overseeing all sales and research operations in the U.S.

Solomon has long-standing links to Meidel and Twentieth Chairman Lucie Salhany, extending back to the mid-80's, when all three were senior TV executives at Paramount Domestic Television. Solomon joined Paramount in 1981 and was later named Eastern division manager in Paramount's New York sales office.

In related news, Twentieth also named Gerry Farrell vice president of research, reporting to Solomon. Farrell comes from MTM Entertainment, where he served as a research consultant for the previous two years.

WBI/MITSUBISHI DEAL

Westinghouse Broadcasting International has entered into a production/distribution agreement with Mitsubishi International Corp. in which the latter becomes exclusive sales representative for WBI's programming catalogue in Japan. Additionally, the companies will be involved in co-production efforts for worldwide programming such as high-definition television (HDTV) co-productions, advertiser-supported shows and the expansion of satellite distribution in the Asian marketplace.

Since 1990, WBI has been partnered with Mitsubishi in the co-production of *The WOWOW Entertainment Report*, the series produced in the U.S. exclusively for Japanese television.

HEATING UP

MGM Domestic Television Distribution has sold its fall 1992 off-network syndication entry, *In the Heat of the Night*, to KTLA-TV Los



'Heat's' Carroll O'Connor

Angeles, tallying its 97th market (representing 73% of the U.S.). MGM

has now closed nine of the top 10 and 17 of the top 20 markets since opening the sales launch two months ago.

MGM officials say that KTLA-TV, a Tribune Broadcasting-owned station, is expected to commit an early-fringe time slot to the current NBC drama. Other new stations added to the *Heat* roster are WKCF-TV Orlando, KOIN-TV Portland, Ore., WTVZ-TV Norfolk, WXXA-TV Albany, WRLH-TV Richmond and WDBJ-TV Roanoke.

MORE MARKETS

Samuel Goldwyn Television's fall 1992 half-hour weekly, *Why Didn't I Think of That?* has chalked up clearances in 35 markets—seven of the top 10—representing 45% of the U.S. According to Dick Askin, president of Samuel Goldwyn Television, clearances include KABC-TV Los Angeles, WUSA-TV Washington, KPRC-TV Houston, KSDK-TV St. Louis, KQVR-TV Sacramento and WTNH-TV Hartford.

SPORTS FANS

ITC Domestic Television has added three new markets to its station lineup for the syndicated weekly *The George Michael Sports Machine*. Signing up for the late-night weekend sports magazine are KRON-TV San Francisco, KSDK-TV St. Louis and WBTU-TV Charlotte.

Since picking up the distribution rights from NBC O&O WRC-TV Washington, D.C., ITC currently has the series cleared in 133 markets—including 42 of the top 50 markets—representing 85% of the U.S. All of the NBC O&O's (including WRC-TV) renewed the series for the 1992-93 seasons.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 26. Numbers represent aggregate rating average stations/% coverage)

1. Wheel Of Fortune	15.9/223.98
2. Jeopardy!	13.9/213.97
3. Oprah Winfrey Show	11.2/220.99
4. Star Trek	10.0/243.98
5. Entertainment Tonight	9.5/188.98
6. Current Affair	8.8/173.94
7. Wheel Of Fortune (Wknd)	8.2/180.74
8. Married...With Children	8.1/171.95
9. Cosby Show	7.9/206.96
10. Donahue	7.4/225.99
11. Inside Edition	7.1/127.86
12. Sally Jessy Raphael	6.2/208.97
13. WKRP in Cincinnati	6.2/237.99
14. Super Bowl Special	6.1/332.96
15. Hard Copy	6.0/173.93

Broadcasting's Ratings Week Jan27-Feb2

	ABC	CBS	NBC	FOX
MONDAY	18.4/28	14.3/22	11.9/18	NO PROGRAMING
8:00		9. Evening Shade 15.9/24	60. Story Behind the Story 9.2/14	
8:30		13. Major Dad 15.3/23		
9:00	5. American Music Awards 18.3/28	15. Murphy Brown 14.8/22	23. NBC Monday Night Movie—Back to the Streets of San Francisco 13.2/20	
9:30		29. Northern Exposure 12.6/21		
10:00				
10:30				
TUESDAY	13.4/22	12.4/20	11.4/18	NO PROGRAMING
8:00	7. Full House 17.2/27	16. Rescue: 911 14.4/22	35. In the Heat of the Night 12.0/18	
8:30	12. Capitol Critters 15.6/24			
9:00	State of the Union Address	State of the Union Address	State of the Union Address	
9:30				
10:00	63. Homefront 8.8/16	52. America on the Line 10.1/18	45. Law and Order 11.0/20	
10:30				
WEDNESDAY	13.7/22	11.6/19	14.0/22	NO PROGRAMING
8:00	43. Dinosaurs 11.3/18	45. Davis Rules 11.0/18	8. Unsolved Mysteries 17.0/26	
8:30	28. Wonder Years 12.8/20	56. Brooklyn Bridge 9.5/15		
9:00	3. Barbara Walters Special 18.6/28	52. Jake and the Fatman 10.1/15	40. Seinfeld 11.5/18	
9:30		17. 48 Hours 14.3/25	50. Nightmare Cafe 10.6/18	
10:00	51. Civil Wars 10.4/18			
10:30				
THURSDAY	12.7/20	11.6/18	15.6/25	9.2/14
8:00		38. Top Cops 11.6/18	14. Cosby 15.0/24	38. Simpsons 11.6/18
8:30	34. Columbo 12.1/19		11. A Diffrent World 15.7/25	74. Drexell's Class 7.2/11
9:00		49. Street Stories 10.7/16	4. Cheers 18.4/28	61. Beverly Hills 90210 9.0/14
9:30			10. Wings 15.8/24	
10:00	20. Primetime Live 14.0/23	31. Knots Landing 12.4/21	18. L.A. Law 14.2/24	
10:30				
FRIDAY	12.0/21	9.2/16	12.2/22	5.2/9
8:00	22. Family Matters 13.4/24	48. Rescue 911 10.8/19		80. Fox Night at the Movies—Young Guns 5.2/9
8:30	42. Capitol Critters 11.4/20	66. Tequila and Bonetti 8.5/15	31. Matlock 12.4/22	
9:00	40. Baby Talk 11.5/20			
9:30	44. Billy* 11.1/19	68. Hearts Are Wild 8.2/15	43. In the Heat of the Night 11.7/21	
10:00	25. 20/20 12.2/22			
10:30				
SATURDAY	6.7/12	8.4/15	11.7/21	8.8/15
8:00	77. Capitol Critters* 6.6/12	79. Bugs Bunny Sp 5.5/10	18. Golden Girls 14.2/25	65. Cops 8.7/15
8:30	69. Who's the Boss? 7.9/14		45. Walter and Emily 11.0/19	56. Cops 2 9.5/16
9:00	76. Perfect Strngs 6.8/12	61. CBS Saturday Movie—Sea of Love 9.0/16	20. Empty Nest 14.0/24	66. America's Most Wanted 8.5/15
9:30	70. Growing Pains 7.7/13		36. Nurses 11.9/21	
10:00	72. Angie the Lieut. 7.6/14		56. Sisters 9.5/18	
10:30	83. Lyndon Larouche 3.6/7			
SUNDAY	11.4/18	19.3/30	9.9/15	7.8/12
7:00	77. ABC News Special 6.5/10	1. 60 Minutes 22.0/36	81. Eerie, Indiana 4.5/8	73. True Colors 7.5/12
7:30			78. The Torkelsons 5.6/9	74. Parker Lewis 7.2/11
8:00	24. Am Fun Hme Vid 13.1/19	6. Murder She Wrote 17.5/26	63. Hot Country Nights 8.8/13	30. In Living Color 12.5/19
8:30				59. Roc 9.3/14
9:00	26. ABC Sunday Night Movie—Indiana Jones and the Temple of Doom 13.0/20	2. CBS Sunday Movie—Hallmark's "O Pioneers!" 18.9/29	27. NBC Sunday Night Movie—Deadly Betrayal: Bruce Curtis 12.9/20	55. Married w/Childn 9.6/14
9:30				70. Herman's Head 7.7/11
10:00				81. Get a Life 4.5/7
10:30				84. Charlie Hoover 3.2/5
WEEK'S AVGS	12.5/20	12.7/21	12.3/20	7.7/13
SSN. TO DATE	12.1/20	13.6/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

COULD CABLE LIVE WITH S.12?

Senate legislation considered worst-case by many in the industry, but analysts say rate regulation, retransmission consent likely to have modest impact on bottom line

By Sharon D. Moshavi

Although the cable industry is calling S. 12 possibly the most draconian piece of legislation imaginable, those who follow cable are skeptical as to just how costly the bill would be to the industry.

Recent events—cable's ability to weather the recession, the removal of HLT restrictions, especially the lowering of interest rates, sent cable stocks soaring at the end of 1991—could help downplay the impact of any legislation. "In our opinion the decline in interest rates will have a better positive impact on, than regulation will have a negative impact on, the indus-

try," says George Dellinger, analyst with County NatWest.

The economics of retransmission consent, which is part of both S. 12 and the Senate's substitute bill, may not be as bad as some may think, according to several Wall Street analysts. Though Wertheim Schroder & Co. analyst David Londoner proposed at last month's INTV convention that cable operators be charged about \$1 per subscriber per month to carry local signals, few think the price would actually be that high.

Even if it were higher, the financial outlook of the cable business would not be dramatically altered, according to Mark Riely, a principal of MacDon-

ald Grippo Riely. If payments to broadcasters were as much as \$1.50 per subscriber per month, dropping average operator cash flow from \$11.50 to \$10 per subscriber, that would reduce operator margins from an average of 46% to 40%. And that, says Riely, "would not drastically change the business."

Some analysts, such as PaineWebber's Chris Dixon, put the more likely cost of retransmission consent at about 10 cents per subscriber per month for each network affiliate, for a total of 30 cents per month. That's 1% of the average cable bill, and translates into a 1.5% loss in margin. "That's not detrimental to the industry," he says.

DERSHOWITZ ATTACKS COURT TV COVERAGE OF DAHMER TRIAL

Live coverage of the grisly trial of confessed serial killer Jeffrey Dahmer has won audiences for Court TV and local Milwaukee station WDJT-TV. Although few complaints have surfaced over the airing of the trial, at least one prominent attorney last week attacked the coverage as "salacious."

"Of all the trials that are going on today, this is not one of the more interesting ones," said Alan Dershowitz, the prominent attorney and Harvard University law professor who has been critical of Court TV in the past.

"There is nothing inherently interesting about the Dahmer case," said Dershowitz, who accused the network of being "salacious" and choosing the trial over more important, less sensational, trials. "Courtrooms should not be for rent or for sale to commercial enterprises whose purpose it is to exploit."

Court TV's coverage of the trial, which began on Jan. 27 and is expected to continue through most of



February, has included graphic detail on subjects ranging from dismemberment to necrophilia. Network CEO Steven Brill said the trial was chosen by the network because of its test of the insanity defense.

"We weren't even planning to do it if it was just going to be the gory stuff," said Brill. "If there's stuff we think is particularly crude and offensive, we don't carry it."

Court TV had its share of defenders

last week, however.

"Few people like to see grisly stuff on television, but that's the price we pay for an open justice system," said David Bartlett, president, Radio-Television News Directors Association. "For us to shy away from the Dahmer case would be to stick our heads in the sand."

"I can't really blame them for selecting that case," said University of Virginia Professor Larry Sabato, one of several media critics who endorsed the coverage. "All the respectable papers are covering the crime. I guess it's a hard case to ignore."

-RB

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Dixon, Riely and others think the cable industry need only worry about the network affiliates, since independent stations will not likely have the leverage to negotiate for retransmission, and will instead accept must-carry status. Even in small markets, where two network affiliates have overlap, cable could maintain negotiating leverage, since neither affiliate would likely want to lose carriage and would opt for must carry over retransmission consent. Retransmission consent negotiations would primarily occur in major markets, according to Dixon. "At worst case [retransmission consent] will have minimal costs for the cable industry," he says.

Rate regulation, which the cable industry had been expecting to encompass only the lowest basic level—largely a broadcast tier—is more encompassing under S. 12 in that it affects all basic channels. But hindering basic rates will not necessarily hinder the cable industry, since basic cable service is not the avenue of growth for the cable industry, according to analysts. Pay per view and local advertising are two of the main revenue opportunities the cable industry is looking

Calendar No. 138

S. 12

(Pages 10-48)

To amend title VI of the Communications Act of 1934 to require consent to cable transmission of local news and other programming and to require the right of local regulatory authorities to regulate cable television rates and for other purposes.

IN THE SENATE OF THE UNITED STATES

Approved as Reported by Committee on Commerce, Science, and Transportation, U.S. Senate, July 10, 1991

Reported by the Committee on Commerce, Science, and Transportation, U.S. Senate, July 10, 1991

Reprinted by the Government Printing Office

A BILL

To amend title VI of the Communications Act of 1934 to require consent to cable transmission of local news and other programming and to require the right of local regulatory authorities to regulate cable television rates and for other purposes.

1. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

"What's important is for people to look at this bill, to see how it impacts the business."

**Bert Carp, V.P., government affairs
Turner Broadcasting**

toward, and they cannot be regulated, according to John Tinker of Furman Selz Inc. But cable's real future lies even further outside just providing standard television and the rate regula-

tory arena, to fiber optics and compression that will be linking up with computer and telecommunications offerings, says Dixon.

Emerging cable programmers may have the most to fear in S. 12. Programmers fear that retransmission consent capped off by rate regulation means money that could be used to pay for their channels will now go to broadcast affiliates. That will freeze their programming budgets and make the emergence of new channels almost impossible, according to John Hendricks, Discovery Networks chairman.

If it became law, S. 12 would not hurt already strong cable programmers, says Bert Carp, vice president, government affairs, Turner Broadcasting. "S. 12 is a bill under which a company like ours, economically strong and politically sophisticated, would be fine. But it would hurt narrow niche and new services," he says.

What could also be a problem for less sophisticated cable entities than Turner is the pervasive government involvement. The extensive regulatory oversight that will be required by both the federal and local governments may be too high a price to pay

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GREENE LEAVES NBC PPV POST

Susan Greene, NBC vice president for business development and pay per view, is leaving the network effective Feb. 15 to form her own production and consulting company. An NBC spokesman said there are no plans to fill Greene's job.

Greene was one of the architects of NBC's and Cablevision System's three-channel PPV plan for the 1992 summer Olympics. She also oversaw the Metropolitan Opera "25th Anniversary Gala" PPV show for the NBC/Cablevision joint venture. The event, which aired in September, was bought by 30,000 cable subscribers, 10,000 fewer than had been predicted.

Before her stint at NBC, where she started in May 1989, Greene was General Instrument Corp.'s vice president and general manager for Cable Video Store, a PPV network now owned by Graff Pay-Per-View. —SDM

even for those entities, given what Carp says is the minimal effect on the consumer.

While no one knows exactly what regulation will do to consumer cable prices, Carp says the most that regulatory efforts generally save consumers is 10%, which translates into \$2 a month per subscriber. "This could distort the industry focus toward government, not the consumer, and take up the time of authorities...all to regulate something that is already pretty cheap."

The program access provision also concerns programmers. They are not so dismayed that they have to sell to cable's competitors (most already do) but are angered at having to sell to wireless, satellite and other multichannel services for the same price as they sell to cable, according to Hendricks. MMDS operators, for example, spend \$300 to hook up a subscriber versus \$1,200-\$1,500 per subscriber for cable operators, giving MMDS higher margins. Programmers should be able to share in those margins by charging higher prices, he contends.

With the debate over legislation likely to drag on for much of 1992, cable faces yet another year of uncertainty. According to Jerry Lindauer, senior vice president, Prime Cable, and immediate past chairman of NCTA, the cable industry will operate as usual. Although S. 12 hangs over the industry, it is no different than the legislative cloud the industry has lived under for the past few years. "If we restrained our business because of every cloud, we wouldn't do anything," Lindauer says.

No one is sure how S. 12 will affect the industry, largely because no one has thought it worth finding out. County NatWest's George Dellinger says: "We have tended to discount worst-case scenarios hovering on retransmission consent and must carry. We don't believe they will pass." Lindauer agrees: "We have not assessed any worst-case scenarios [such as S. 12] because we don't think it will happen."

Turner's Carp casts a wary eye toward those who have not imagined living under the worst possible legislation. "What's important is for people to look at this bill, to see how it impacts the business. We might just end up with this same bill," he says, adding: "Anything enacted by a house of congress is something to be taken seriously."

As the Senate-passed cable re-regulation bill heads toward the House of Representatives, C-SPAN is still the subject of a proposal that would interfere with its existing affiliation agreements, and perhaps even halt the network's ability to sign up new affiliates. This statement articulates the basis of C-SPAN's objection to even the threat of being singled out in such a way among the many other video programming services.

Vol. 138

WASHINGTON, FRIDAY, JANUARY 31, 1992

No. 10

Congressional Record

C-SPAN STATEMENT REGARDING LEGISLATIVE PROPOSALS AFFECTING C-SPAN AND C-SPAN 2

C-SPAN is opposed to the proposal made during the debate on S. 12 that it be singled out among national cable programmers for carriage by systems on a regulated tier of cable service.

The proposal is probably a well-intentioned effort made on C-SPAN's behalf, but it confuses C-SPAN's business status with that of public broadcasters. It is in conflict with C-SPAN's founding business philosophy; and it is at odds with the legislation's own stated goal.

Unlike over-the-air commercial broadcasters and public television stations (whose signals cable operators receive pursuant to a compulsory license), C-SPAN sells its signal to cable operators. Nearly the entirety of C-SPAN's revenues come from affiliation fees, which are supported by freely negotiated contracts spelling out the relationship between C-SPAN and each affiliate. The "regulated tier" proposal places an inappropriate burden on C-SPAN as it seeks new affiliates, and as it maintains relationships with existing affiliates. The broadcasters affected would suffer no such burden with their customers.

C-SPAN should not be so burdened.

C-SPAN is a creature of a deregulated telecommunications marketplace. In 1979 it successfully applied free market, private sector values to public affairs television. Indeed, the network would not exist today were it not for the private cable operators who believed in those principles and who now deliver C-SPAN to over 56 million households. Given those roots, and despite the proposal's good intentions toward C-SPAN, we do not support it. It is unnecessary government involvement in our business.

Finally, this proposal appears to be directly at odds with S. 12's statement of policy which says at Section 3:

"It is the policy of the Congress in this Act to ... promote the availability to the public of a diversity of views and information ... [and to] *rely on the marketplace, to the maximum extent feasible, to achieve that availability* ..." [emphasis supplied].

C-SPAN's success has proved that the marketplace is already working to achieve the legislation's goals. Why change it?

C-SPAN

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Broadcasting Radio

MSC SETS ATTENDANCE RECORD IN 'ERA OF CHANGE'

Conference registration almost doubles as rejuvenated RAB leadership calls for industry-wide change; MSC attendees upbeat and enthusiastic about 1992 outlook

By Reed E. Bunzel

What a difference a year makes.

The record attendance of 1,234 radio sales and general managers at last week's (Jan. 30-Feb. 2) Radio Advertising Bureau 12th annual Managing Sales Conference, held at Opryland U.S.A. in Nashville, was in marked contrast to last year's meeting, when 667 people showed up. The difference this time: new RAB management, a cautious sense of optimism and an industry-wide call for change sparked by this year's theme, "We cannot change unless we survive.... We will not survive unless we change."

RAB's new management team seems to have listened to its own advice. By overhauling the MSC—from drastically increasing last year's chips-and-dip budget to lowering this year's registration fees in a high-stakes marketing gamble—the RAB virtually doubled conference attendance, as well as attendee expectations. From the opening day, in which a dozen sales managers earned "Certified Radio Marketing Consultant" status, to the Sunday morning "business warfare" seminar presented by author David Rogers, MSC attendees filled most of the 35-plus workshops and forums to standing-room capacity. Hot sessions included "Small Market Station of the Future," "Local Marketing Agreements," "Optimum Effective Scheduling" (BROADCASTING, Jan. 27), "Beyond Cost Per Point," "School of Radio Creativity" and "The Economy: How Did We Get Here?," a perception-vs.-reality lesson presented by economist Gene Stanaland.

The only blemish on the conference



Opryland U.S.A., site of the 12th annual Managing Sales Conference

was the exhibit hall, located in Opryland's Ryman Auditorium. Only 18 exhibitors, down from last year's 35, pre-registered for the MSC, and, despite several cocktail parties scheduled among the various booths, the exhibit hall inexplicably closed a day early, leaving several marketing and research companies in the lurch.

An upbeat Gary Fries, presiding over his first MSC as RAB president, opened the conference with his "State of Radio" report, in which he noted that sales marketers increasingly are encountering a new business climate that calls for the dynamics of change. "We must change.... We must stop selling spots and start selling results," he stated, adding that RAB will serve as a catalyst to this change. "We are dedicated to increasing the dimension and response of our member service department. Our education and training programs are being expanded, a modernized co-op/vendor program is being retooled, and we are aggressively organizing an industry-wide co-operative marketing sales team to call on

target accounts to develop new radio dollars."

Fries lauded Group W's efforts to launch the Radio Creative Fund's Mercury Awards as a means to stimulate "new enthusiasm for quality, results-oriented advertising."

Fries also called for radio broadcasters to acknowledge the opportunities available to stations if they stop competing against each other and join forces in their markets to promote the industry's benefits to advertisers and agencies. To help in this effort, RAB has pledged to award \$21,000 a year as part of its Marketing Partnership Awards, established in 1991 to recognize outstanding cooperative radio marketing efforts nationwide.

"Some of the most innovative and effective marketing techniques in the field today are coming from local radio associations, and we have an obligation to see that they receive the recognition and financial support they deserve," said Fries.

The calls for innovation, change and cooperation sat well with conference attendees. Virtually all sales managers questioned by BROADCASTING were enthusiastic about their experience, and one general manager said he "came to [the MSC] just to find a new sales manager, but...came away with much more than expected." Even the exhibitors, at first disgruntled by the truncated exhibit hall hours, found themselves with an opportunity to learn about the new radio industry.

"We may not be selling anything, but we've talked with the clients we wanted to talk with, and we're looking forward to Dallas," said one research consultant. RAB has scheduled its 1993 MSC for Feb. 4-7 at the Loews Anatole in Dallas, Texas. ■

PANEL EXTOLS VIRTUES OF MARKETING AGREEMENTS

LMA's called alternative to going dark; stations warned to pay heed to FCC guidelines

By Reed E. Bunzel

Local marketing agreements proved a hot topic at the Radio Advertising Bureau's Managing Sales Conference in Nashville, as a crowd of sales managers and general managers packed the doorways to hear a panel of experts present a legal and economic update on the pros and cons of the arrangement. While definitions of LMA's varied from "lose my assets" to "local monopoly agreement" to "lots of money for attorneys," the panel agreed that LMA's provide a valid and valuable alternative to going dark for financially strapped stations.

"Not looking at LMA's in the 1990's is like ignoring the value of FM in the '60s," commented Tim Menowsky, president of Media Mergers and Acquisitions. "The pool of radio dollars is too small to keep up with the overcrowding of the radio dial, which has been caused primarily by Docket 80-90." Menowsky joked that 80-90 meant that any new station had "an 80-90% chance of going off

the air," and said that LMA's present an opportunity for stations to streamline operations and offer participants a way to "strategically consolidate by creating a package of offensive and defensive operational maneuvers."

Erwin Krasnow, attorney with Verner, Liipfert, Bernhard, McPherson and Hand in Washington, reviewed the status of LMA's at the FCC and on Capitol Hill. He explained that, while the FCC has yet to rule on the future of LMA's, legislation in Congress could severely restrict new time-brokerage agreements, possibly permitting only "financially distressed stations to broker 25% of their time." Meanwhile, stations considering the LMA route would be wise to review some guidelines:

- The licensee retains the right, without limitation, to suspend, cancel or reject any programs or commercials, and retains the right to pre-empt any program for another program.

- The licensee shall be solely responsible for maintaining station logs, keeping political and public inspection

files, broadcasting station identifications and handling all salaries, taxes and insurance of its employees.

- The licensee has the right, at its option, to terminate the LMA agreement upon providing 90 days' notice.

Additional pitfalls might emerge from violation of state or deferral anti-trust laws, unauthorized transfer of control, insufficient supervision of station or community needs, and new rules adopted in Washington.

Panelist Jim Timm of Midwest Family Radio in La Crosse, Wis., outlined the process by which his company entered into an LMA that now includes two AM's and two FM's. He told interested attendees that any LMA has to be incorporated into corporate attitude, from the letterhead on down.

"Account executives have to have intensive product knowledge about the new stations, and all stations involved in the agreement have to be included on the same ratecard." ■

LIMBAUGH DEBUNKS 'CONTROVERSY EXCUSE'

Radio general managers and sales managers should not flatly accept advertiser or agency claims that a program or programming environment is "too controversial" in which to advertise, according to syndicated talk show host Rush Limbaugh. "Most radio managers tend to meekly accept the 'too controversial' excuse as something they can't do much about," he told an audience of 1,200 at RAB's MSC in Nashville. "We meet these objections head-on."

Limbaugh said advertisers that shy away from "controversy" are being led by current political correctness and are ignoring sound business acumen. He regaled the captive lunchtime audience with numerous examples of how he and syndicator EFM Media Management have worked to reverse the reasoning of advertisers that steer clear of the *Rush Limbaugh Show*. "We are here to move the client's product or expand the number of people who partake of the client's service, and we have to stop being afraid of certain objections agencies throw at us. The country may be in a recessionary time, but we don't know how to spell recession, nor do our advertisers," he said.

"I love radio, I really do," Limbaugh continued. He boasted that his daily talk program now attracts a cumulative audience of 11 million listeners tuned to some 460 stations nationwide. "With this show, we defied all the odds, we did the impossible and we faced numerous obstacles of rule-of-thumb convention," he observed.

Limbaugh explained that his success has come from his refusal to listen to criticism, and his decision early in his career to "escape the vagaries of ratings." By voicing ad-lib commercials and personally being responsible for generating dollars, he could insure his ratings while showcasing other talents that today have brought him fame and fortune.

-REB

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ALL-SPORTS RADIO HITS LOS ANGELES MARKET

Gene Autry's KMPC makes switch from MOR; hopes to lure drive-time audience

By Peter Viles

If a trend isn't really a trend until it hits Los Angeles, then all-sports radio has officially arrived. Golden West Broadcasters' KMPC(AM) Los Angeles, long a sports power in southern California, is shedding its MOR format and switching to all sports.

The 50 kw station, owned by Gene Autry, already carries play-by-play for the California Angels, L.A. Rams and UCLA football and basketball. By the end of April, it will follow the lucrative lead of WFAN(AM) New York and drop music for sports.

Bill Ward, president of Golden West Broadcasters and general manager of KMPC, says the move would solidify KMPC's claim to being L.A.'s dominant sports voice. "We've been the sports leader in this market for 30 years. There's nobody in this town who's got more than one franchise except us, and we've got three."

Ward says he will announce the hir-

ing of a new programming director next week, but that much of the programming is already set.

Like WFAN, KMPC will air a morning-drive show that blends sports talk with general entertainment. Veteran Los Angeles radio personality Robert W. Morgan, whose style influenced WFAN's Don Imus, will continue as host of the 5:30 a.m. to 9:30 a.m. show. Jim Healy will continue his 30-minute sports commentaries at 5:30 p.m.

Arbitron numbers show KMPC's ratings holding steady from fall '90 to fall '91 at 2.8, or 16th in the Los Angeles market (persons 12-plus, Monday-Sunday, 6 a.m.-midnight). In a traditional target demographic group for all-sports, men 25-54, KMPC did not fare as well: 26th in the market.

Los Angeles has no shortage of fodder for sports talk: it has seven professional teams and two major colleges. The closest all-sports station is XETRA (AM) Tijuana, Mexico (San Diego).

"Clearly the Los Angeles sports fan is grossly underserved with the amount of sports they're getting," says Joel Lind, executive vice president, strategic analysis, Critical Mass Media, which advised KMPC on the format shift.

Scott Meier, who helped develop the all-sports format as general manager at WFAN and now heads a consulting firm, Sports Radio Concepts, says KMPC's strong signal will help, as will the Los Angeles market's huge drive-time audience.

"I think it's a very successful option, given the size of the market," he says. "It's almost a no-brainer."

WFAN General Manager Joel Hollander says KMPC's programming, mixing play-by-play, sports talk and personalities, appears to have the right elements to attract male listeners.

"I think [KMPC] will do extremely well," Hollander says. "It will not happen overnight, but I think they have all the elements." ■

MEDIA, POLITICIANS HAVE EXTENDED 'RECESSION'

MSC keynote speaker says economic worries prolonged by news media, politics

By Reed E. Bunzel

By definition, the U.S. has not been in a recession since April 1991, and economic concerns to the contrary are the fault of a hyperkinetic media and presidential aspirants, according to economist Gene Stanaland, keynote speaker at RAB's Managing Sales Conference in Nashville Jan. 30-Feb. 2.

Despite the financial worries of many Americans and polls that show most Americans think the U.S. is in a recession, the economy actually has shown slight upturns since the second quarter of 1991, Stanaland argued.

Rather than a recession, Stanaland said the U.S. economy is in a period of "tumultuous stagnation," coming after a decade that "will go down in history probably second only to the depression of the 1930's in terms of changing the financial structure of the country." The bulk of white-collar unemployment is due to a post-'80s



Keynote speaker Gene Stanaland

streamlining of corporate America unrelated to the recession, which would have occurred regardless of the economy as companies attempt to remain competitive, he said.

Much of the current economic conflict in Washington is the result of a

battle between a "Congress that's [demand-side] Keynesian, a Federal Reserve that is monetarist, and a president who is a supply-sider," according to Stanaland. "Put them together and you get the wonderful things like this economy."

Stanaland said that, despite legislation and politics to the contrary, economic reality dictates that "we can't take all the uglies out of the world." In fact, in a true free-market economy, the consumer is in charge and the government is virtually powerless. "The consumer is the most hard-hearted sucker; he couldn't care less if a company went out of business tomorrow. If he can find a better quality and better price somewhere else, he'll drop you like a bad habit." He criticized the U.S. automobile industry for not understanding that "the consumer is the focus in a free-market system," and said car makers need to "find out what people want—then give it to them better than anyone else." ■

Washington

CABLE LOOKS TO HOUSE FOR S.12 RELIEF

With prospects for veto uncertain, industry pins hopes on House

By Harry A. Jessell

National Cable Television Association President James Mooney visited key members of the House of Representatives to talk about cable legislation last week.

And that is as it should be, considering the Senate's passage, by a decisive 73-18 vote, of legislation containing stiff regulation of cable operators and programmers the week before.

If the cable industry is to stave off adoption of legislation as tough as S. 12, it will have to convince the House to adopt a "more reasonable" bill and hope it prevails when the Senate and House versions go to conference for reconciliation.

Or, with the help of its friends in the House, cable may try to scuttle legislation through a series of delaying tactics. But the strategy is dicey, since momentum for action seems to be building. The pro-consumer attributes of the cable legislation are appealing to House members, all of whom must return home this fall and stand for reelection, said one House staffer.

Cable's fallback has been the presidential veto, which the White House has been threatening ever since Congress began seriously considering rereg legislation two years ago. But cable cannot count on the President delivering the veto—the President may be making the same election-year calculation as the House members—and the Senate votes on the cable legislation provided no assurance that a veto would be sustained there in any case.

When the final count on S. 12 was announced Jan. 31, the word from House communications leaders was that they would move quickly on advancing their own cable legislation. House Telecommunications Subcom-



John Dingell (l) and Ed Markey will mark up their cable bill shortly



mittee Chairman Edward Markey (D-Mass.) said he would mark up legislation (H.R. 1303) co-sponsored by him and Energy and Commerce Committee Chairman John Dingell (D-Mich.) within four to six weeks.

"Our goal has been to pass a bipartisan bill this year that would provide meaningful competition to cable and meaningful relief to consumers," said a House Telecommunications Subcommittee aide. "The 73-18 vote in the Senate gives us a lot of reason to believe we can achieve that goal."

Cable counted on Republican members of the subcommittee to hold the line on House action last year. But that strategy may no longer be in effect. GOP members are not likely to stand in the way of passage of a cable bill in 1992, a Republican staffer said last week.

The good news for cable is that H.R. 1303 is a much better legislative starting point for cable than S. 12 had been in the Senate. Unlike S. 12, H.R. 1303 has much more lenient rate-regulation provisions and access-to-programming provisions, and it lacks the broadcaster-backed retransmission consent/must-carry requirement so unacceptable to cable operators. With

the backing of a then-compromise-minded cable industry, the House unanimously passed cable legislation similar to H.R. 1303 in 1990.

The bad news is that two other bills have been introduced that would transform H.R. 1303 into a near twin of S. 12. H.R. 3560—spawned by Dennis Eckart (D-Ohio), Jim Cooper (D-Tenn.) and Christopher Shays (R-Conn.)—would stiffen the rate-regulation and access-to-programming provisions. And H.R. 3380, introduced by Eckart and Jack Fields (R-Texas), contains the broadcasters' retransmission consent/must-carry element.

Cable would be doing well if it manages to keep H.R. 1303 free of the baggage offered by Eckart and company. But that will not be easy.

With broadcasters talking it up, H.R. 3380 has slowly been attracting support, some of it significant. As of last week, it had 33 co-sponsors, including Norman Lent (R-N.Y.), ranking minority member of the Energy and Commerce Committee, and fellow committee members William Dannemeyer (R-Calif.), Clyde Holloway (R-La.) and Telecommunications Subcommittee members Richard Lehman

CABLE BILLS ON BOTH SIDES OF THE HILL

Most of the provisions of the Senate's Cable Television Consumer Protection Act of 1991 (S. 12), passed by a 73-18 margin on Jan. 31, are contained in two bills pending before the House of Representatives: H.R. 3380, introduced last September by House Telecommunications Subcommittee members Dennis Eckart (D-Ohio) and Jack Fields (R-Tex.) and H.R. 3560, introduced last October by Eckart, Jim Cooper (D-Tenn.) and Christopher Shays (R-Conn.).

In addition, the Telecommunications Subcommittee

held hearings last summer on H.R. 1303, introduced in March 1991 by Subcommittee Chairman Edward Markey (D-Mass.) and Energy and Commerce Committee Chairman John Dingell (D-Mich.), which is nearly identical to the House cable bill, which went down to defeat late in the 1990 session.

The subcommittee plans to mark-up a cable package in the next three to five weeks. What follows are provisions under consideration for the House bill compared to provisions already approved in the Senate:

House

H.R. 3380 would require carriage of local commercial and noncommercial broadcast TV signals on cable systems and channel placement on cable systems matching their broadcast channel numbers. When a high-definition television transmission standard is approved, the FCC is given authority to set signal carriage requirements. Exemption of the **must-carry** obligation is given for retransmission of home-shopping channels and other TV stations "predominately utilized for the transmission of sales presentations or program-length commercials."

Every three years, broadcast stations may elect to waive their must-carry rights for **retransmission consent**, the right to negotiate fees for carriage of their signals by cable systems or other multichannel services.

(H.R. 1303 provides must carry for noncommercial stations only.)

H.R. 1303 gives franchising authorities (city and county governments) **rate regulation** authority on the basic tier of cable programming, using formula taking into account the number of channels on a cable system, the price of receiving and retransmitting program services, the amount of a "reasonable profit" as determined by the FCC, and other factors. The basic tier is defined as a certain minimum number of local broadcast signals (depending on the size of the cable system) and "any public, educational and government access programming required by the franchise of the cable system."

A stricter definition of the basic tier in H.R. 3560 includes all local broadcast signals; public, governmental and educational channels, and "any other video programming services except those...offered on a per-channel or per-program basis that are not significantly supported by revenues from advertisers." Local governments may set cable rates after FCC certification that "effective competition" to a cable system does not exist. Effective competition exists when less than 30% of households in a cable service area subscribe or when there is a competing multichannel service.

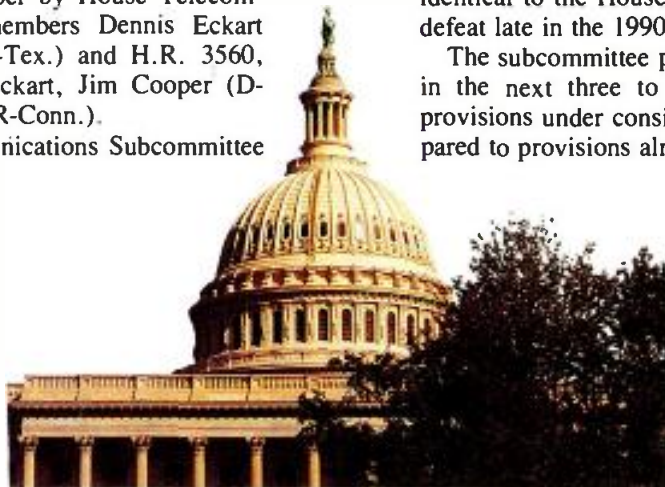
Senate

Most of the must-carry/retransmission-consent language of H.R. 3380 is contained in S. 12. Unlike H.R. 3380's must-carry exemption in the case of broadcast TV home-shopping channels,

however, S. 12 directs the FCC to begin a proceeding to determine whether such services "are serving the public interest, convenience and necessity." If the commission were to decide a broadcast station is not serving the public interest, it would be given "a reasonable period within which to provide different programming."

In reaction to claims by the cable industry that retransmission consent would result in higher cable rates for consumers, S. 12 requires the FCC to prepare a proceeding within six months after the bill's enactment to study "the impact that grant of retransmission consent by television stations may have on rates for basic cable service and shall ensure that rates for basic cable service are reasonable."

S. 12's rate regulation section closely resembles H.R. 3560's. It carries the same basic tier definition but a slightly different definition of effective competition. A cable system qualifies for exemption from regulation if its subscribership is below 30% or if competing multichannel services and "a sufficient number of local television broadcast signals" are present in the market. Like H.R. 3560, S. 12 would require local authorities to obtain FCC certification before regulating cable rates. Within 180 days after enactment, the commission is charged with setting criteria for determining "reasonable" rates for services. Competing multichannel competitors are defined as "a competing cable operator, multichannel multipoint distribution service, direct broadcast satellite program distributor, television receive-only satellite program distributor, or other competing multichannel video program distributor" that is accessible to at least 15% of a cable community.



House

Access-to-programing provisions in both H.R. 1303 and H.R. 3560 prohibit national or regional program distributors from "unreasonably refusing to deal with any multichannel video programing" service. Those operating or planning to start new multichannel services, such as wireless cable or direct broadcast satellite, complain that cable services owned or partly owned by cable system operators refuse to sell them their products or sell them at much higher rates than they are sold to cable systems. H.R. 3560 also forbids discrimination "in the price, terms and conditions in the sale" of programing to competing multichannel services. H.R. 1303 and H.R. 3560 also prohibit access discrimination for C-band satellite distributors.

Among other notable House provisions, H.R. 1303 and H.R. 3560 direct the FCC to establish **customer service** standards within 180 days after enactment of the bill. The commission would set minimum standards governing cable system office hours, response time to service calls and billing and refund information available to the customer. H.R. 3560 also mandates minimum standards for disclosure of all available program tiers and their prices as well as consumer complaint notification procedures.

H.R. 1303 also places a foreign ownership restriction on cable systems similar to the restriction now on foreign ownership of broadcast stations. "The policy justifications underlying restrictions on alien ownership of broadcast or common-carrier licenses have equal application to alien ownership of cable television systems, direct broadcast satellite systems and multipoint distribution services," the bill finds.

(D-Calif.) and Tom McMillan (D-Md.). Minority Whip Newt Gingrich (R-Ga.) also recently signed on as a sponsor.

In addition, Minority Leader Robert Michel (R-Ill.) last month told broadcasters at the the National Association of Broadcasters board meeting in La Quinta, Calif., that "S. 12 and H.R. 3380 are pretty good pieces of legislation" (BROADCASTING, Jan. 20).

Despite the mounting support, H.R. 3380 could be derailed or at least slowed by the House Judiciary Committee. Retransmission consent and must carry involve copyright law, which is the province of Judiciary's Copyright Subcommittee.

It is unlikely the Judiciary Committee will attempt to gain joint jurisdiction over H.R. 3380, which was assigned to the Energy and Commerce Committee last fall. However, the bill could be delayed when it routinely passes through the Judiciary Committee

after action in Energy and Commerce.

Copyright Subcommittee Chairman William Hughes (D-N.J.) has held a series of informal meetings since last November with representatives of the cable, broadcast, and wireless cable TV industries, Hollywood program producers, major sports leagues, the telephone industry and other interested parties to review retransmission consent and, more important, cable's compulsory copyright license.

The news out of last Wednesday's (Feb. 5) session was that the Motion Picture Association of America may seek a substitute bill for H.R. 3380 that would jettison retransmission consent and incorporate MPAA's plan for a phase-out of the compulsory license.

MPAA's Jack Valenti distributed a letter stressing the urgency of copyright reform legislation. "The passage of a retransmission consent provision by the Senate and the potential of sim-

Senate

S. 12's program access provisions match those of H.R. 3560 for both multichannel competitors and C-band satellite distributors.

The Senate's customer service provision does not name the specific aspects the commission should regulate, as set down in the House bills. It does call on the FCC to set "standards that ensure that all customers are fairly served" and to review the standards on a regular basis.

A number of amendments to regulate **indecent cable programs** were passed along with S. 12. Cable systems are given authority to refuse indecent material submitted for public-access channels. They are required to set up separate, scrambled leased-access channels for indecent programs, which are to be unscrambled only at the written request of a subscriber. Cable systems offering "free-view" weekends of premium channels (such as HBO or Showtime) that may show programs with mature themes are required to inform viewers when the promotion will be held and to block out the free service at the subscriber's request.

ilar legislation in the House Commerce Committee requires a swift re-examination of the cable compulsory license to provide consistency as well as compatibility between congressional policy on communications and copyright," he said.

MPAA's plan calls for phase-out of the license over several years. But during the transition, cable operators would have to pay a federally set fee for carrying local signals as they now do for distant signals.

The latest details of the plan were unveiled at last week's meeting. Competing multichannel services such as wireless cable and direct broadcast satellites would be allowed to take advantage of the license. And the calculation of royalties would be simplified with a flat fee on a per-subscriber, per-signal, per-month basis rather than the current system, which is based on a percentage of gross receipts for each signal. ■

VIDEO DIALTONE FALLS SHORT FOR TELCOS

Telephone industry says only relaxation of restrictions on video services will spawn high-tech networks; cable calls for preservation of restrictions

By Harry A. Jessell

Snubbing the FCC's "video dialtone" proposal, telephone companies last week demanded relief from the strict prohibition against their owning cable systems or providing any kind of video service in places where they also provide telephone service.

Permitting telcos to offer video dialtone service will not get the FCC closer to its goals of fostering advanced telecommunications networks and competition with incumbent cable systems, the telcos said. But relaxing or eliminating the telco-cable crossownership restrictions may, they said.

If the FCC is to attain its goals and "consumers are to reap the benefits of true competition, telephone companies must be permitted to compete in both the transport and creation of video programing," said Bell Atlantic, one of the more than 30 telcos and telco associations to comment on the video dialtone proposal and the FCC's related inquiry on other ways it might spur telco involvement in video.

Video dialtone may fit the plans of some telcos, but not all, said U.S. West. Some telcos prefer to enter the video business "through partnering and financing arrangements with existing providers of video programing. These arrangements could take many forms ranging from the sharing of underlying facilities to [telcos] acquiring an ownership interest," it said.

"Clearly, the commission's existing crossownership rules and its proposed amendment prohibit partnering arrangements by limiting telephone companies and cable providers to 'carrier-user' relationships," U.S. West said.

While the telcos pressed for greater video freedom, cable interests argued for keeping the current restrictions intact. Unlike the telcos that felt the video dialtone proposal did not go far enough, the cable groups and others felt it went too far.

"The range of functions that telcos would be permitted to provide to subscribers encompass much of the retailing role of independent cable opera-

tors, and would constitute the proscribed 'provision of video programing directly to subscribers,'" said the National Cable Television Association. "And the proposal would explicitly permit affiliation between telcos and customer-programers in excess of the carrier-user restriction in the commission's rules."

The National Association of Broadcasters was one of the few that thought the video dialtone proposal was a good idea, saying it benefits consumers by offering a "wide diversity of programing." But the NAB said video dialtone rules should contain "safeguards" against telcos selecting, marketing and originating programing.

"If consumers are to reap the benefits of true competition, telephone companies must be permitted to compete in both the transport and creation of video programing."

Bell Atlantic

And like the cable groups, the NAB argued for preserving the fundamental prohibitions against telcos owning cable systems. "Any limitation [on programing] short of the outright ban would be unworkable or constitutionally suspect," it said.

At the initiative of FCC Chairman Alfred Sikes, the FCC last October asked for comments on how to flesh out a regulatory regime to encourage telcos to implement a video dialtone service, which would allow consumers to call up their favorite program over a broadband telephone network just as they now call up their friends on the telephone (BROADCASTING, Oct. 28, 1991).

The skeletal video dialtone rules set forth by the FCC would permit telcos to lease capacity to cable operators and other program providers on a common-carrier basis—that is, to all comers on a nondiscriminating basis.

What's more, the rules would allow telcos to provide "video gateways," on-screen menus and searching features to help viewers find and order the services they want. Such basic gateways would include all programing services.

The rules would also allow more ambitious telcos to provide to selected programers advanced gateway services and such ancillary services as billing and collection.

Interpreting a provision of the Cable Act of 1984, the FCC ruled that neither video dialtone providers nor their programer-customers would have to obtain a municipal cable franchise as conventional cable operators do.

In addition to laying out video dialtone for comment, the FCC also asked for comment on whether and to what extent the telco-cable crossownership ban should be relaxed.

The Cable Act bars telcos from the "provision of video programing directly to subscribers." The Cable Act prohibition more or less codifies FCC rules, which include provisions—the so-called carrier-user footnotes—that bar any affiliation—that is, any relationship—between telcos and programers to which the telcos lease capacity.

The United States Telephone Association, the telco industry's principal trade association, led the assault on the cable-telco crossownership restrictions asking for deletion of the carrier-user footnotes, relaxation of the restrictions by redefinition of key terms and an FCC recommendation to Congress demanding repeal of the statutory prohibition.

In addition to repealing the carrier-user footnotes, USTA said, the FCC should "make clear that all activities not constituting the provision of video programing directly to subscribers in an exchange carrier's telephone service area, or the actual control of video programing provision by another entity, are permitted."

What's more, USTA said, the FCC should define "video programing" to exclude two-way information services (videotex and teletext), transmission of computer software, voter prefer-

ence polls, electronic mail, home shopping services, video conferencing and other video business services. Also exempt from the prohibition should be "video that is delivered at speeds or resolution different than what is recognized as traditional broadcast television" and "digital non-spectrum transmissions such as computer-to-computer video."

The FCC should also make clear that "video-on-demand (which can be defined as all 'switched' video), non-channelized offerings that are delivered in a unique manner and other individualized transmissions not made available to all are not covered by the crossownership ban," it said.

Likewise, USTA said, the definition of "provision" should be changed to "permit the grouping of others' video programming into common-carrier and related services. Certainly, the delivery of information about services, packages of services, or options by which a consumer can combine services should not constitute 'provision' of any service."

Until Congress acts to repeal the telco-cable prohibition, USTA said, the FCC should use its authority to expand the exemption for rural communities to encompass all communities with a population of under 25,000. Today, the prohibition is 2,500. (Cable legislation passed by the Senate two weeks ago [S.12] would set the number at 10,000.)

The National Telecommunications and Information Administration weighed in on the side of the telcos. Video dialtone "should help increase competition and diversity in the video marketplace, while also promoting telecommunications infrastructure development," NTIA said. But the full benefits of telco involvement in video "will be achieved if the concept of video dialtone is extended to allow [telcos] to provide video services in their local service areas."

Cable franchising authorities attack the ruling that neither telcos nor their programmer-customers need obtain a municipal franchise. "Local governments welcome the potential of video dialtone service technology," said a consortium of cities and municipal organizations, including the National League of Cities and the U.S. Conference of Mayors. But a video dialtone policy "must recognize the legitimate and historical role of franchising authorities in the dual federal-local struc-

ture for the regulation of multichannel video programming service providers which protects the public interest," it said.

The municipalities also argued that requiring cable operators, but not video dialtone providers, to obtain franchises was inherently unfair. The cable commenters agreed.

"The illogical conclusion that no franchise requirements need to be met by the telcos or their customers not only subjects the video dialtone proposal to scrutiny by the courts, but also creates a distinct and unfair advantage for the telcos over cable systems," said the Community Antenna Television Association.

(NCTA and CATA have already

asked the U.S. Court of Appeals in Washington to review the FCC's no-franchise ruling.)

The Motion Picture Association of America, whose members are potential video dialtone program suppliers, urged the FCC to empanel an industry advisory committee to investigate fully video dialtone before acting.

A consortium of citizen groups led by the Center for Media Education asked for further research and hearings before decisions are made. "Our telecommunications network circulates information and ideas throughout the body politic," it said. "We are concerned that the commission is rushing into a premature decision that could have devastating consequences." ■

EXPANSION IN RURAL EXEMPTION 'GOOD START'

In an attempt to increase the number of multichannel competitors to the cable industry, the Senate cable bill (S. 12) passed on Jan. 31 includes a provision for telephone companies that serve "any incorporated place of 10,000 inhabitants" to offer cable television service. Most telephone industry officials said last week that the "rural exemption" is a good start, but unrestricted telco-cable crossownership is the ultimate goal.

Telephone companies are blocked from owning cable television systems in their local telephone service areas by a provision of the 1984 Cable Act, but an exemption is legal in rural communities of 2,500. Raising the level to 10,000 residents would allow telcos to offer cable service to up to a third of the population, sponsors of the Senate provision claim.

"I don't think [the new rural exemption] is much of anything....I would be willing to guess it wouldn't affect more than 60 or 70 companies," said Bob Brown, president, SLT Communications Inc., a small telephone company based in Sugarland, Tex. The new exemption probably would not significantly affect SLT, which now offers cable services to a few small communities under the current exemption, Brown said. "What I need is the ability for a telephone company that's unencumbered to be able to provide cable television in the area it serves."

The seven regional Bell operating companies (RBOC's), large common-carrier companies and the United States Telephone Association (USTA) back H.R. 2546, sponsored by House Telecommunications Subcommittee member Rick Boucher (D-Va.), and S. 1200, sponsored by Senate Communications Subcommittee member Conrad Burns (R-Mont.). Both bills would allow cable-telco crossownership, including RBOC ownership in the local service areas. The bills would also allow telephone companies to own up to 25% of the program services on their systems. At the same time, the bills mandate that telephone companies complete a nationwide, wideband fiber-optic network by the year 2015.

USTA, along with its support for H.R. 2546/S. 1200, also supports raising the rural exemption, although not to S. 12's 10,000 but to 25,000. "The threshold has been documented as having left many areas without cable television," USTA said in its "video dialtone" comments to the FCC last week (see accompanying story).

In comments to the FCC last year, the Organization for the Promotion and Advancement of Small Telephone Companies (OPASTCO) suggested raising the rural exemption to 20,000. Some OPASTCO members believe raises in the exemption are preferable to passage of H.R. 2546/S. 1200, said the group's general counsel, Lisa Zaina, because "it calls for opening up the local loop to competition. In rural areas, that could be hazardous to small telephone companies and their customers."

—BS

COMPLAINTS CONTINUE OVER POLITICAL AD RULES

Politicians want FCC to dump six-second audio sponsorship requirement

By Joe Flint

Two months after the FCC adopted new comprehensive political broadcasting rules in an attempt to end the confusion that has surrounded them for years, broadcasters, politicians and citizen groups are apparently still perplexed. Last week they asked the FCC for help in making sense of the new rules and for still more reforms.

Areas of concern include mandatory audio sponsorship identification, the definition of "use" and files broadcasters are required to keep.

The Republican National Committee, Republican Senatorial Campaign Committee and the National Republican Congressional Committee and their Democratic counterparts have asked the FCC to drop its recently imposed requirement that audio sponsorship identification of at least six seconds accompany the traditional visual identification.

Besides claiming that audio identification falls under the category of "forced political speech" and abridges First Amendment freedoms, the rule, politicians from both sides claim, would use at least 20% of a 30-second campaign commercial and "unreasonably and unconstitutionally" limit political speech. "Instead of being able to purchase and use 30 seconds for the same prices as other advertisers," the RNC filing states, "candidates are, in essence, now allowed to buy only 24 seconds for the 'lowest unit charge.' This deprives candidates of the benefit granted them by Congress."

It also may cost more. According to the petitions, "under the new rule, a candidate will now have to buy and pay for substantially more than a 30-second spot." Since the 36-second spot has yet to become a staple in the TV industry, politicians complain they will have to buy time in 40-, 45-, or 60-second units. The additional costs, they say, would defeat the purpose of the lowest-unit-rate rule.

The six-second identification would also likely eliminate the use of 10- and 15-second spots by politicians. Said the politicians: "Thus, the FCC's new sponsorship requirement inevitably

serves the interests of better-financed candidates (and, frequently, incumbents), who can more easily afford longer political commercials."

At issue for the Media Access Project is the FCC's new definition of "use," which the citizen's group said would allow independent groups to promote favored candidates without "triggering Section 315." The effect, according to the Media Access Project, "will be increased exposure of candidates who are backed by wealthy supporters." Previously, the FCC defined use to encompass any identifiable appearance by a candidate, whether by voice or picture.

Broadcasters filing petitions includ-

ed CBS Inc., Capital Cities/ABC and the National Association of Broadcasters. Common concerns include sponsorship identification, news adjacency positions, rotations and package plans.

Among their concerns:

- The FCC should modify its policy so that the time before and after news broadcasts may be priced and sold to political advertisers in a manner consistent with that offered to commercial advertisers, rather than at an artificial "news adjacency rate."

- Broadcasters should not have to provide their own sponsorship identification or risk violating the act in cases in which the ad is delivered to a station without proper identification. ■

First-round ballot decides eight radio board seats

By Randy Sukow

Eight of 12 races for National Association of Broadcasters radio board seats were decided after the first round of balloting, which ended Jan. 31. The remaining board members will be determined in a run-off mail vote, to begin Friday (Feb. 14).

Final run-off elections for six at-large television board seats will also begin Friday. Four of the 12 TV board candidates are incumbents.

Final results for both boards will be announced March 17. The new members will take office during the annual June board meeting in Washington.

Elected radio board members include Carl Venters Jr., president, Voyager Communications Group, Raleigh, N.C. (district 6); Charles A. Blake, vice president, WIKY-AM-FM Evansville, Ind. (district 10); Gene Millard, general manager, KEFQ(AM) St. Joseph, Mo. (district 12); Don Seehafer, president, Seehafer Broadcasting Corp., Manitowoc, Wis. (district 14); Ray Lockhart, president and general manager, KOGA-AM-FM Ogallala, Neb. (district 16); Dick Oppenheimer, president, Signature Broadcasting Co., Austin, Tex. (district 18); Alan W. Harris, general manager, KUGR(AM)-KYCS(FM) Green

River, Wyo. (district 20), and Robert L. Fox, chairman and CEO, KVEN(AM)-KHAY(FM) Ventura, Calif. (district 24).

All of the winners except Venters and Lockhart are incumbents.

Run-offs will be held in district 2 (New York and New Jersey) between William O'Shaughnessy, chief executive officer, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and John R. Quinn, president and general manager, WJDM(AM) Elizabeth, N.J.; in district 4 (Delaware, Maryland, Virginia and the District of Columbia) between Gerald J. Hroblak, chairman and president, United Broadcasting Co., Bethesda, Md., T. David Luther, president and general manager, WBTM(AM)-WAKG(FM) Danville, Va., and David L. Owen, president, general manager and general sales manager, WCVB(AM)-WCUL(FM) Culpeper, Va.; in district 8 (Louisiana and Mississippi) between John L. Peroyea, president, Narragansett Radio Inc., Baton Rouge, and Raymond Saadi, KHO-AM(AM)-KTIB(FM) Houma, La., and in district 22 (Arizona, Nevada, New Mexico and Utah) between J.D. Freeman, general manager, KMLE(FM) Chandler, Ariz., and Lee Shoblom, owner and operator, KFWJ-KBBC Lake Havasu City, Ariz. ■

Business

FISCAL PUNISHMENT: TV REVENUE AND PROFIT REPORTS ARE WOEFUL

Fourth quarter is better, but still below prior-year results

The extent of revenue decline for many TV station operators subsided in the fourth quarter, in part because results in last year's fourth quarter had already started to show some weakness. But decline was still the operative word.

Still, the less-worse condition tempered year-end financial results for some publicly held group owners, most of which had reported their 1991 results by last week. Operating margin for one group owner was half of what it was several years ago.

The worst hit was the television network at Capital Cities/ABC. In the fourth quarter the company's broadcasting revenue was up about 1%. Because operating expenses increased 5%, operating income for the group declined 17%.

A "substantial" decline in operating income was reported by the ABC TV Network, while other operations, including TV stations, showed a slight increase. For the year, operating income was \$669.7 million on revenue of \$4.3 billion. ESPN revenue was up more than 10%. Radio results were mixed, according to Wall Street analysts, with radio networks up and owned radio stations down. Results at the network were said to have improved as the quarter proceeded, with daytime doing especially well.

Among other group owners:

■ Gannett said broadcasting revenue declined 6% in the fourth quarter to \$100,804,000. Television revenue fell 3% in the period; radio revenue was 17% lower.

■ Media General said both revenue and operating income declined from the year-earlier fourth quarter at its three TV stations. J. Stewart Bryan III, Media General chairman, president and chief executive officer, said:

"The lingering malaise within the economy remains troubling...and there is yet no clear signal that advertisers sense an upturn in consumer confidence."

■ McGraw-Hill said its four affiliate TV stations had revenue declines of 8.5% and 5.5% for the fourth quarter and year, respectively. Operating profit plunged 38% for the quarter, 22.6% for the year, to \$26.9 million on revenue of \$98.1 million.

■ At Post-Newsweek stations, TV station revenue fell 5.8% for the fourth quarter and 8.9% for the year. Operating income for the year dropped 28.8% to \$49.1 million on revenue of \$163.5 million.

■ Scripps Howard said that excluding its May 30, 1991, purchase of WMAR-TV Baltimore, fourth-quarter TV and radio revenue decreased.

■ Times Mirror Broadcasting revenue decreased 4.6% in the fourth quarter and 9.9% percent for the full year. The company said higher costs incurred to improve programing contributed to drops in operating profit at the affiliate group of 12.9% and 33.7% for the fourth quarter and full year, respectively. In 1991 Times Mirror Broadcasting had revenue of \$94.2 million and profit of \$22.1 million.

■ At Tribune, fourth-quarter television and radio revenue increased 2% and 4%, respectively. Operating profit for the broadcasting and entertainment division rose 40% over the prior year's fourth quarter, when entertainment profits had plunged 57%. Television profits were up by an unspecified amount, and radio profits were down.

■ Westinghouse said its broadcasting group's revenue for the quarter and the year were about even with previous periods; operating profit was down substantially for both periods. ■

SOLD!

KZRC-AM/KXYQ-FM, Portland, Oregon from Daytona Group of Oregon, Inc., Norman S. Drubner, Principal, to KXYQ Broadcasting Company, Inc., Edward S. Leffler and the members of the Van Halen band, Principals, for \$1,300,000.

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GILLETT TO LOSE STATION EQUITY

Bankruptcy reorganization proposal gives 95% ownership to creditors

By Geoffrey Foisie

Ownership of Gillett Holdings' (GHI) three remaining TV stations will effectively pass to its creditors under a bankruptcy reorganization plan submitted last week. Although founder/manager George Gillett would lose 95% ownership in the proposed restructuring, he will personally hang on to GHI's 40% non-voting stake in SCI Television. In exchange for the SCI-TV stake, Gillett will transfer to GHI his ownership of *Vail* magazine and airport terminal facilities in Beaver Creek, Colo.

The proposed GHI restructuring, subject to bankruptcy court approval, will cut, by more than half, the company's \$1.2-billion debt load. In addition, for forgiving debt and injecting \$40 million in capital, one of the company's larger debt holders, a junk-bond firm run by former Drexel Burnham partner Leon Black, will obtain 52% ownership of the newly reconstituted GHI. Drexel raised the funds that Gillett used to build GHI in the first place.

But because the Black group's financing comes largely from foreign sources, most notably the French bank Credit Lyonnais, GHI would be in violation of the FCC's foreign ownership rules. Therefore, GHI will transfer control over the three TV stations for "nominal consideration to an independent U.S. citizen approved by the FCC or to an entity controlled by such a party." GHI will retain warrants to repurchase 95% of the stock under certain conditions, and will have a note from the TV stations with a face value of \$265 million.

Gillett would continue to manage the TV stations, and would have the authority to sell WTVT-TV Tampa if he obtained a price of at least \$170 million (the station was bought several years ago for \$365 million). The plan discloses that GHI recently bought out WTVT's 21% shareholder, Clarence McKee, for \$1 million. GHI's other stations, KSBW(TV) Salinas and

KSBB(TV) San Luis Obispo, both Calif., can similarly be sold if proceeds of at least \$55 million are obtained.

He would also have the right to buy back the creditors' 9.5 million GHI shares at prices beginning at \$19 per share and escalating sharply in subsequent years.

Contributing to GHI's problems—it also owns meatpacking and ski resort

operations—were declining results at the TV stations. Looking forward, the projected rate of revenue growth to 1994 is 6%. Broadcast film payments are projected to increase at 7%, with operating expenses growing at 2%.

The reorganization plan has been unanimously approved, "subject to documentation," by the creditors committee. ■

CURTAIN FALLS ON SALE OF ACT III STATIONS

The proposed sale of Act III's eight TV stations to ABRY Communications has fallen through. As initially announced, the deal called for TV producer Norman Lear to sell his 35% equity and 80% voting stake in the Fox affiliate group to Boston-based ABRY for \$30 million-\$40 million.

Negotiations ended, apparently because not all of Act III's other equity partners, which include Prudential and General Motors Pension Fund, were satisfied. Said Andrew Banks, one of ABRY's two managing partners: "There was an endless round of conflicting accommodations [for the selling party's various equity partners]. I would say we were disappointed; they are among the finest TV groups in the country."

Banks's characterization of the failure to complete the deal was confirmed by a high-level source within Act III, who also said there are no plans to continue seeking a sale of the station group. Banks said he and partner Royce Yudkoff are continuing to look for station acquisitions.



CAR ADS: SAYING THE 'U' WORD ON TV

Looking for the next recession-induced advertising trend? Some advertisers predict it will be increased advertising of used cars on TV. And not just any used cars, but so-called fleet cars or "program cars," the ones manufacturers sell in bulk to rental agencies and other companies and then buy back and auction to dealers for resale.

The market is so flooded with these almost-new cars that an Atlanta-based company, Smartcars, has built a growing national business by helping dealers unload them.

Smartcars provides its name, logo and TV ads to 110 dealers in 70 markets. In 1991, those dealers spent an estimated \$10 million to advertise pre-owned cars, according to Smartcars creative director David Jefferson.

"Yes, a Smartcar is a used car," Jefferson said, using the "U" word. "But it's a car that has been maintained, and has low mileage. It's a good value."

Buoyed by the surge in sales of fleet cars, used-car sales have outpaced new-car sales two years in a row, according to the National Automobile Dealers Association. And the gap is growing: from 400,000 in 1990 (14.3 million to 13.9 million) to 1.7 million in 1991 (14 million to 12.3 million).

—PV

Changing Hands

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

KYAK(AM)-KGOT(FM) Anchorage □ Sold by Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for \$1.225 million. Purchase includes KIAK-AM-FM Fairbanks, Alaska. Station was purchased last year for same price. **Seller** is headed by E. Roy Paschal, and is licensee of three AM's and three FM's. **Buyer** is headed by David E. Hartman, and has no other broadcast interests. KYAK is full-timer with modern country format on 650 khz with 50 kw. KGOT has contemporary hit format on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAK(AM) has modern country format on 970 khz with 5 kw. KIAK-FM has top 40 format on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain.

WZZC(FM) Benton, Pa. □ CP sold by Holt Associates Group Inc. to Robert C. Cordaro Inc. for \$540,000. **Seller** is headed by Arthur H. Holt, and has interest in WKAP(AM)-WZZO(FM) Allentown-Bethlehem, Pa. Holt Communications Corp. is licensee of two AM's and three FM's. **Buyer** is headed by Robert C. Cordaro, and has interests in licensee of WWAX(AM) Olyphant, Pa., and is permittee of WZZV(FM) Olyphant, Pa. WZZC has country format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain.

WLOP(AM)-WIFO(FM) Jesup, Ga. □ Sold by Jesup Broadcasting Corp. to Charles W. Hubbard Jr. for \$513,000. **Seller** is headed by Don Laduke and Garry M. Davidson. Davidson has interests in WDKD(AM)-WWKT-FM Kingstree and WPUB(AM)-WCAM(FM) Camden, both South Carolina. **Buyer** has no other broadcast interests. WLOP has country format on 1370 khz with 5 kw day and 36 w night. WIFO has AC format on 105.5 mhz with 3 kw and antenna 300 ft.

KISK(FM) Lowell, Ark. □ CP sold by Whitman Broadcasting Corp. to Zenith Broadcasting Corp. for \$390,000. **Seller** is headed by Douglas R. Whitman, who is general manager of KKIX(FM) Fayetteville, Ark. **Buyer** is headed by Edwin B. Alderson Jr., who owns 35% stock of Noalmark

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$205,000 □ 3

FM's □ \$16,889,192 □ 11

AM-FM's □ \$3,780,500 □ 7

TV's □ \$1,635,000 □ 3

Total □ \$22,509,692 □ 24

1992 to Date:

AM's □ \$205,000 □ 3

FM's □ \$18,319,192 □ 12

AM-FM's □ \$3,780,500 □ 7

TV's □ \$22,635,000 □ 4

Total □ \$44,939,692 □ 26

For 1991 total see Jan. 27, 1992 BROADCASTING.

Broadcasting Corp., licensee of three AM's and four FM's. KISK is allocated to 101.9 mhz with 50 kw and antenna 492 feet above average terrain.

WKCI(FM) Hamden (New Haven), Ct. □ Sold by Noble Broadcast Group to Clear Channel Communications for \$14 million. **Seller** is headed by John T. Lynch, and is licensee of eight AM's and nine FM's; it also operates Noble Merchandising Services, marketing and promotions company. **Buyer** is headed by L. Lowery Mays, and recently purchased WPTY-TV Memphis, Tenn., from Chase Communications Inc. ("Changing Hands," Feb. 3). It is licensee of eight AM's, eight FM's and six TV's. Waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kans., is pending. WKCI has top 40 format on 101.3 mhz with 10 kw and antenna 1,070 ft.

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Technology

SATELLITE PIRACY: BEGINNING OF THE END?

More programmers are expected to commit to VideoCipher-RS during this week's SBCA winter show, where Ku-band and digital technologies will also draw attention

By Peter Lambert

General Instrument's VideoCipher Division hopes to share center stage at this week's Satellite Broadcasting and Communications Association trade show with cable programmers announcing adoption of a new VideoCipher scrambling system designed to make piracy the exception, not the rule, in satellite TV.

In addition to addressing scrambling issues, the Feb. 11-14 show at Bally's Casino Resort in Reno will feature a keynote address from Senate Commerce Committee member Richard Bryan (D-Nev.) and panels on high-power, Ku-band direct broadcast satellites, sports programming and digital video technologies.

GI is used to the SBCA limelight. Vilified by many a home dish owner for encrypting once-free satellite programming—and by programmers for overpromising the effectiveness of its VC-II descrambler—the company has been at the center of controversy in an industry that, six years after scrambling, can accurately claim fewer than 10% of three million dish owners as paying subscribers, sources said last week.

However, three weeks ago, HBO, Showtime, TCI-controlled Netlink and Turner Broadcasting uplinker Southern Satellite Systems committed to shut off their VC-II feeds next fall, shifting then to GI's upgraded "renewable security" system, VC-RS, incorporating a replaceable TvPass card that carries encryption information (BROADCASTING, Jan. 20).

A week later, the majority of nearly 40 remaining programmers met with GI in Dorado, P.R., and last week several signed agreements in principle to adopt VC-RS, said Esther Rodriguez,



Showdown with piracy begins this week at Bally's Reno Hotel

VideoCipher's vice president of marketing and communications.

SBCA President Chuck Hewitt believes the VC-RS conversion is certain to bring home satellite "to a new plateau. I think things will change radically when we have one million paying subs, a significant market," he said, adding, "there's a good chance we can reach that in 1993." Programmers, such as Encore Chairman John Sie, who will join an industry leaders panel on Feb. 12, are already showing increased interest in plumbing that market, Hewitt said.

And noting that Thomson Consumer Electronics last week committed \$50 million to build and market digital equipment to receive Hughes Communications' "DirectTV" high-power DBS service to 18-inch dishes beginning in early 1994 (see "Top of the Week"), Hewitt predicted that small Ku-band dish sales will exceed 80% of the business by 1997. At the same

time, he projected that C-band, although a shrinking new system sales segment, will still outpace today's C-band sales.

For that to happen, piracy must go. In Reno, GI will conduct 18 VC-RS conversion seminars for equipment dealers, beginning a \$50-million project to supply 270,000 paying VC-II owners with VC-RS by next fall.

The programmers appear satisfied that the upgrade to renewable security will make tampering with and reselling descramblers a prohibitively expensive business—at least until the implementation of digital transmission, when, said Hewitt, "clearly the field is open" for competitors to gain a share of future encryption business.

SBCA's show will also focus on the launch later this year of more powerful C-band satellites (where the preponderance of cable programming remains), which will be able to reach smaller (four- to six-foot), more affordable

dishes, raising prospects for greater sales. Mid-power Ku services to three-foot dishes also promise to expand the market.

A Feb. 13 DBS panel will feature James Ramo, vice president of DBS for Hughes; Stanley S. Hubbard, president of Hubbard Broadcasting, whose United States Satellite Broadcasting purchased five Hughes DBS transponders for more than \$100 million last year; Edward Taylor, chairman of Local-DBS Inc. (which proposes to put every local broadcaster in the nation into the 18-inch-dish business) and Stu Levin, president of TVN, operator of a 10-channel, C-band pay-per-view satellite service.

Whatever the dish size, said Hewitt, the SBCA continues to pursue federal

COPYRIGHT "JUMP START"

Cable has gotten its jump start, and now we need ours," said Satellite Broadcasting and Communications Association President Chuck Hewitt, commenting on the U.S. Copyright Office's conclusion that satellite carriers do not qualify for equal treatment with cable systems under the Cable Compulsory License law. As Congress considers mandating access to cable programming for competing multichannel services such as satellites (BROADCASTING, Feb. 3), Hewitt noted that the U.S. Court of Appeals in Atlanta ruled only last September that Satellite Broadcast Networks, carrier of network signals to home dishes, is entitled to a compulsory license. For now, the 1988 Satellite Home Viewers Act grants home dishes the privilege through 1994. "To get competitive with cable," said Hewitt, "we're going to need access for a number of years." ■

remedies, through the FCC, to local ordinances and community covenants that prohibit consumers from installing

satellite, and often any other, TV antennas—an unfair advantage for wired services, he said. ■

ATRC SAYS ITS DIGITAL HDTV COULD LEAD TO A SINGLE VIDEO, COMPUTER STANDARD

NBC's 'emphasis is now behind' the MPEG-based system

By Peter Lambert

According to Michael Sherlock, president of NBC Operations and Technical Services, at least one of the broadcast television networks—the "show-me states" of video high technology—has joined the FCC and manufacturers in bidding farewell to analog TV in the United States.

"All of our emphasis is now behind the advanced digital system," Sherlock said. "Our goal has changed to go for the gold."

That "gold" is Advanced Digital HDTV (ADTV), a system NBC and its Advanced Television Research Consortium (ATRC) partners claim is high-definition TV and much more. Indeed, said ATRC, its approach may "achieve the most powerful economy of all—a single compression standard for all consumer and computer delivery media, which will eliminate the need for multiple-decoder types and create economies of scale."

With the caveat that ATRC must submit by late this week a refined "extract" of the document it presented to the Systems Analysis Working Party of the Advanced Television Advisory Committee (an extract describ-

ing nothing beyond the hardware that will enter the test center), ADTV gained final certification to enter testing in April.

ATRC—comprising NBC, Philips Consumer Electronics, the David Sarnoff Research Center, Thomson Consumer Electronics and Compression Labs Inc.—said its system's picture, sound and coverage will match other digital proposals (from General Instrument-MIT and Zenith-AT&T). And, with the Motion Pictures Experts Group (MPEG) compression standard as its basis, they said, ADTV will also prove "compatible with digital video, consumer electronics, telecommunications and computer industries around the world"—including compatibility with computer-friendly square-pixel formats.

ATRC staked its claims several days before Hughes Communications contracted Thomson to design and manufacture digital receivers for the direct broadcast satellite that Hughes plans to launch in late 1993 (see "Top of the Week")—a system "very similar" to ADTV, said D. Joseph Donahue, senior vice president of technology and business development for Thomson.

ADTV will incorporate a "spectral-

ly shaped" quadrature amplitude modulation (SS-QAM) scheme, which selectively assigns MPEG++ video data and MUSICAM audio data to a high-priority carrier delivering viewable picture and sound. A separate "standard priority" carrier delivers data adding up to "full-quality HDTV service."

Although ADTV's coverage area would be defined by its "standard" carrier reach, ATRC said the modulation scheme will provide "graceful" rather than sudden signal dropoff at the area's edge.

The document also said standard filters in NTSC receivers will naturally attenuate the high-priority signal, thereby providing high immunity to co-channel interference.

Other features, it said, allow users to flexibly assign "packets" of digits to variable services, each packet carrying a header identifying it as video, audio or data. In allowing a broadcaster to send any combination of audio or data burst packets, "it is this innovation that can make HDTV a more interactive medium," said Philips Laboratories President J. Peter Bingham. The 24-megabits-per-second signal will also use forward and backward motion estimation, it said. ■

Date Book

■ Indicates new listing or changed item

THIS WEEK

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

Feb. 9-14—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

■ **Feb. 10**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Speakers: Dr. David Lehr, Roger Grimsby, Dr. Ruth Westheimer, Riska Platt and Gary Null, Ph.D. Copacabana, New York. Information: (212) 768-7050.

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**—"Corporate Image and Advocacy Advertising: Is Perception Reality?" seminar sponsored by the *Advertising Club of Metropolitan Washington*. Sheraton Washington Hotel, Washington. Information: (301) 656-2582.

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 or distributed after March 1, 1991. Information: (914) 238-4481.

■ **Feb. 14**—Deadline for U.S. entries in radio programming and promotion awards competition sponsored by *The New York Festivals*. Categories are news programs, information, entertainment, on-air talent, programming format, promotion spots, public service announcements and craft and techniques. Submissions must have been produced or first broadcast after March 1, 1991. Information: (914) 238-4481.

■ **Feb. 14**—*Women in Communications, Inc., Washington, D.C. chapter*, Valentine's ball. Holiday Inn Crowne Plaza, Washington. Information: Danna Walker, (301) 530-6746.

■ **Feb. 14-16**—16th *AmiEXPO* computer/video con-

MAJOR MEETINGS

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 Ve-

gas, 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. Baltimore, 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.

ference. Queen Mary ocean liner, Long Beach, Calif. Information: (914) 741-6500.

ALSO IN FEBRUARY

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—*International Radio and Television Society* under-30's seminar. Theme: "Unforgettable Moods: Creative Advertising and How It Affects the Viewer." Conference Room A, Mezzanine level, NBC, New York. Information: (212) 867-6650

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

Feb. 19—*American Women in Radio and Television. Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

Feb. 19—Fifth annual Cable Cup Challenge sponsored by *New York Women in Cable*. Eighth floor conference room, Time-Life Building, New York. Information: Susan Kearns, (212) 258-7584.

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 Blasinsky, (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—*National Academy of Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil J. Rosini, attorney. Copacabana, New York. Information: (212) 768-7050.

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—Deadline for entries for sports Emmy Awards nominations sponsored by the *National Academy of Television Arts and Sciences*. Information: David Beld, (212) 586-8424.

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—"Prostitution, Politics and Powder," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Peppermill Hotel Casino, Reno, Nev. Information: Rachel Ambrose, (213) 626-1200.

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 2—Deadline for overseas entries in radio programming and promotion awards competition sponsored by *The New York Festivals*. Categories are news programs, information, entertainment, on-air talent, programming format, promotion spots, public service announcements and craft and techniques. Submissions must have been produced or first broadcast after March 1, 1991. Information: (914) 238-4481.

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) 327-4487.

March 4-21—*Museum of Television and Radio* presents the ninth annual television festival in Los Angeles. Leo S. Bing Theater, Los Angeles County Museum of Art, Los Angeles. Information: Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

March 5—*National Association of Black Owned Broadcasters* eighth annual communications dinner. Featuring presentation of the pioneer in entertainment award to Black Entertainment Television president and founder Robert Johnson and the lifetime achievement award to entertainer Michael Jackson. Sheraton Washington Hotel, Washington. Information: (202) 463-8970.

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, sales 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. 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, Martinsburg, 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 Schroeder 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 28—National Academy of Television Arts and Sciences sports Emmy Awards nomination announcements. Information: David Beid, (212) 586-8424.

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 3-5—Associated Press Television-Radio Association of California-Nevada, 45th annual convention and awards. San Diego Princess Resort, San Diego. Information: Rachel Ambrose, (213) 626-1200.

April 3-5—Society of Professional Journalists, regional 2, conference. Theme: "Reporting in 1992: Juggling Budgets, Politics and Public Perceptions." Old Colony Inn, Alexandria, Va. Information: Amy Young, (202) 737-3199.

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.

April 9-10—"Cable Television Law 1992: Cable Faces Congress, the Courts and Competition," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

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

April 10-13—Broadcast Education Association 37th annual convention. Las Vegas Convention Center, Las Vegas. Information: Louisa A. Nielsen, (202) 429-5354.

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. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World conference, Rick Dobson, (202) 429-5335.

April 17-18—14th annual black college radio convention sponsored by *National Association of Black College Broadcasters*. Ramada Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

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

April 22-24—Broadcast Cable Financial Management Association 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200.

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

April 26-May 2—Golden Rose of Montreux festival

for light entertainment television programs. Sponsored by *Swiss Broadcasting Corporation* and the *City of Montreux*, Montreux, Switzerland. Information: (212) 223-0044.

April 29—Gold Medal Award dinner sponsored by *International Radio and Television Society*. Recipient: Michael Eisner, chairman and CEO, The Walt Disney Company. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

April 30—"Murder, Cover-up and the News: The Case of CBS News Correspondent George Polk," a conversation with Kati Marton, former Bonn bureau chief, ABC News, and author of *The Polk Conspiracy*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

MAY

May 2-6—Public Radio annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

May 3-6—National Cable Television Association annual convention. Dallas Convention Center, Dallas.

May 5—Women in Cable Accolades breakfast. Dallas. Information: Cathy Pena, (312) 661-1700.

May 13—Broadcaster of the Year luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

May 19—"Women in Sports Media," luncheon sponsored by *American Women in Radio and Television*, New York City chapter. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

May 21—Federal Communications Bar Association luncheon. Speaker: Brit Hume, ABC White House correspondent. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

May 26-27—Cable Television Administration and Marketing Society third annual pay-per-view convention. Walt Disney World Yacht Club, Orlando, Fla. Information: Robert Westerfield or Kirsten McConnell, (703) 549-4200.

May 27-31—American Women in Radio and Television 41st annual convention. La Posada Resort, Scottsdale, Ariz. Information: (202) 429-5102.

May 31—Deadline for entries in 1992 Crystal Radio Awards sponsored by *National Association of Broadcasters Radio Department*. Information: William Peak, (202) 429-5422.

May 31-June 3—35th annual Canadian Cable Television Association convention and cableexpo. Vancouver. Information: (613) 232-2631.

May 31-June 3—Cable Television Association of Maryland, Delaware and the District of Columbia annual spring meeting. Sheraton Ocean City Resort and Conference Center, Ocean City, Md. Information: Wayne O'Dell or Patricia Rodriguez, (410) 266-9111.

JUNE

June 7-9—New Jersey Broadcasters Association 46th annual convention. Trump Castle Hotel and Casino, Atlantic City, N.J. Information: (201) 247-3337.

June 7-10—Women in Cable management conference. Denver Marriott City Center, Denver. Information: Renee Gill, (312) 661-1700.

June 7-13—Radio Executive Management Development seminar sponsored by *National Association of Broadcasters Radio Department*. University of Notre Dame, South Bend, Ind. Information: Jackie Kane, (202) 429-5402.

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

June 11—*New York Festivals* awards ceremonies. Sheraton Centre Hotel, New York. Information: (914) 238-4481.

June 11-14—*Missouri Broadcasters Association* spring meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 12-14—*Alabama Broadcasters Association* annual summer convention. Lakeport Resort, Eufaula, Ala. Information: (205) 979-1690.

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 18—*Federal Communications Bar Association* luncheon. Speaker: Talbot S. D'Alemberte, president of the American Bar Association. Washington Marriott. Washington. Information: Mary Blasinsky, (202) 833-2684.

June 20-22—Ninth annual *ShowBiz Expo* trade show and conference. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 23-26—*National Association of Broadcasters* joint board meeting. Washington. Information: (202) 429-5300.

JULY

July 2-7—14th *International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

July 10-12—*Oklahoma Association of Broadcasters* summer meeting. Shangri La Resort, Grand Lake, Afton, Okla. Information: Carl Smith, (405) 848-0771.

July 15-16—*Wisconsin Broadcasters Association* summer convention. The Chula Vista, Wisconsin Dells, Wis. Information: John Laabs, (608) 255-2600.

July 16-20—Fifth annual *International Teleproduction Society* forum and exhibition. Beverly Hilton Hotel, Los Angeles. Information: Jessica Josell, (212) 877-5560.

July 19-21—*South Carolina Cable Television Association* and *North Carolina Cable Television Association* joint summer meeting. Westin Resort, Hilton Head, S.C. Information: Nancy Horne, (404) 252-2454.

July 26-28—Wireless Cable 92 sponsored by *Wireless Cable Association International*. Orlando, Fla. Information: (202) 452-7823.

July 29—*New York State Broadcasters Association* 31st executive conference. Gideon Putnam Resort Hotel, Saratoga Springs, N.Y. Information: Joe Reilly or Sharon Van Loan, (518) 434-6100.

AUGUST

Aug. 11-14—*Idaho Cable Television Association* summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Aug. 13-16—*West Virginia Broadcasters Association* 46th annual convention. The Greenbriar, White Sulphur Springs, W. Va. Information: Marilyn Flechter, (304) 344-3798.

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

SEPTEMBER

Sept. 11-13—*ShowBiz Expo East* trade show and conference. Meadowlands Convention Center, Secaucus, N.J. Information: (213) 668-1811.

OCTOBER

Oct. 1-4—*Women in Communications, Inc.* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

Oct. 8-10—*Minnesota Broadcasters Association* and *Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

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

Oct. 16-17—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

NOVEMBER

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

Nov. 19-22—*Society of Professional Journalists* national convention. Baltimore. Information: (317) 653-3333.

Open Mike

RECORD STRAIGHTENER

EDITOR: Jim Greenwald never suggested to NATPE's "Money, Money, Money: Why Aren't Stations Getting Any?" session (BROADCASTING, Jan. 27) that "television salespeople are essentially order-takers who have failed to come up with aggressive or creative strategies," nor did he agree with James Rosenfield (of Blair), who said: "of all media, only spot and network television are bought and not sold." Perhaps Mr. Rosenfield was pointing his finger at the agencies, who are accustomed to calling for avails and not open to more creative uses of our medium.—*Lucille Luongo, senior vice president, corporate communications, Katz Communications, New York.*

SUMMING UP BARNATHAN

EDITOR: In your Feb. 3 editorial about Julie Barnathan's retirement from Capcities/ABC, BROADCASTING referred to him as "feisty, argumentative, opinionated." He is all of the above, but there is another quality worth noting.

A number of years ago, at an FCC hearing on television captioning for the hearing-impaired, I was odd man out, announcing, explaining and justifying the then-CBS position of not going along with ABC, NBC and PBS in the captioning project because of our work with teletext. CBS

and I were roundly attacked by the commissioners and others.

Only Julie defended—although disagreeing with—our position, even though captioning was one of his pet projects. Julie recounted the long history of CBS involvement with captioning development, said that teletext wouldn't succeed but felt that CBS was entitled to try another system.

No one asked Julie to speak out as he did. He made an intellectually honest statement that ran counter to all others (except mine) at an emotionally charged hearing. Therefore, to BROADCASTING's words used to describe Julie, please add "fair-minded."—*Gene P. Mater, vice president, International Media Fund, Washington, and former senior vice president, CBS/Broadcast Group.*

CROSSOWNERSHIP CONCERN

EDITOR: Any further relaxation of the FCC's crossownership rules will most certainly intensify the possibility of violations of the antitrust laws. It behooves the commission, as well as the Department of Justice and all interested parties, to be seriously concerned with the potential impact in this area. Such consideration, especially by the commission, is essential if it is to meaningfully discharge its legislative mandate to serve the public interest.—*Reuben Lozner, Chevy Chase, Md.*

Classifieds

Please call for rates: (202) 659-2340.

RADIO

HELP WANTED MANAGEMENT

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. EOE. (No phone calls please.)

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.

Sales manager: WBUX-AM, Doylestown, Penna. (Suburban Phila. market) seeking aggressive sales manager to double billing in 1992. New ownership w/support of nationally-known consultant. New "90's" format. Upscale with lots of business and 1/2 million population! Send resume to: M.M. Wesley, President, Network Broadcasting Corp., PO Box 689, Newtown, PA 18940. EOE.

Traffic director: WASH 97.1 FM has an opening for a traffic director. The successful candidate should have at least three years experience in radio traffic and one year experience with JDS computer systems. The traffic director must be very detail oriented and able to work well with people. Please send resume and salary requirements to: J. Christopher Broullire, General Sales Manager, WASH 97.1 FM, 3400 Idaho Avenue, NW Washington, DC 20016. EOE M/F

Station manager: Dominant small Midwest FM/AM looking for an individual with solid management and sales background. Reply to Box B-17. EOE M/F.

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.

General sales manager: We need a highly motivated person with ability to train and lead a young, aggressive staff with a market leading AM/FM station. Advancement opportunities available. Reply to Box B-20. EOE M/F.

Senior account rep position available spring/early summer. Great producing list. PA medium market. Fantastic company. EOE. Reply to Box B-18.

Top ranked combo in big ten college market in PA is looking for a top flight experienced account exec who has the right stuff to segue into a GSM post. Solid number 1 account list to start. Job has all the pluses... Great lifestyle market, stations with the numbers, and a plus year in the recession of 1991. Resumes, references, and proof of track record to GM, WMAJ/WBHV, Box 888, State College, PA 16801. 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.

Chief engineer with outdoor lifestyle: Small market combo in Northern California seeks fulltime translator, and studio expert. We can't pay a lot, but it's California's most beautiful area. We're fully automated with digital equipment. Preventative main, and neatness count. Call 916-842-4158 or Fax 916-842-7635 to Gary Hawke. EOE.

HELP WANTED NEWS

News director/anchor wanted by Midwest 5-K 24-hour all news station, serving market of over a million listeners. Send resume and aircheck to National Broadcast Productions, 54020 Mound Rd., Utica, MI 48316. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

The Native Broadcast Center, a project of the Alaska Public Radio Network, is currently seeking qualified Native American trainers to conduct public radio workshops in basic production, mid-level & advanced production; engineering; operations; announcing; bilingual programing; development/fundraising; management and program director training. Interested applicants, please submit a resume and letter of introduction to Jaclyn Saltee, NBC Director, APRN, 810 East Ninth Avenue, Anchorage, AL 99501. 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.

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/programing 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.

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

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

Record setting sales manager, organized, motivator, leader; strong in details, teaching, selling, promotions, ideas. Want GM opportunity. Reply to Box B-24.

Got the billing and ratings up! Got the overhead down! Got the station sold! Got a new owner whose young son wants to try his hand at being GM! Got to find another station to help! Got a track record solid as a rock! Call Scott at 404-722-9696 day or 404-738-6523 anytime.

Manager: Experienced, sober, honest, reliable. Prefer Georgia or Florida - medium or large market. Call for resume 912-265-2161.

General manager with over 20 years turnaround/revitalization now available after 11 years with same group. Success ranges from top five to medium markets. Strengths include sales, programing and administration. Reply to Box A-36.

Experienced group VP or GM: Outstanding major and medium market successes... all formats. Ability to position properly and sell effectively. Bottom line savvy generates high profits. Reply to Box B-19.

General manager: 25 years experience. All size markets: Management, sales, training, value-added selling, promotion, programing, cost control, bottom line. Aggressive team builder. Bob—412-431-5138.

General manager in medium market with sales/programing background looking for situation in NY, New England, PA or NJ only. Opportunity more important than market size. Station GM or corporate programing positions considered. Reply to Box B-21.

Experienced mature general manager. 20 years management and sales success. Former station owner. Available now. Box 2188, Laughlin, NV 89029.

SITUATIONS WANTED ANNOUNCERS

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Medium market CHR PD wants to help your station win! Can develop Adult CHR format or traditional CHR format to reach 12-34 or 18-34 demographics. Excellent leadership skills, production abilities and references. Call Jeff Rivers at 512-618-2824.

TELEVISION

HELP WANTED MANAGEMENT

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 traits 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.

Top 40 group-owned Indy seeks top notch business manager. Applicant should have minimum 2 years television experience and outstanding accounting skills. Reply to Box B-25. EOE.

Vice president, Hispanic television network. Required: Bachelor in Business Administration and eight years of experience as VP or senior management position in advertising, marketing or TV industry in Hispanic markets. Fluency in Spanish and English. Will supervise and coordinate special projects, in conjunction with marketing/advertising departments, and represent employer in sales related activities. 40 hrs/wk. \$100,000-\$170,000/yr. depending on qualifications and experience. Send resume only to Job Service of Florida, 701 S.W. 27th Avenue, Room 15, Miami, FL 33135. Ref. Job Order #FL 0510110. EOE.

General manager: WNAX Yankton, SD. AM/FM combo with Park Communications, Inc. Must have stable employment history, good sales experience and solid budget and expense control. Submit letter and resume giving complete career, salary history and references to: Rick Prusator, PO Box 550, Ithaca, NY 14851. EOE.

General sales manager: WHEN/WHRP Syracuse, NY. Proven sales leadership a must. Send letter and resume giving complete career, salary history and references to: Dick Carr, 620 Old Liverpool Road, Syracuse, NY 13217. EOE.

HELP WANTED FINANCE

Chief financial officer: Independent group headquartered in top-10 market seeks CFO. Experience required in managing financial reporting, investor relations and MIS management. Good negotiating and analytical skills. Reply to Box B-26. EOE.

HELP WANTED SALES

General sales manager: WEAU-TV, the NBC affiliate in the LaCrosse/Eau Claire market, seeks a high energy, highly motivated, competitive person to lead its sales staff. Proven track record in all aspects of local sales a must. Send resume to Cheri Weinke, General Manager, WEAU-TV, Box 47, Eau Claire, WI 54702. EOE.

General sales manager: WCBD-TV 2, Charleston, SC. Candidate must have local and national rep experience working for one of the major rep companies, plus sales management experience. Send resume, sales philosophy and salary requirements to WCBD-TV, Personnel Dept. #751-G, PO Box 879, Charleston, SC 29402. No phone calls please. EOE M/F. Drug testing.

Account executive: At least two years experience in broadcast sales. Consideration given to transferable media experience. Must be able to persuasively communicate both orally and in writing, demonstrate ability and commitment to a sales career. Respond in writing only: Gil Fitts, Local Sales Manager, WTVN-TV, PO Box 1950, Raleigh, NC 27602. EOE. A CapCities/ABC station.

HELP WANTED TECHNICAL

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 70184-0206. No telephone calls, please! WYES-TV is an equal opportunity employer.

Television director/technical director: WTVN is seeking a television director/TD with a minimum of 2 years experience directing and switching news programs, commercials and promotion. Operational knowledge of Grass Valley 300 switcher, Grass Valley Kaleidoscope, Chyron CG and Harris Still Store a plus. Send resume and non-returnable tape. No phone calls please. Jeffrey Hester, Senior Director, WTVN-TV, PO Box 2009, Durham, NC 27702. A CapCities/ABC station. EOE.

Chief engineer: KSTS Channel 48/Telemundo in San Jose seeks applicants for the position of chief engineer. Extensive UHF transmitter experience required. Competitive compensation and benefits. Send resume to: Human Resources, KSTS TV 48, 2349 Bering Drive, San Jose, CA 95131. EOE.

HELP WANTED NEWS

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 topics 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.

Anchor: NBC affiliate with an expanding news operation and all the toys needs top-notch 6/11 co-anchor to complement male counterpart. Significant anchoring/reporting experience, leadership skills and a personable, credible style are a must. Send resume, statement of news philosophy and non-returnable VHS tape (including last night's air check) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls, faxes or beginners. EOE.

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. EOE.

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.

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.

News: Are you the #2 person looking to be news director? Network affiliate on the Gulf Coast is looking for you. Our ratings are the highest in our history. Need aggressive leader to take us to #1. Reply to Box B-27. Equal opportunity employer.

News photographer: Seeking video photographers for current and future news department openings. Applicants should be able to demonstrate proficiency shooting ENG equipment and editing Beta and 3/4" video tape. Experience in TV news environment preferred. Send resume and audition tape to: Personnel Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

Videotape editor: Seeking videotape editor for current news department opening. Applicant must demonstrate proficiency with Beta and 3/4" editing equipment. Send resume to: Personnel Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

Weather: Dominant Southeast network affiliate needs weekday meteorologist. This person must make the weathercast come alive. Experienced weathercasters only. Send resumes and salary requirements to Box B-28. EOE.

News director: Strong NBC affiliate needs good journalist, manager and producer, but who doesn't? Resume and letter with news philosophy to Margo Cobb, General Manager, WLBZ-TV, PO Box 415, Bangor, ME 04402-0415. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

Executive producer for Hispanic television network. Required: Bachelor degree in Television Production, fluency in Spanish, and 6 years of experience, including executive production of at least 25 variety shows for a national television audience in Hispanic market. \$83,000/yr. 40 hrs/wk. Duties include coordinating all facets of program production, including the selection and supervision of writers, leading rehearsal and meeting management objectives in programming concepts and execution. Contact the Florida State Employment Service at 701 S.W. 27th Avenue, Room 15, Miami, FL 33135 and send resume only. Ref. Job Order #FL0545175. EOE.

Program manager: Booming public TV station in #1 market seeks experienced programmer to supervise program acquisitions, prepare advance program schedule, supervise traffic operations and research activities. Seeking aggressive individual able to take a competitive approach to programming an innovative public television station. 2-3 years experience in television programming, preferably in a public television station. Reports to director of programming. Salary open. Resumes to Myra Pollock, WLIV Channel 21, PO Box 21, Plainview, Long Island, NY 11803. EOE/AA.

Production manager: The 124th market in Southeast seeks creative person who works well with veteran production staff. College degree and a minimum of 3 years TV production and writing experience required. Should be proficient in 3/4" editing. Experience with paint box graphics system and live satellite productions helpful. Send resume/tape to: General Mgr., WCBI-TV, PO Box 271, Columbus, MS 39703. No phone calls. WCBI-TV encourages women and minorities to apply. EOE.

We are looking for a director/producer with 5 years experience who can direct and switch a fast paced, high profile, top 50 market newscast and produce creative and exciting spot announcements. Send cover letter and resume only to Jon-Mark Davey, Production Manager, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. EOE.

Network affiliate in top fifty market is in search of a traffic supervisor with 5 years traffic experience. Applicants must have Columbine experience as well as knowledge of avals, all aspects of log editing, continuity and order entry. Send cover letter and resume to Paul Reece, Business Manager, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. EOE.

Musical director, Spanish language television network. At least 10 years of experience is required, with at least 50 performances on national television for Hispanic market, and fluency in Spanish. Duties include creating and directing musical arrangements, performing on the piano, preparing and providing musical education to the viewing audience, selecting musicians and musical pieces. \$42,000/yr. 40 hrs/wk. Contact the Florida State Employment Service at 701 S.W. 27th Avenue, Room 15, Miami, FL 33135. Send resume only. Ref. Job Order #FL0545192. EOE.

NHPTV program manager: Enjoy a programming challenge? Skilled at creating a unique schedule in an overlap market? New Hampshire Public Television seeks experienced programmer or savvy #2 person ready to move up for state network in the 6th market. NHPTV is a successful, ambitious station looking for a detail-oriented, competent and clever person to do schedule, and oversee continuity, traffic, on-air promotion and other projects. Strengths in PTV scheduling, acquisitions, audience research preferred. Minimum qualifications: Bachelor's degree in related field, 3 years experience in television programming. Salary range is \$29,380 to \$45,150 commensurate with experience. (Remember NH has no state, city or sales tax!) Send resume and copy of your station's schedule to: Cynthia Fenneman, Director of Broadcasting, NHPTV, Box 1100 (B), Durham, NH 03824. Application deadline is February 24, 1992. NHPTV/UNH are AA/EEO employers.

Design director: KRON-TV in San Francisco is looking for a design director who could be mistaken for a creative machine. Qualified candidates must have 3-7 years television design experience, of which 4 must be in a management capacity. Direct, hands-on working knowledge of computer graphics, print design, three dimensional art (sets), and desktop publishing is a must. Four year B.A. degree preferred. In return for your expertise, we offer an excellent salary and benefits package. Please send resume and reel by 2/28/92 in confidence to: Jan van der Voort, Vice President, Human Resources, PO Box 3412, San Francisco, CA 94119. EOE.

Northeast TV station seeks qualified broadcast computer graphics artist. Please send resume and equipment experience to Box B-22. EOE/MF.

Rep programmer: Katz Programing, New York, looking for affiliate programming consultant. Must be knowledgeable in syndication, scheduling, able to handle pressure, shifting priorities and creative enough to see the big picture. Please send resume to: Ruth Lee, VP/Director of Continental Programing, Katz Communications, One Dag Hammar-skjold Plaza, New York, NY 10017. Absolutely no calls. EOE.

SITUATIONS WANTED MANAGEMENT

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 SALES

Independent sales rep. needs production/syndication materials, products, services, etc. to sell in the Northwest. Skip Piper, 206-425-4579. POB 565, Longview, WA 98632.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box B-23.

SITUATIONS WANTED NEWS

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

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.

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

15 year radio news pro wants to move to TV as writer, reporter, or assignment editor. Call Kevin 216-228-0155.

Dynamic, AMS Seal meteorologist with warm personality, ratings increases, and ideas to help you make money. Reply to Box A-31.

MISCELLANEOUS

Independent Television Service (ITVS) is seeking proposals for film and video projects intended for broadcast on public television. ITVS funds independent producers to create programs of all genres. Open call deadline: March 16, 1992. For guidelines: ITVS, PO Box 75455, St. Paul, MN 55175. 612-225-9035.

THE HOT SHEET: broadcasting's most comprehensive job journal. Hundreds of fresh leads in all fields; published twice weekly; optional instant access; no blind boxes; timely advice on future availabilities; written money-back guarantee. Subscribe today, and ask about our complete "portfolio of services". Media Marketing, PO Box 1476-PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or FASTFAX: 813-787-5808.

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.

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

Bill Slater and Associates helps you move up. Coaching and placement help, reporters and anchors. Audition tape help. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to teach television production courses including single camera production in a variety of tape formats, elements of TV studio production and sight/sound/motion (media aesthetics); serve as executive producer of programs produced by Master of Fine Arts students. Doctorate, or five years of professional experience in television production. Please send resume and three references by March 16, 1992 to: Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. EOE.

Full professor to serve as senior faculty member in the Master of Science program in TV Programming and Management and to advise graduate students in the Master of Fine Arts program in TV Production; teach courses in mass media, introduction to broadcasting and international broadcasting. Doctorate, or equivalent professional experience in television programming and management. Please send resume and three references by March 16, 1992 to: Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. EOE.

Mass communication/journalism: Temporary position to begin Fall 1992, pending budgetary approval. Assistant professor, Ph.D. preferred, M.A., teaching and significant professional experience required. Duties include teaching courses in media writing and journalism and one or more of the following areas: Public relations, media and communication research, mass media theory and criticism. Additional responsibilities include committee work and student advisement. Women and minorities are encouraged to apply. For full consideration, send letter, vita, transcripts, writing sample and three letters of recommendation by April 1, 1992, but applications will be accepted until position is filled. Send to: Search Committee, Communication Studies, SUNY Oswego, Oswego, NY 13126. AA/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.

HELP WANTED TECHNICAL

Communications engineer: Consulting electronics engineering firm seeks associates to join our successful and growing professional practice covering AM, FM, and TV broadcasting, HDTV, DAB, wireless cable, microwave, PCS, land mobile, and facilities design. A successful candidate will possess a strong background in any of these disciplines plus outstanding interpersonal skills, a B.S. degree in Engineering, and the ability to speak and write well. For consideration, reply in confidence to: Robert W. Denny, Jr., Jules Cohen & Associates, P.C., PO Box 65705, Washington, DC 20035-5705. EOE.

SITUATION WANTED MANAGEMENT

Broadcaster seeks TV/radio management position in midwest leading toward ownership. Call evenings 708-333-0996 Tom.

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.

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.

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

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

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

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

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

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.

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.

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

TELEVISION

HELP WANTED MANAGEMENT

ChicagoLand TELEVISION

Chicago's Very Own
Cable News Channel
Ground Floor Opportunity!
An Exciting New Program Service
Premiering January 1993

Now hiring:

DIRECTOR OF SALES

Requires solid TV ad sales and sales management experience with cable ad sales background a big plus.

DIRECTOR OF HUMAN RESOURCES
Requires solid generalist background and minimum five years experience.

Send Your Resume Today!
(NO CALLS PLEASE)

(BOX B-29)

Tribune Regional Programming, Inc.
An Equal Opportunity Employer

HELP WANTED TECHNICAL



Headline
NEWS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. James H. Brown
Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
P.O. Box 105366
Atlanta, Georgia 30348-5366
(404) 827-1638

TBS is an equal opportunity employer

HELP WANTED NEWS

WNEM-TV

11pm producer opening

Top rated station looking for strong nightside leadership. Send tape, resume and script to: **Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607**

HELP WANTED PROGRAMING PROMOTION & OTHERS

WRITER/PRODUCER

If you are a highly motivated, creative Writer/Producer, you'll find this opportunity at **BRAVO** and **AMC** (American Movie Classics), two of the largest cable TV programming companies in the country (headquartered on Long Island, NY), both challenging and rewarding.

You will be responsible for writing and producing on-air promotions and various sales and marketing materials. To qualify, you must have a minimum of 3 years experience in entertainment, broadcast or cable promotion IN A MAJOR MARKET; outstanding writing skills; production and post-production experience; and a strong knowledge of videographics. Familiarity with MAC is a plus.

We offer a competitive salary, a generous benefits package and the opportunity to join a creative team. For confidential consideration, please send your demo tape and resume, which **MUST** include salary requirements, to:

Human Resources
Rainbow Programming
150 Crossways Park West
Woodbury, New York 11797

We are an equal opportunity employer.

HELP WANTED MARKETING

MARKETING MANAGER

WFLA-TV--Florida's #1 NBC affiliate--is looking for a Marketing Manager. This highly creative person should possess good writing and editing abilities and have 5+ years experience as a marketing manager in television broadcasting. We need an aggressive, self-starter with a successful track record in medium to large markets. Strong news promotion experience and leadership skills a must. Candidates should send resumes (and tapes) to the **Personnel Office, WFLA-TV, 905 E. Jackson Street, Tampa, FL 33602.** No phone calls please. EOE M/F. Drug Testing.

8
WFLA-TV

PROGRAMING SERVICES

Localized TV Weather via Satellite

Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. National Weather Network can deliver computerized graphics, localized radar, etc. with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter

Call Edward St. Pe'
(601) 352-6673

MISCELLANEOUS

TRAVEL FREE

Our company will give you travel anytime, anyplace, in return for your unsold television air time. Best travel prices available.

Limited Offer—Call Now!
Hyacinth International, Inc.
Gerald Adcox, Jr.
(904) 469-9787

CABLE 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

RADIO PUBLIC NOTICES

The Board of Directors of National Public Radio will meet in open session Wednesday, February 12, 1992, beginning at Noon in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, DC. Subject to amendment, the agenda includes: Budget review and discussion of Strategic Plan. The Distribution/Interconnection Committee will meet on the same day from 8:00 a.m. to 12:00 noon. The NPR Board of Directors will reconvene on Thursday, February 13, beginning at 9:30 a.m.

The Board of Directors of National Public Radio will meet in open session on Friday, March 27, 1992, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, DC. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports. The Committees will meet on Thursday, March 26, in the same location.

HELP WANTED NEWS



News Director News Anchors Business Editor Sportscasters

Now recruiting for the USA's first live in-flight news channel, to debut this year on Delta Airlines.

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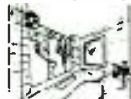
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For the Record

As compiled by BROADCASTING from Jan. 27 through Jan. 31 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KYAK(AM)-KGOT(FM)** Anchorage (AM: BAL920123EA; 650 khz; 50 kw-U; FM: BALH920123EB; 101.3 mhz; 26 kw; ant. -66 ft.)—Seeks assignment of license from Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for \$1.225 million. Purchase includes KIAK-AM-FM Fairbanks, AK (see below). Station was purchased last year for same price. **Seller** is headed by E. Roy Paschal, and is licensee of KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska. **Buyer** is headed by David E. Hartman, and has no other broadcast interests. Filed Jan. 23.

■ **KIAK-AM-FM** Fairbanks, AK (AM: BAL920123EC; 970 khz; 5 kw-U)—Seeks assignment of license from Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for \$1.225 million. Purchase includes KYAK(AM)-KGOT(FM) Anchorage (see above). Filed Jan. 23.

■ **KISK(FM)** Lowell, AR (BAPH920121HH; 101.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Whitman Broadcasting Corp. to Zenith Broadcasting Corp. for \$390,000. **Seller** is headed by Douglas R. Whitman, who is general manager of KKIX(FM) Fayetteville, AR. **Buyer** is headed by Edwin B. Alderson Jr., who owns 35% stock of Noammark Broadcasting Corp., licensee of KELD(AM)-KAYZ(FM) El Dorado, AR; KKIX(FM) Fayetteville, AR; KKTU-AM-FM Kilgore, TX, and KYKK(AM)-KZOR(FM) Hobbs, NM. Filed Jan. 21.

■ **KWCD(FM)** Grover City, CA (BALH920109GE; 107.3 mhz; 4.2 kw; ant. 807 ft.)—Seeks assignment of license from WESTCOM Communications Inc. to R & L Broadcasters Inc.; purchase agreement to be filed as amendment. **Seller** has no other broadcast interests. **Buyer** is headed by Rod B. Funston, and has no other broadcast interests. Filed Jan. 9.

■ **KLXR(AM)** Redding, CA (BAL920121EE; 1230 khz; 1 kw-U)—Seeks assignment of license from Eisman and Clark to Eugene L. and Joy D. Hill for assumption of debt; licensee is creditor of Eugene and Joy Hill for \$75,000 of debt in return for station equipment. **Sellers** have no other broadcast interests. Eugene Hill is station manager of KEWB(FM) Anderson, CA. Filed Jan. 21.

■ **KKUS(FM)** San Luis Obispo, CA (BALH920121HG; 98.1 mhz; 3.6 kw; ant. 1,624 ft.)—Seeks assignment of license of Cabrillo Communications Inc. to Westcoast Broadcasting Inc. for \$800,000 ("Changing Hands," Jan. 27). **Seller** is headed by Richard Mason, and has no other broadcast interests. **Buyer** is headed by Larry Woods, who also owns KJUG-AM-FM Tulare CA. Filed Jan. 21.

■ **WFXL(TV)** Albany, GA (BALCT920116KG; ch. 31; 1580 kw-V; 150 kw-A; ant. 990 ft.)—Seeks assignment of license from NewSouth Broadcasting Inc. to TV 57 Live Oak-Gainesville Inc. for \$1.4 million. **Seller** is headed by Manuel A. Cantu. New South Broadcasting of Macon is licensee of WGNM(TV) Macon, GA; New South Broadcasting of Knoxville is licensee of WKCH-TV Knoxville, TN. **Buyer** is headed by Lynda Callaway, and has no other broadcast interests. Filed Jan. 16.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt—alternate; ant.—announced; ant.—antenna; aural—aural; aux.—auxiliary; ch—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or 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.

■ **WLOP(AM)-WIFO(FM)** Jesup, GA (AM: BTC920117HK; 1370 khz; 5 kw-D, 36 w-N; FM: BTCH920117HL; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of licensee Jesup Broadcasting Corp. to Charles W. Hubbard Jr. for \$513,000. **Seller** is headed by Don Laduke and Gary M. Davidson. Davidson has interests in WDKD(AM)-WWKT(FM) Kingstree and WPUB(AM)-WCAM(FM) Camden, both SC. **Buyer** has no other broadcast interests. Filed Jan. 17.

■ **WYRQ(FM)** Little Falls, MN (BTCH920121HN; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control within Schiel Broadcasting Inc. for \$110,000. **Seller** is Rita Schiel, and has no other broadcast interests. **Buyer** is headed by Jack Hansen, and has no other broadcast interests. Filed Jan. 12.

■ **KTVG(TV)** Grand Island, NE (BAPCT920121KK; ch. 17; 1,699.6 kw-V; 166.9 kw-A; ant. 861 ft.)—Seeks assignment of CP from Family Broadcasting Co. Inc. to Kafka Telecommunications Inc. for \$185,000. **Seller** is headed by Jerry D. Montgomery, and is permittee of KTVG(TV) Cedar Rapids, IA, and KFTT(TV) Fort Scott, KS. **Buyer** is headed by Lester Kafka, and has interests in licensee of LPTV K61CU Lincoln, NE. Filed Jan. 21.

■ **KBUL(FM)** Carson City, NV (BALH920116HD; 98.1 mhz; 75 kw; ant. 2,273 ft.)—Seeks assignment of license from Atmor Properties Inc. to Citidel Associates Ltd. for \$1.3 million. **Seller** is headed by Lee M. Mitchell, and is licensee of WAVH(FM) Mobile, AL. Mitchell, as receiver, is seeking WMOG-AM-FM Brunswick-St. Simons Island, GA. He is also member of board of Northwestern University, licensee of WNUR-FM Evanston, IL. Mitchell also has interests in Heritage Communications Inc., subsidiary of TeleCommunications Inc.; it owns cable systems in New England, LPTV's, and WCJB(TV) Gainesville, FL; WABI-AM-TV and WYOU(FM) Bangor, ME; WCTI(TV) New Bern, NC; WPDE(TV) Florence, SC, and WYOU(TV) Scranton, PA. **Buyer** is headed by general partner Lawrence Wilson, and is licensee of KKFM(FM) Colorado Springs; KCNR(AM)-KLZX(FM) Salt Lake City, and KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana. Filed Jan. 16.

■ **WVNV(FM)** Malone, NY (BAPH920109GJ; 96.5 mhz; 2.4 kw; ant. 110 ft.)—Seeks assignment of CP from North Country Broadcasting Co. Inc. to L.C.C. Media Inc. for \$38,369. **Seller** is headed by Mitchell Tackley, and has no other broadcast interests. **Buyer** is headed by James M. Coughlin Jr., and is also licensee of WICY(AM) Malone, NY. Filed Jan. 9.

■ **WLNG-AM-FM** Sag Harbor, NY (AM:

BTC920116GX; 1600 khz; 500 w-D; FM: 92.1 mhz; BTCH920116GY; 2.65 kw; ant. 347 ft.)—Seeks transfer of control of Main Street Broadcasting Co. Inc. for \$100,000. **Seller** is Robert O. King, selling his 97% share of licensee. **Buyer** is headed by Paul Sidney and Rosemary D. Nelson, and has no other broadcast interests. Filed Jan. 16.

■ **WVKZ-AM-FM** Schenectady-Clifton Park, NY (AM: BTC920116GN; 1240 khz; 1 kw-U; FM: BTCH920116GO; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of licensee WV Broadcasting Inc. from James D. Walsh to KSK Inc. in default of \$490,000 purchase agreement by Walsh to purchase KSK's interest in licensee. Principal has no other broadcast interests. Filed Jan. 16.

■ **KZRC(AM)-KXYQ(FM)** Milwaukie-Salem (Portland), OR (AM: BAL920113EE; 1010 khz; 4.5 kw-D; FM: BALH920113EF; 105.1 mhz; 100 kw; ant. 1,840 ft.)—Seeks assignment of license from Daytona Group of Oregon Inc. to KXYQ Broadcasting Co. Inc. for \$1.3 million ("Changing Hands," Jan. 27). **Seller** is headed by Norman Drubner, who also owns KGRX(FM) Phoenix, and recently sold KZRC(AM)-KIVA-FM Albuquerque, NM ("Changing Hands," Dec. 23, 1991). **Buyer** is headed by Edward S. Leffler and members of rock band Van Halen. Filed Jan. 13.

■ **WZZC(FM)** Benton, PA (BAPLH920114GK; 95.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Holt Associates Group Inc. to Robert C. Cordaro Inc. for \$540,000. **Seller** is headed by Arthur H. Holt, and has interest in WKAP(AM)-WZZO(FM) Allentown-Bethlehem, PA. Holt Communications Corp. is licensee of WTKX-AM-FM Pensacola, FL; WOAD(AM)-WJMI(FM) Jackson, MS, and KMXQ(FM) Socorro, NM. **Buyer** is headed by Robert C. Cordaro, and has interests in licensee of WWAX(AM) Olyphant, PA, and is permittee of WZZV(FM) Olyphant, PA. Filed Jan. 14.

■ **WORR(AM)** Quebradillas, PR (BAL920114EA; 960 khz; 500 w-D, 1 kw-N)—Seeks assignment of license from Radio Redentor Inc. to Clamor Broadcasting Network Inc. for \$110,000. **Seller** is headed by Andres Rosa, and is also licensee of WRRE(AM)-WERR(FM) Juncos, PR. **Buyer** is headed by Jorge R. Garcia, and has no other broadcast interests. Filed Jan. 14.

■ **WBLR(AM)** Batesburg, SC (BAL920121EF; 1430 khz; 5 kw-D, 142 w-N)—Seeks assignment of Antley Broadcasting Inc. to James and Cheryl Wiszowaty for \$20,000. **Seller** is headed by R.B. Antley, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Jan. 21.

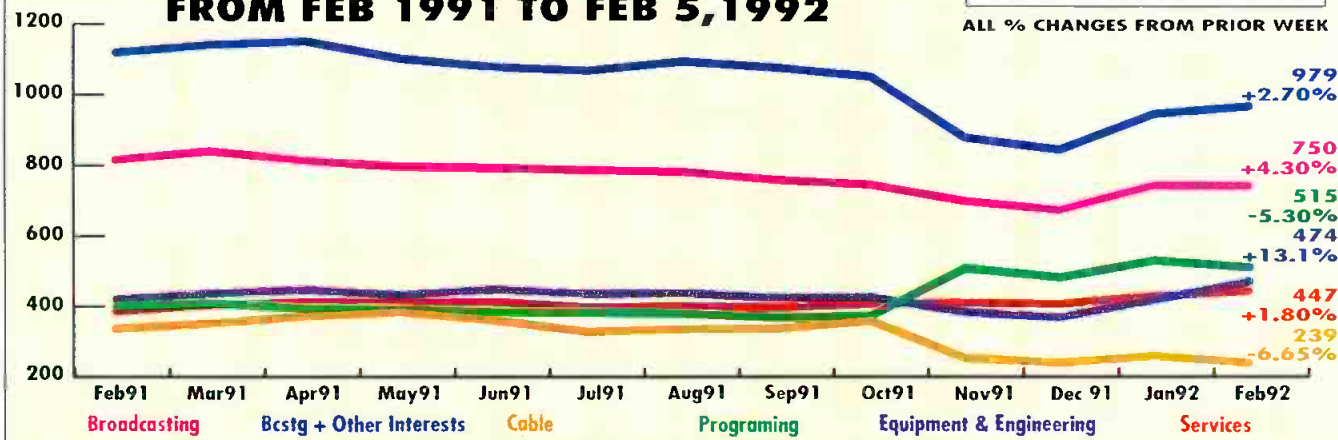
■ **WRHA(FM)** Johnsonville, SC (BAPH920121HF; 105.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Cynthia B. Merrithew, for estate of William Burckhalter, to The Waccamaw Neck Broadcasting Co. for \$20,823. **Buyer** is headed by Frankie R. Pittman, and has no other broadcast interests. Filed Jan. 21.

■ **KTAQ(TV)** Greenville, TX (BAPCT920117KE; ch. 47; 413.4 kw-V; 41.3 kw-A; ant. 3,322 ft.)—Seeks assignment of CP from A.B.W. Communications Inc. to Mike Simons for \$50,000. **Seller** is headed by Daniel P. Kolenda, and has no other broadcast interests. **Buyer** is licensee of LPTV K36CS Tulsa, OK. Filed Jan. 17.

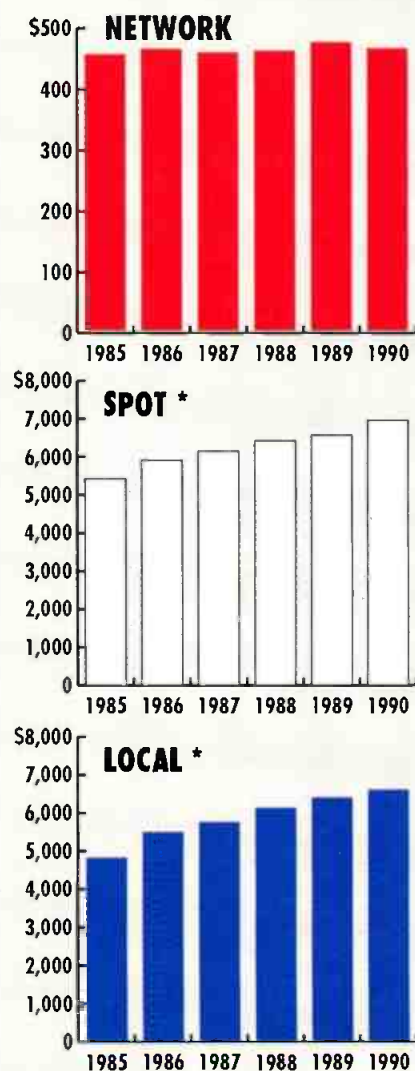
■ **KRME(AM)-KRBH(FM)** Hondo, TX (AM: BAL920115EB; 1460 khz; 500 w-D, 226 w-N; FM: BAPH920115EC; 98.5 mhz; 3 kw; ant. 272 ft.)—Seeks assignment of license from Radio Medina Inc. to James G. Withers for \$152,500. **Seller** is headed by William E. Beyer, who has interest in local weekly newspaper. **Buyer** has no other broadcast interests. Filed Jan. 15.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 5, 1992



STATION TIME SALES (IN MILLIONS)



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.

■ **KIIZ(FM)** Killeen, TX (BAPH920115GP; 1050 khz; 250 w-DTKTKTKTKTKK)—Seeks assignment of CP from Tricom Broadcasting Inc. to Julia D. Conner for \$165,000. Seller is also licensee of KEEE(AM)-KJCS(FM) Nacogdoches and KISX(FM) Whitehouse, both Texas, and has application for new FM at Pleasant Hope, MO. Buyer owns 9.5% interest licensee of KLFX(FM) Harker Heights, TX. Filed Jan. 15.

■ **KXEB(FM)** Sherman, TX (BTC920123EE; 910 khz; 1 kw-U)—Seeks transfer of control of Pesa Broadcasting Corp. to Mirella Aguilar for \$75,000. Seller is headed by Maria Aguilar and Camarino Gonzales, and has no other broadcast interests. Salomon Carmona, stockholder in licensee, is account executive at WIN(AM) Chicago. Filed Jan. 23.

■ **KTER(FM)** Terrell, TX (BAPL920108EE; 1570 khz; 250 w-D)—Seeks assignment of CP from Collins Broadcasting Inc. to Mohnkern Electronics Inc. for approximately \$25,000, plus assumption of debt. Seller is headed by Joe J. Collins, and has no other broadcast interests. Buyer is headed by Leonard C. Mohnkern, and has no other broadcast interests. Filed Jan. 8.

■ **WPTG(FM)** West Point, VA (BTCH920109HB; 107.9 mhz; 3 kw; ant. 253 ft.)—Seeks transfer of control of West Point Broadcasting Corp. Inc. to Gilbert L. Granger and Thomas M. Smith for \$25,000. Seller is headed by R. Tyler Bland Jr., and has no other broadcast interests. Buyers own licensee of WMBG(AM) Williamsburg, VA. Filed Jan. 9.

Actions

■ **KKSD(AM)-KASH-FM** Anchorage (AM: BAL911129EL; 1080 khz; 10 kw-U; FM: BALH911129HN; 107.5 mhz; 100 kw; ant. 1014 ft.)—Granted assignment of license from Community Anchorage Broadcasting Corp. to Community Pacific Broadcasting Co. Ltd. (see KFIV(AM)-KJSN(FM) Modesto, CA, below). Action Jan. 13.

■ **KFIV(AM)-KJSN(FM)** Modesto, CA (AM: BA-

L911129EA; 1360 khz; 5 kw-D, 1 kw-N; FM: BALH911129EB; 102.3 mhz; 6 kw; ant. 300 ft.)—Granted assignment of license from Community Pacific Broadcasting Corp. subsidiaries to Community Pacific Broadcasting Co. Ltd., new entity, in recapitalization and reorganization. Assignment includes KKSD(AM)-KASH(FM) Anchorage (see above) and KEED(AM)-KSND(FM) Eugene, OR (see below). General partner David Benjamin will contribute \$150,000 and will attain control; \$50,000 to be contributed by other general partners. Limited partners will contribute \$1.45 million (Community Pacific \$800,000, George Couch \$500,000 and Robert Zicarelli \$150,000). Norwest Growth Fund expects to convert stock in Community Pacific to common stock and become controlling shareholder of that company. Action Jan. 17.

■ **WQBR(AM)** Atlantic Beach, FL (BAL911115EA; 1600 khz; 5 kw-D, 90 w-N)—Granted assignment of license from Conception Investments Inc. to New Covenant Educational Ministries Inc. for \$27,500. Seller is headed by Roger G. Robertson II, and has no other broadcast interests. Buyer is headed by Wiley Tomlinson, and is also licensee of noncommercial educational WNCM(FM) Jacksonville, FL. Action Jan. 16.

■ **WHYM(AM)** Pensacola, FL (BAL911202EA; 610 khz; 500 w-D)—Granted assignment of license from Jimmy Swaggart Ministries to Cathedral of Praise Ministries Inc. for \$83,500. Seller is headed by evangelist Jimmy Swaggart, and is licensee of WLUX(AM) Baton Rouge and WJYM(AM) Bowling Green, OH. It was awarded CP for new educational FM in Baton Rouge; review of decision is pending. Buyer is headed by Franklin Walden, and has no other broadcast interests. Action Jan. 15.

■ **WBTY(FM)** Homerville, GA (BTCH910617GZ; 105.5 mhz; 3 kw; ant. 312 ft.)—Granted transfer of control from Southern Broadcasting and Investment Co. to James L. and Nancy K. Strickland for \$102,915. Seller is headed by Berrien L. Sutton, and has no other broadcast interests. Buyers,

Stricklands, husband and wife, have no other broadcast interests. Action Jan. 16.

■ **WVPI(FM)** Macon, GA (BAPH911112GI; 92.3 mhz)—Granted assignment of CP from Macon Radio Associates Ltd. to Radio Macon Inc. for \$20,000. Seller is headed by Allison P. Leonard, and has no other broadcast interests. Buyer is headed by C. A. McClure (75%), who is 94% owner of Cherokee Broadcasting licensee of WCHK-AM-FM Canton, GA, and 87% owner of WGBA Inc., licensee of WRCG(AM)-WCGQ(FM) Columbus, GA. Joseph W. McClure and Robert W. Bishop Sr., who have interests in assignee, also have interests in permittee of WYAZ(FM) Lumpkin, GA. Action Dec. 13.

■ **KKON(AM)-KOAS(FM)** Kealahou, HI (AM: BAL911022EA; 790 khz; 5 kw-U; FM: BALH911022EB; 92.1 mhz; 3 kw; ant. 2,052 ft.)—Granted assignment of license from Thomas M. Jones, receiver, to Visionary Related Entertainment Inc. for \$405,000. Seller has no other broadcast interests. Buyer is headed by John Detz, and is licensee of KAOI-AM-FM Kihei-Wailuku, HI. Action Jan. 16.

■ **WGGH(AM)** Marion, IL (BAL910508ED; 1150 khz; 5 kw-D)—Dismissed app. of assignment of license from TRAS Marion Broadcasting Co. to Tri-State Christian T.V. for \$380,000. Seller is headed by George W. Dodds, and has no other broadcast interests. Buyer is headed by Garth W. Coonce, and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo, NY, and WINM(TV) Angola, IN, and is also licensee or permittee of several LPTV's. Action Jan. 13.

■ **WQHC(FM)** Nashville, IL (BAPH910612HV; 104.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from A.C.D. Ventures to Dana K. Withers for \$60,000. Seller is headed by Nancy J. Adkins, Duane C. Crites and Ralph A. Dunn. Adkins and Dunn are 25% owners of WINI(AM) Murphysboro, IL. Buyer is headed by Dana K. Withers, who is 50% shareholder of Holiday Broadcasting Inc., applicant for CP on 262B1 at Champaign, IL, and 80% general partner in applicant for FM CP at Hillsboro, IL. Action Jan. 16.

■ **KLEE(AM)-KOTM-FM** Ottumwa, IA (BAL911112EC; 1480 khz; 500 w-D, 333 w-N; FM: BALH911112ED; 97.7 mhz; 6 kw; ant. 200 ft.)—Granted assignment of license from Kleeco Radio Inc. to FMC Broadcasting Inc. for \$400,000. Seller is headed by Gary Johnson, trust officer for Daniel C. Palen estate. Estate also owns 50% of WGLB-AM-FM Port Washington, WI. Buyer is headed by Thomas A. Palen (100%) and Beverly Palen, wife of Daniel Palen (deceased). Beverly Palen is currently vice president of Kleeco Radio. Action Jan. 16.

■ **KAOK(AM)** Lake Charles, LA (BAL911127ED; 1400 khz; 1 kw-U)—Granted assignment of license from Trinity Communications Inc. to Cajun American Broadcasting Co. Inc. for \$143,700. Seller is headed by Ed J. Prendergast, and has no other broadcast interests. Buyer is headed by R.E. ("Gus") Payne, and has no other broadcast interests. Action Jan. 9.

■ **WNLF(AM)** Charlotte, MI (BAL910220EE; 1390 khz; 5 kw-D)—Granted assignment of license from Sharon Broadcasting Co. to ERC Media Inc. for \$144,100. Seller is headed by A. R. Umans, Robert L. Haag, Howard N. Gilbert, Avis Cohn Primack and Samuel Feigenbaum. Umans, Haag, Gilbert and Cohn have interests in WBCM(AM) Bay City, MI. Buyer is headed by Richard T. McIntosh and Margaret K. McIntosh, and has no other broadcast interests. Action Jan. 9.

■ **WTLJ(TV)** Muskegon (Grand Rapids-Kalamazoo-Battle Creek), MI (BALCT911121KF; ch. 54; 4,395 kw-V; 440 kw-A; ant. 1,000 ft.)—Granted assignment of license from Video Mall Communications to Tri-State Christian TV Inc. for \$1.5 million. Seller is headed by Marvin D. Sparks, and is also licensee of WTJC(TV) Springfield, OH. Buyer is headed by Garth W. Coonce, and has application pending for purchase of WGGH(AM) Marion, IL. It is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo and WINM(TV) Angola, IN, and is licensee or permittee of several LPTV's.

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Coonce also heads Radiant Life Ministries, licensee of WLXI-TV Greensboro, N.C. Action Jan. 15.

■ **KKCQ-AM-FM Fosston, MN** (AM: BAL911127EB; 1480 khz; 5 kw-D, 2.5 kw-N; FM: BALH911127EC; 107.1 mhz; 3 kw; ant. 110 ft.)—Granted assignment of license from North Country Radio Inc. to Pine to Prairie Broadcasting Inc. for \$335,000. Seller is headed by Dale R. Olmstead, and is licensee of KKAQ(AM) and permittee of KKAQ(FM) Thief River Falls, MN. Buyer is headed by Larry E. Roed, and has no other broadcast interests. Action Jan. 16.

■ **KTMA-TV Minneapolis** (BALCT911115KG; ch. 23; 1740 kw-V; 174 kw-A; ant. 1,150 ft.)—Granted assignment of license from estate of KTMA Acquisition Corp., debtor, to Sonlight Television Inc. for \$3.3 million. Seller is headed by Don Johnston, trustee, and has no other broadcast interests. Buyer is headed by Robert Beale (55% voting stock) and Linda R. Brook, and has no other broadcast interests. Action Jan. 17.

■ **KATQ-AM-FM Plentywood, MT** (AM: BAL911127EE; 1070 khz; 5 kw-D; FM: BALH911127EF; 100.1 mhz; 3 kw; ant. 34 ft.)—Granted assignment of license from Radio International-KATQ Inc. to Radio International-KATQ Broadcast Association Inc. for \$5,000. Seller is headed by Joy Fanning, and has no other broadcast interests. Buyer is headed by Mary W. Nielson, and has no other broadcast interests. Action Jan. 13.

■ **KZRQ(AM)-KIVA-FM Albuquerque-Santa Fe, NM** (AM: BAL911210EA; 1310 khz; 5 kw-D, 500 w-N; FM: BALH911210EB; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Granted assignment of license from Daytona Group of New Mexico to Carl C. Tuter for \$300,000 ("Changing Hands," Dec. 23). Seller is headed by Norman S. Drubner, who also owns KZRC(AM)-KXYQ(FM) Portland, OR, and KGRX(FM) Phoenix. Buyer has no other broadcast interests. Action Jan. 22.

■ **WAUB(AM) Auburn, NY** (BAL911129EE; 1590 khz; 500 w-D, 1 kw-N)—Granted assignment of license from Auburn Cablevision Inc. to Morgan Media Inc. for \$120,000. Seller is headed by Frederick Osborne, and is permittee for WOSB(FM) Ironquoit, NY, and owns cable TV systems in New York state. Buyer is headed by Richard E. Morgan, and has no other broadcast interests. Action Jan. 10.

■ **WXLX(AM) Albemarle, NC** (BAL911129ED; 1010 khz; 1 kw-D)—Granted assignment of license from Stanly County Communications Inc. to Agape Faith Church Inc. as gift. Station is not on air. Seller is headed by William C. Boyce III, who also has interests in 30.6% interest in WTHP(FM) Thomasville, NC. Buyer is headed by J.B. Whitfield, and has no other broadcast interests. Action Jan. 9.

■ **WTOW(AM) Washington, NC** (BAL911206EC; 1320 khz; 500 w-D)—Granted assignment of license from J.R. & P. Enterprises Inc. to Johnny C. Bryant for \$75,000. Seller is headed by Mahalla and J. Ray Phelps, husband and wife, and has no other broadcast interests. Buyer is president of Lifeline Ministries Inc., licensee of WIAM(AM) Williamston, NC. Action Jan. 17.

■ **KEED(AM)-KSND(FM) Eugene, OR** (AM: BAL911129EG; 1600 khz; 5 kw-D, 1 kw-N; FM: BALH911129EH; 93.1 mhz; 100 kw; ant. 850 ft.)—Granted assignment of license from Community Eugene AM & FM Broadcasting Corp. to Community Pacific Broadcasting Co. Ltd. (see KFIV(AM)-KJSN(FM) Modesto, CA, above). Action Jan. 17.

■ **KQLL-AM-FM Tulsa-Owasso, OK** (AM: BAL911119EA; 1430 khz; 5 kw-U; FM: BALH911119EB; 106.1 mhz; 100 kw; ant. 1,315 ft.)—Granted assignment of license from Pathfinder Communications Corp. to Truth Publishing Co. Inc.; asset purchase agreement is incomplete and will be submitted as amendment. Seller is headed by John F. Dille Jr. and John F. Dille III, father and son, who will also be principals in assignee. It is licensee of WTRC(AM)-WYEZ(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana; WCKY(AM)-WWEZ(FM) Cincinnati, and WQWQ-AM-FM Muskegon Heights and WCUZ-AM-FM Grand Rapids,

both Michigan. It also publishes a daily newspaper in Greencastle, IN. Buyer publishes daily newspaper in Elkhart, IN. Action Jan. 17.

■ **KS WB-AM-FM Seaside, OR** (AM: BAL911205EB; 840 khz; 1 kw-D, 500 w-N; FM: BALPH911205EC; 94.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license (AM) and CP (FM) from Seaside Broadcasting Co. to Monte Corp. for \$130,000. Seller is headed by Kenneth S. Eiler, trustee, and has no other broadcast interests. Buyer is headed by Monte R. Clark, and has no other broadcast interests. Action Jan. 15.

■ **WANS(AM)-WWMM(FM) Anderson, SC** (AM: BAL911206ED; 1280 khz; 5 kw-D, 1 kw-N; FM: BALH911206EE; 107.3 mhz; 100 kw; ant. 1,008 ft.)—Granted assignment of license from L. Winston Lee, receiver, to Desert Communications IV Inc. for \$3 million; consideration represents credit against judgment in favor of Greyhound Financial Corp., investor in station. Seller has no other broadcast interests. Buyer is headed by Gregory C. Smalis. John H. Johnson, party to assignment, is licensee of WJPC-AM-FM Chicago and WLOU(AM) Louisville, KY. Affiliates of Desert IV Communications have applied for assignments of WLRS(FM) Louisville, KY, and KYIF(FM) Oklahoma City. Action Jan. 17.

■ **WLIQ(FM) Harriman, TN** (BALH900530HC; 92.7 mhz; 1.25 kw; ant. 440 ft.)—Granted assignment of license from Action Communications Enterprises Inc. to W.O. Powers for \$1. Seller has interest in WWBR(FM) Harriman, TN. Buyer owns 25% of Action Communications of Alabama Inc., licensee of WYEA(AM)-WAVE(FM) Sylacauga, AL. Action Jan. 16.

■ **KKHR(FM) Anson, TX** (BALH911108HH; 98.1 mhz; 50 kw; ant. 292 ft.)—Granted assignment of license from George L. Chambers to Mayflower Broadcasting Corp. for \$475,000. Seller has interests in KHJM(FM) Taft, OK, and has interests in CP's for KGBM-FM Randsburg, CA, and KWQA(AM) Hawley, TX. Buyer is headed by Charles L. Webster, who was recently granted license of KGDD(AM)-KBUS(FM) Paris, TX. Action Jan. 13.

■ **KTAQ(TV) Greenville, TX** (BAPCT911212KF; ch. 47; 413.4 kw-V, 41.3 kw-A; ant. 3,322 ft.)—Returned app. of assignment of CP from A.B.W. Communications Inc. to Mike Simons for \$50,000. Seller is headed by Daniel P. Kolenda. Buyer has no other broadcast interests. Action Jan. 13.

■ **KAQU(FM) Huntington, TX** (BTCH900604HM; 101.9 mhz; 3 kw. ant. 328 ft.)—Dismissed app. of assignment of license from Angelina Broadcasting Corp. to Verna Phillips, et al., for \$44,284. Seller is headed by Robert Dale Tindle and Patrick J. Parks, and has no other broadcast interests. Buyer is headed by Verna Phillips, E. Leon Phillips, Randy Shannon, P.L. Petty and Robert Dale Tindle. Shannon owns 100% of Radio Hudson Inc., which has CP for new FM at Hudson, TX. Action Jan. 15.

■ **KWBC(AM)-KNAV(FM) Navasota, TX** (AM: BA-

L911115EF; 1550 khz; 250 w-D; FM: BALH911115GV; 92.5 mhz; 3.6 kw; ant. 263 ft.)—Seeks assignment of license from Whitten Broadcasting Co. Inc. to McMullen Broadcasting Co. for \$175,000. Seller is headed by Robert H. Whitten, who is 80% owner of weekly newspaper serving Grimes Co., TX. Buyer is headed by Ulman D. McMullen, and has no other broadcast interests. Action Jan. 17.

■ **KTEO(FM) Wichita Falls, TX** (BALH911031GW; 90.5 mhz)—Seeks assignment of CP from Criswell Center for Biblical Studies to Red River Educational Media Foundation Inc. for \$1. Seller is headed by Carl Singer, and also has interests in KCBI-FM Dallas, KAGN(FM) Abilene, KBUB(FM) Brownwood, KTDN(FM) Palestine and KCRN-AM-FM San Angelo, all Texas; it is also expecting to air KSYE(FM) Frederick, OK, in near future. Buyer is headed by Charles E. Coldwell, and has no other broadcast interests. Action Jan. 22.

■ **WKDE-AM-FM Altavista, VA** (AM: BAL911126HT; 1000 khz; 1 kw-D; FM: BALH911126HU; 105.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Fernbrook Broadcasting Corp. to DJ Broadcasting Inc. for \$300,000 ("Changing Hands," Dec. 2). Seller is headed by Mark I. Jacob, and has no other broadcast interests. Buyer is headed by David P. Hoehne, who is account executive for WVFT(TV) Lynchburg-Roanoke, VA. Action Jan. 13.

NEW STATIONS

Applications

■ **Middletown, CA** (BPH920122MA)—Wine Country Radio seeks 98.7 mhz; 3 kw; ant. 65 m. Address: 1812 Trinity #220, Walnut Creek, CA 94546. Applicant is headed by Robert L. Cross, and has no other broadcast interests. Filed Jan. 22.

■ **Harold, KY** (BPH920109MB)—Robert G. Picklesimer seeks 104.9 mhz; .51 kw; ant. 239 ft. Address: P.O. Box 20736, Louisville, KY 40250. Applicant has no other broadcast interests. Filed Jan. 9.

■ **Harold, KY** (BPH920102MA)—Adam D. Gearheart seeks 104.9 mhz; .37 mhz; ant. 281.3 m. Address: P.O. Box 592, Harold, KY 41635. Applicant has no other broadcast interests. Filed Jan. 2.

■ **Grants, NM** (BPH920113ME)—Margaret Everson seeks 105.5 mhz; 100 kw; ant. 454 m. Address: 874 Rockrimmon Rd., Stamford, CT 06903. Applicant has no other broadcast interests. Filed Jan. 13.

■ **Richwood, OH** (BPH920113MD)—Vernon R. Baldwin seeks 104.3 mhz; 6 kw; ant. 100 m. Address: 8686 Michael Lane, Fairfield, OH 45014. Applicant has no other broadcast interests. Filed Jan. 13.

■ **Richwood, OH** (BPH920113MC)—Janice M. Scanland seeks 104.3 mhz; 3 kw; ant. 100 m. Address: Vernon Woods, P.O. Box 10000, Marion,



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OH 43302. Applicant has interests in WDIF(FM) Marion, OH. Filed Jan. 13.

■ **Richwood, OH** (BPH920115ME)—Robert G. and Holly K. Casagrande seek 104.3 mhz; 5.3 kw; ant. 104 m. Address: 1630 Strathshire, Powell, OH 43065. Robert Casagrande has 50% interest in licensee of WWHT(FM) Marysville, WNRJ(AM)-WTLT(FM) Circleville and WQTL(FM) Ottawa, all Ohio, and WCSJ(AM)-WCFL(FM) Morris, IL. Filed Jan. 15.

■ **Tusculum, TN** (BPH920109MA)—Darrell Bryan seeks 103.1 mhz; 6 kw; ant. -60 m. Address: 1204 Christy Court, Greeneville, TN 37743. Applicant owns 100% voting stock of licensee of WSMG(AM) Greeneville, TN. Filed Jan. 9.

Actions

■ **Hays, KS** (BPED910923MC)—Returned app. of Kansas Nebraska Christian Broadcasting Inc. for 91.3 mhz; 50 kw; ant. 150 m. Address: 1018 N Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell, and has no other broadcast interests. Action Jan. 21.

■ **Stamping Ground, KY** (BPH900607MC)—Granted app. of Scott County Broadcasting Inc. for 99.1 mhz; 3 kw; ant. 100 m. Address: 110 E. Main St., Georgetown, KY 40324. Applicant is headed by Patrick R. Leigh, and has no other broadcast interests. Action Jan. 16.

■ **Stamping Ground, KY** (BPH900606MB)—Dismissed app. of Scott County Communications Inc. for 99.1 mhz; 3 kw; ant. 100 m. Address: 402 Hiawatha Trail, Georgetown, KY 40324. Applicant is headed by Maurice Alsop, and has no other broadcast interests. Action Jan. 16.

■ **Sandusky, MI** (BPED911009MC)—Returned app. of Ross Bible Church for 90.7 mhz; 18 kw; ant. 100 m. Address: 2865 Maywood Dr., Port Huron, MI 48060. Applicant is headed by Eugene Kent, and is licensee of WNFA(FM) Port Huron, MI. Action Jan.

16.

■ **Norfolk, NE** (BPED910529MA)—Granted app. of The Praise Network Inc. for 90.9 mhz; 50 kw; 107 m. Address: 1408 A St., Aurora, NE 68818. Applicant is headed by Herbert P. Roszart, and has interest in KGRD(FM) Orchard, NE. Action Jan. 15.

■ **Monticello, NY** (BPH910213MD)—Dismissed app. of William H. Walker III for 99.7 mhz; 2.8 kw; 142 m. Address: P.O. Box 1341, Highland, NY 12515. Applicant is licensee of WRWD(FM) Highland, NY. Action Jan. 21.

■ **Monticello, NY** (BPH910214MD)—Granted app. of Larry Fishman for 99.7 mhz; 6 kw; ant. 100 m. Address: 117 Highland Lake Rd., Highland Lake, NY 11423. Applicant has no other broadcast interests. Action Jan. 21.

■ **Monticello, NY** (BPH910214ME)—Dismissed app. of Sullivan County Radio Inc. for 99.7 mhz; 4.5 kw; ant. 100 m. Address: 22 N. Main St., Ellenville, NY 12428. Applicant is headed by Eric P. Straus, and is partner in licensee of WELV(AM)-WWWK(FM) Ellenville, NY. Action Jan. 21.

■ **Syracuse, NY** (BPED910212MA)—Returned app. of State University of New York for 90.3 mhz; .5 kw; 161 m. Address: State University Plaza, Albany, NY 12246. Applicant is headed by D. Bruce Johnstone, and is licensee of WCDB(FM) Albany, WETD(FM) Alfred, WHRW(FM) Binghamton, WBFO(FM) and WBNY(FM), both Buffalo, WSUC(FM) Cortland, and WCVF(FM) Fredonia, all New York. Action Jan. 17.

■ **Monroe, NC** (BPED850618ME)—Granted app. of Columbia Bible College Bcg. Co. for 91.9 mhz; 17.5 kw; ant. 157 m. Address: P.O. Box 3122, Columbia, SC 29230. Applicant has no other broadcast interests. Action Jan. 22.

■ **Roanoke Rapids, NC** (BPED880211MD)—Granted app. of Better Life Inc. for 88.5 mhz; 3 kw; ant. 50 m. Address: 232 Roanoke Ave. Roanoke

Rapids, NC 27870. Applicant is headed by George Campbell, and has no other broadcast interests. Action Jan. 17.

■ **Roseburg, OR** (BPCT900413KH)—Granted app. of Metrocom of Oregon Inc. for ch. 36; 43 kw; ant. 211 m. Address: 888 Goodpasture Island Rd., Eugene, OR 97401. Applicant is headed by John E. Field, and is licensee of two LPTV's. Action Jan. 16.

■ **Dyersburg, TN** (BPED900104MC)—Granted app. of Mid-South Public Comms. Foundation for 90.7 mhz; 100 kw; 76 m. Address: 900 Getwell Rd., P.O. Box 241880, Memphis, TN 38124. Applicant is headed by Robert J. Schroeder, and is licensee of WKNO-FM-TV Memphis and WNJC(FM) Senatobia, MS, and is permittee of new public FM at Jackson, TN. Action Jan. 16.

■ **Newport, TN** (BPH900222MQ)—Granted app. of W.N.P.C. Inc. for 92.9 mhz; 6 kw; ant. 100 m. Address: 1308 Graham St., Newport, TN 37821. Applicant is headed by C. Wayne Harris, and is licensee of WNPC(AM) Newport, TN. Action Jan. 21.

FACILITIES CHANGES

Applications

AM's

■ **Simi Valley, CA** KWNK(AM) 670 khz—Jan. 22 application of Valley Radio 670 for mod. of CP m0 (BP900405AU) to correct phasing specifications of daytime directional antenna pattern.

■ **Halley, IO** KSKI(AM) 1330 khz—Jan. 22 application of Silver Creek Communications Inc. for CP to correct coordinates to 43 33 27 - 114 19 45.

FM's

■ **Yellville, AR** KCTT-FM 97.7 mhz—Jan. 24 appli-

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cation of A & J Broadcasting Company for CP to change ERP: 50 kw (H&V); ant. 116 m.; TL: 4.2 km northeast of Bellfonte, AR, on bearing of 19 degrees; class: C2 (per MM docket #87-565).

■ **Kernville, CA KONO(FM)** 102.5 mhz—Jan. 24 application of Lake Isabella Broadcasting Inc. for mod. of license (851206KB) to change to channel 273A (per docket #88-235).

■ **Coral Gables, FL WVUM(FM)** 90.5 mhz—Jan. 22 application of WVUM Inc. for CP to changes: ERP: .1 kw (H) and 1.3 kw (V), correction of antenna height above terrain from 52 M to 53 M.

■ **MacClenny, FL WJXR(FM)** 92.1 mhz—Jan. 28 application of WJXR Inc.; CP to change ERP: 25 kw (H&V), change class to C3 (per dkt. #91-52).

■ **Trenton, GA WBDX(FM)** 102.7 mhz—Jan. 24 application of RA-AD of Trenton Inc. for CP to change: ERP: .318 kw (H&V); ant. 419 m.; TL: nine km east of Trenton, GA, on Lookout Mountain, High Point, in Walker County, GA.

■ **Kekaha, HI KAUI(FM)** 103.3 mhz—Jan. 24 application of Stangl Broadcasting Inc. for mod. of CP m0 (BPH-910313IG as mod.) to changes ERP: 85 kw (H&V), ant. 247 m., TL: 2 miles N of Koloa, HI, 1.1 miles E of Route 520, change class to C1 (per docket #89-584).

■ **Champaign, IL WIXY(FM)** 100.3 mhz—Jan. 24 application of Holiday Broadcasting Inc. for mod. of CP m0 (BPH-880630MV) to change ERP: 12.9 kw (H&V); ant. 138 m.; TL: sw corner of section 13, Township 18N, Champaign County, IL, along county road 1700E 1.6 km east of Philo, IL.

■ **New Orleans WBSN-FM** 89.1 mhz—Jan. 24 application of New Orleans Bapt. Theological Seminary for CP to change ERP: 8 kw (H&V); ant. 196 m.; change to class C2.

■ **Thomaston, ME WAVX(FM)** 106.9 mhz—Jan. 24 application of Northern Lights Broadcasting Company for mod. of CP (BPH-880208MI) to change ERP: 29.484 kw (H&V); ant. 193 m.

■ **Reno KNEV(FM)** 95.5 mhz—Jan. 28 application of Price Broadcasting Company for CP to change ant. 695 m.

■ **Bridgeport, NY WTKW(FM)** 93.5 mhz—Jan. 24 application of Francis G. Toce for mod. of CP m0 (BPH-890110MB) to change ant.: 97 m.; TL: St. Rd. 31, .53 km W of Petrie Rd., east side of Bridgeport, Madison Co., NY.

■ **Palmyra, NY WZXV(FM)** 99.7 mhz—Jan. 24 application of Palmyra Broadcasting Corp. for mod. of CP m0 (BPH-880217NH) to change TL: no change (see exhibit A in application).

■ **Manchester, OH WAGX(FM)** 101.3 mhz—Jan. 28 application of Jewell Schaeffer Broadcasting Co. mod. of CP m0 (BPH-890223ME) to change TL: approx. 600 ft. north of intersection of Spring Hollow Rd. and Rte. 10, in Plumville, KY.

■ **Greer, SC WRDQ(FM)** 103.3 mhz—Jan. 24 application of Greer Communications Ltd. for mod. of CP m0 (BPH-880504MD) to change ERP: 2.7 kw (H&V); ant. 151 m. (H&V); TL: north of intersection of Wasp Nest Road and Mosely Road, 6 km from Lyman, NC.

■ **Salem, SD KIKN(FM)** 100.5 mhz—Jan. 27 application of Big Sioux Broadcasting Inc. for mod. of CP m0 (BPH-870309MB) to change ERP: 100 kw (H&V); ant. 299 m.; change to class C1 (per MM docket #89-53).

■ **Claude, TX KARX(FM)** 95.7 mhz—Jan. 24 application of Lucille Ann Lacy for mod. of CP m0 (BPH-900108NZ) to change ERP: 100 kw (H&V); ant. 119.3 m.; class: C1 (per MM docket #90-547).

■ **Hayward, WI WRLS-FM** 92.1 mhz—Jan. 24 application of Pine-Aire Broadcasting Corp. Inc. for CP to change ERP: 6 kw (H&V); ant. 98 m.; change frequency from 92.1 to 92.3; change to class A (per MM docket #89-620).

■ **Waunakee, WI WIMN(FM)** 105.1 mhz—Jan. 27 application of Dale A. Ganske for mod. of CP m0 (BPH-881212MB) to change ERP: 6 kw (H&V).

TV's

■ **Cadillac, MI WGKI(TV)** ch. 33—Jan. 28 application of GRK Productions Joint Venture for CP m0 (BPCT-840813KG) to change ERP (vis): 221.31 kw; ant. 311 m.; TL: 1066 W 23rd Road, 10.4 km southeast of Cadillac site in Osceola County, Michigan; 44-08-53 - 85-20-45.

■ **El Paso, TX KJLF-TV** ch. 65—Jan. 24 application of UN2JC Communications Ltd. for CP m0 (BPCT-850611KE) to change ERP (vis): 1.600 kw.

■ **Katy, TX KNWS-TV** ch. 51—Jan. 28 application of Johnson Broadcasting Inc. for mod. of CP m0 (BPCT-840711KI) to change ant. 506 m.; TL: 8 km north of Senior Rd. near Mustang Bayou, 2.1 km south of Houston Boundary, Fort Bend Co., Texas. Site is 34 km SE of KATY, (29-33-40 - 95-30-04).

Actions

FM's

■ **Hartselle, AL WYAM(FM)** 106.1 mhz—Jan. 16 application of Dorsey Eugene Newman granted for mod. of CP m0 (BPH-890216MA) to change ERP: 6 kw (H&V).

■ **Monte Rio, CA KMGG(FM)** 97.7 mhz—Jan. 22 application of Southcom Inc. granted for CP to change ERP: 2.04 kw (H&V); change to class B1 (per MM docket #88-192).

■ **Brush, CO KSIR(FM)** 107.1 mhz—Jan. 16 application of KKDD-FM Broadcasters granted for CP to change ERP: 100 kw (H&V); ant. 278 m.; TL: 5.4 km northwest of Wiggins, CO, change to class C1 (per MM docket #88-605).

■ **Hayden, CO KKM-FM** 95.9 mhz—Jan. 15 application of Radio Colorado Northwest granted for CP to change ERP: 1.75 kw H&V; ant. 360 m. TL: Chavez Peak, approximately 15.8 km ESE of Hayden. Class: C3 (per MM docket #89-185).

■ **Folkston, GA WOKF(FM)** 92.5 mhz—Jan. 22 application of Jack R. Mays granted for mod. of CP m0 (BPH-900806ID) to change ERP TO 6 kw H&V.

■ **St. Simons Island, GA WMOG-FM** 92.7 mhz—Jan. 22 application of WBA Partnership granted for CP to change ERP: 6 kw (H&V).

■ **Agat, GU KSDA-FM** 91.9 mhz—Jan. 15 application of Adventist Broadcasting Service Inc. granted for mod. of CP m0 (BPED-880826MA) to changes ERP 3.8 kw H&V; ant. 305 m.

■ **Alea, HI KTSS(FM)** 107.9 mhz—Jan. 21 application of Charles R. Crawford granted for mod. of CP m0 (BPH-851028MB as mod.) to change ERP: 100 kw (H) and 79 kw (V), ant. 599 m.; change antenna type to directional.

■ **West Lafayette, IN WXAW(FM)** 106.7 mhz—Jan. 16 application of Kelly Vaughan Busch granted for mod. of CP m0 (BPH-880822MA) to change ERP: 6 kw (H&V); TL: .5 km south of intersection of 750 North Road and 400 West Road, West Lafayette, Tippecanoe County, IN.

■ **North Fort Riley, KS KBLS(FM)** 102.5 mhz—Jan. 27 application of Lesso Inc. granted for mod. of CP m0 (BPH-870710NE) to change ERP: 100 kw (H&V) change to class C1 (per MM docket #90-585).

■ **Monticello, KY WKYM(FM)** 101.7 mhz—Jan. 22 application of Regional Broadcasting Company granted for CP to change ERP: 1.75 kw H&V, ant. 188 m., change antenna supporting-structure height.

■ **Winslow, ME WJBI-FM** 95.3 mhz—Jan. 8 application of John Anthony Bulmer granted for mod. of CP m0 (BPH-880122MS) to change ERP: 5.3 kw H&V, ant. 106 m. and to change TL: 1.57 km north of intersection of Oak Grove Road and Tabor Hill Road, Vassalboro, Kennebec County, ME.

■ **Cambridge, MA WMBR(FM)** 88.1 mhz—Jan. 27 application of Technology Broadcasting Corp. dismissed for CP to change ERP: 87 m.

■ **Springfield, MA WNEK-FM** 97.5 mhz—Jan. 16 application of Western New England College returned for CP to change frequency from 97.5 mhz to 99.7 mhz.

■ **Knob Noster, MO KKKX(FM)** 105.5 mhz—Jan. 16 application of Bick Broadcasting Company granted for CP to change ERP: 13.5 kw (H&V); ant. 89 m. change frequency 105.5 TO 105.7 (per MM docket #89-550; change to class C3 (per MM docket #89-550).

■ **Belmont, NH WCNH(FM)** 93.3 mhz—Jan. 27 application of Steven Chartrand dismissed for mod of CP m0 (BPH-880225MT as mod.) to change: 3.3 kw (H&V); ant. 133 m.; TL: summit of Flaghole Hill, off Flaghole Hill Rd., Franklin, NH.

■ **Espanola, NM KIOT(FM)** 102.3 mhz—Jan. 27 application of Enchantment Media. Inc. granted for CP to change ERP: 9 kw H&V; ant. 164 m.; class C3 (per MM docket #89-393).

■ **Rochester, NY WBER(FM)** 90.5 mhz—Jan. 27 application of Monroe B.O.C.E.S. #1 returned for CP to change ERP: 50 kw H&V, and class: B.

■ **London, OH WCKX(FM)** 106.3 mhz—Jan. 10 application of Sunrise Broadcasting Corp. dismissed for mod. of CP to relocate main studio outside community of license to Columbus, OH.

■ **Broken Bow, OK KKB(FM)** 106.1 mhz—Jan. 17 application of Carephil Communications granted for CP to change ERP: 25 kw H&V, ant. 97 m.; TL: 6 km 3.7 miles southwest of post office in Broken Bow; request downgrade to class C3.

■ **Creswell, OR KAVE(FM)** 95.3 mhz—Jan. 27 application of JED BCing Co. of Oregon Ltd. granted for CP to changes ERP: .625 kw (H&V).

■ **Eugene, OR KWAX(FM)** 91.1 mhz—Jan. 16 application of State Board of Higher Education granted for CP to change ERP: 21.5 kw (H), 12.5 kw (V), ant. 370 m.; 44 00 04 123 06 45.

■ **Berwick, PA WKAB(FM)** 103.5 mhz—Jan. 16 application of Robert J. Moisey granted for mod. of CP m0 (BPH-871110NK) to change ERP: 2 kw (H&V); ant. 117.9 m. TL: 41 05 11 76 16 41.

■ **Warminster, PA WRDV(FM)** 89.3 mhz—Jan. 22 application of Bux-Mont Educational Radio Association granted for CP to change ERP: .1 (H) & 1.0 kw (V); ant. 36 m.

■ **Dalhart, TX KXIT-FM** 95.9 mhz—Jan. 16 application of Dalhart Broadcasters granted for mod. of license to downgrade from class C3 to class A (per MM docket #89-189).

■ **Warrenton, VA WQRA(FM)** 94.3 mhz—Jan. 27 application of Dettra Broadcasting Inc. granted for mod. of CP m0 (BPH-870331II as mod.) to make changes in antenna supporting structure height.

■ **Chelan, WA KOZI-FM** 93.5 mhz—Jan. 15 application of Northcentral Broadcasting Company granted for mod. of license m0 (BLH-810904AD) to increase ERP: .59 kw H&V (per MM docket #88-375).

■ **Grandview, WA KARY-FM** 100.9 mhz—Jan. 27 application of Prosser-Grandview BCasters Inc. granted for mod. of license to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Bloomer, WI WPHQ(FM)** 95.1 mhz—Jan. 16 application of Starcom Inc. granted for CP to changes ERP: 14.7 kw (H&V) ant. 131 m.; TL: .5 km NW of intersection of Brick Rd and Tower Drive, in Eagle Point Town, Chippewa Co., WI; change channel to 236C3 (per docket #90-455).

TV's

■ **Lewiston, ME WWLA(TV)** ch. 35—Jan. 16 application of Kennebec Valley Television Inc. granted for mod. of CP m0 (BBPCT-850724KH) to change ERP (vis): 500 kw; ant. 258 m; TL: 4 km south of Gray, ME, in Cumberland County (43-51-06 70-19-40); antenna: Dielectric TLP24M, (DDA) m0 (BT).

■ **Jackson, MS WPJJ(TV)** ch. 51—Jan. 16 application of Jam Communications Inc. granted for mod. of CP m0 (BPCT-870121KF) to change ERP (vis): 1,494 kw; ant. 379 m.; TL: 3.3 km southwest of intersection of I-20 and State Highway 18, Jackson. Antenna: Harris TWS-30(BT).

■ **Dayton, OH WHIO-TV** ch. 7—Jan. 16 application of Miami Valley Broadcasting Corp. granted for CP to change ERP (vis): 100 kw; ant. 174 m.; TL: 1414 Wilmington Avenue, Dayton. Antenna: RCATF-6A 39-43-1784-08-57.

Fifth Estater

RICHARD DAVID NOVIK

The National Association of Broadcasters is beginning to enjoy a new level of respect as a lobbying force in Washington, thanks in part to its radio board chairman, Dick Novik.

"My keenest focus on the NAB board is in the area of government relations," says Novik, who has served on the NAB board since 1988 and as radio board chairman since last June. His chief goal has been to increase the membership's involvement in lobbying for the broadcast political agenda.

"The first action that the radio board took at this past [January] meeting was to insist that all board members get involved in government relations." All board members are now responsible for lobbying their own congressmen and reporting their progress back to NAB twice a year. Board members are also required to support TARPAC, NAB's political action committee.

Novik has visited Capitol Hill and the FCC over several issues in the past four years, most recently to discuss local marketing agreements (LMA's) and digital audio broadcasting (DAB). He also helped NAB secure passage of the Senate's cable TV bill (S. 12) with its controversial retransmission-consent provision.

"You go to any radio station in the country and if you ask 'Who's your biggest competitor?,' most people think it's going to be another radio station across town. That's been changing in the past few years. Suddenly the largest competitor to radio stations is the cable system in town," he says. Cable systems have a wide inventory of available commercial time and often are able to undercut radio rates. Some cable systems are experimenting with audio services of their own to compete directly with local radio. "They are a major, major threat to both radio and television."

Novik calls himself "a second-generation broadcaster." His first jobs were for his father, Harry Novik, at family-owned WLJB(AM)-WBLS(FM), black-music stations in New York. "I



started in merchandising. I was going around to stores putting up posters. That led to sales and to sales management right up to general management. My father was smart enough to see that I started way down in the line and worked for a living."

He was general manager of the stations when they were sold in the early 1970's. Rather than looking for a job to manage someone else's station, Novik decided to buy his own AM in Putnam County, New York, from his uncle, Morris S. Novik. "It was really like going from polar ends. Putnam is an extremely small market compared to the number-one market," he says.

He moved to the larger town of Poughkeepsie in 1986 after buying WKIP(AM) and acquired WRNQ(FM) three years later.

Times are hard and radio stations are selling for less. It is a great time to invest in radio, Novik says. "I would certainly think smart buyers are out there now. Buying in 1992, I think,

would be a very smart idea. The irony, especially for broadcasters in smaller markets, is that banks and other lenders don't want to talk to you unless your deal is \$10 million or more and certainly has to be multi-station." He hopes the Federal Reserve Board's decision to change the criteria for "highly leveraged transactions" will help ease the credit crunch for broadcasters (BROADCASTING, Jan. 27).

In the meantime, Novik is expanding his operation with a time-brokerage agreement. He is just completing the first year of an LMA to simulcast WKIP's signal over a nearby FM. "I'm still a firm believer in full-service radio. I'm delighted that our LMA has allowed us to simulcast our AM on the FM dial. A lot of listeners never push that lever and come over to the AM side," he says.

Novik's term on the NAB board ends in June. He does not foresee running for his seat again when he is

again eligible in a few years, but he would still like to have a role in Washington. Novik's local representative, Hamilton Fish Jr. (R-N.Y.), recommended him to President Bush for a vacant seat on the FCC three years ago (BROADCASTING, April 24, 1989), and he still would like to serve on the commission one day. "There should be more broadcasters or more people with

broadcasting experience on that commission. It takes years for people to understand a lot of these issues, and by that time they are looking to go on to other aspects of their careers," he says.

But for the near future: "What I'm looking forward to now is getting back to running my radio station again because the amount of time spent at NAB has been enormous." ■

President, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., and radio board chairman, National Association of Broadcasters; b. Feb. 9, 1941, Stamford, Conn.; BA, Franklin and Marshall College, Lancaster, Pa., 1962; management trainee, WOR-TV New York, 1963-65; account executive and general sales manager, WLJB(AM)-WBLS(FM) New York, 1965-75; president, WPUT(AM) Brewster-WYNH(FM) Patterson, N.Y., 1975-86; present position since April 1986; m. Pari Forood, April 8, 1987; children: Brett, 18; Nadia, 16 (by previous marriage); Hilary, 3; Olivia, 1.

Fates & Fortunes

MEDIA

Craig Millar, VP, broadcast sales, Great American Broadcasting's Television Group, Cincinnati, named president and general manager, WBRC-TV Birmingham, Ala., succeeding **Nick Bolton**, who retired.

Dean H. Eisner, managing director, AGB Market Information, London, joins Cox Enterprises there as managing director, international development.

John Tinker, VP, County NatWest Securities USA investment banking firm, joins Furman Selz Inc., New York, as managing director in charge of media and entertainment research.

Janice Wilson, from WGBY-FM-TV San Francisco, joins Public Broadcasting Service, Alexandria, Va., as director of corporate support, succeeding **Steve Bass**, general manager, WGBY-TV Springfield, Mass.

T. Bahnson Stanley III, VP, corporate finance, Scott & Stringfellow Investment Corp., joins Landmark Communications Inc., Norfolk, Va., as director of corporate development.

William D. Merriam, executive VP, operations, Turner Entertainment Networks, named VP, facilities and planning, TBS Properties, Atlanta. **Joel Shapiro**, former controller, accounting department, CNN, named director of accounting and finance, Turner Private Networks Inc., Atlanta.

Appointments at Cencom Cable Television, St. Louis: **Mark James Bogart**, VP, St. Louis Regional Commerce and Growth Association, named VP, government relations; **Pamela Sankey**, VP, investor relations, named VP, corporate communications; **Todd Felker**, media research manager, D'Arcy Masius Benton and Bowles, named director of marketing; **David Troxel**, regional general manager, South Central region, named regional VP, operations, Clarksville, Tenn.; **David**

McCall, regional manager, operations, Southeast region, named regional VP, operations, Simpsonville, S.C., and **Russel H. Givens Jr.**, regional operations manager, named regional VP, operations.

Roy Sampson, program director, WXYV(FM) Baltimore, named operations manager.

Lee K. Strasser, director of sales, WPBG(AM)-WIRK-FM West Palm Beach, Fla., adds duties as VP and general manager.

Max Sklower, executive VP, McKinnon Broadcasting Co., Corpus Christi, Tex., retired.

Gary W. McNair, from WSAZ-TV Huntington, W. Va., joins KBIM-TV Roswell, N.M., as station manager.

Bruce Franzen, programing and marketing manager, KGUN(TV) Tucson, Ariz., joins KYMA(TV) Yuma, Ariz., as VP and general manager.

SALES AND MARKETING

Appointments at CNN: **Jack Hobbs**, VP, sales manager, New York, named VP, sales manager, Turner International advertising's new Tokyo bureau; **Eric Clemenceau**, advertising sales manager, European division of Conde Nast, joins Turner International, Paris, as director of publicity, and **Wayne Aaronson**, account executive, named advertising sales manager, Los Angeles.

Robert L. Calandruccio, executive VP, Vitt Media International Inc., New York, named president and chief operating officer, succeeding **Roy A. Muro**, chairman and CEO ("Fates & Fortunes," Nov. 25, 1991).

Susan McEldoon, local sales manager, KCNC-TV Denver, named general sales manager.

Kevin Bolin, assistant controller, WAGA-TV Atlanta, named account executive.

Andrew Stewart, local sales man-

STURM TO LEAD ANPA BATTLES

John F. Sturm, vice president, government affairs, CBS Inc., Washington, will join the American Newspaper Publishers Association (ANPA), Reston, Va., in the new position of senior vice president, public policy, effective Feb. 18. Sturm will be filling most of the functions of **Claudia James**, former vice president, legal and governmental affairs, who left ANPA last fall to join a communications consultant firm. He will be a chief strategist in ANPA's battle to halt the regional Bell operating companies' entry into information services. "The media are blurring," with print and telecommunications interests merging in many areas, and his background in communications law (he has also worked as an attorney for NBC and the FCC) will aid him in his new position, Sturm said. ANPA is gradually undergoing a reorganization, with a planned July 1 merger with the Newspaper Advertising Bureau.



Also announced last week was the departure of **Terry Maguire**, ANPA senior vice president, who is joining ABRH Consulting, Washington, as senior vice president and managing director, effective March 15.

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BROADCASTING REALIGNS EAST/WEST COVERAGE

In a series of staff appointments designed to improve BROADCASTING's editorial operations on both coasts:

Geoff Foisie, chief correspondent in New York, has been named bureau chief. He will continue to have specific responsibility for the business and advertising/marketing beats, as well as supervising coverage for other beats based there. **Steve McClellan**, who has been in charge of programing, based in New York, will be chief correspondent with responsibility for policy stories as well as the journalism and sports beats. He will continue to contribute to New York programing coverage. **Rich Brown**, assistant editor, will assume responsibility for cable coverage in New York, while **Sharon Moshavi** moves to the advertising and marketing area. **Peter Viles**, a recent addition to the New York staff from the Associated Press in Hartford, Conn., will share responsibility for the radio beat with **Reed Bunzel**, radio editor on the West Coast.

Television programing coverage, which will now be headquartered in Hollywood, is in the hands of **Steve Coe**, assistant editor for network programing, and **Mike Freeman**, assistant editor for syndication coverage. It is anticipated that a third programing specialist will join them as BROADCASTING expands its West Coast programing coverage. ■



Mishelle Michaels, meteorologist and environmental reporter, WMUR-TV Manchester, N.H., joins WHDH-TV Boston as weekend meteorologist.

Michaels

Appointments at WHAG-TV Ha-

gerstown, Md.: **Ted Alexander**, program director, WZYQ(FM) Braddock Heights, Md., named sports director; **Keith McKenzie**, director and videographer, Pinnacle Film & Video Productions Inc., and **Timothy Williams**, from Cable TV, Channel 44, Baltimore, named reporters, and **Karla Moore**, from WINC-FM Winchester, Va., named sports reporter.

ager, KGUN(TV) Tucson, Ariz., named general sales manager.

Steven J. Buxbaum and **Marshall Cetlin**, VP's, Backer Spielvogel Bates Inc., New York, named senior VP's and managing directors, promotion marketing group.

PROGRAMING



McNeely

Milinda McNeely, senior attorney, network TV division, Paramount Pictures, Hollywood, named senior VP, legal, network TV division, succeeding **Howard Barton**, who recently retired.

Howard Green, VP, sales, contract and systems administration, domestic and international TV, Paramount Pictures, joins Twentieth Television, Beverly Hills, Calif., as senior VP, sales operations, domestic TV. **Stephen Friedman**, VP, research, Twentieth Television, named account executive, Central division, Twentieth Television, Chicago.

Carl William Dietze, from LBS Distribution, joins Grove Television Enterprises Inc., New York, as senior VP, sales and distribution.

Marc Grayson, Western regional sales manager, MTM Television Distribution, named vice president of domestic syndication sales. In his new position, Grayson will oversee national sales and marketing and supervise New York, Chicago, Atlanta, Dallas and Los Angeles regional sales offices.

George Cain, senior VP, national sales manager, ABC Television Network Group, New York, named senior VP, network group. **William P. Cella**, VP, director of sports sales, ABC-TV, New York, named VP, sports sales.

Ryan Shiotani, manager, international TV distribution, Republic Pictures International, Los Angeles, named director, international TV distribution.

NEWS AND PUBLIC AFFAIRS

Roy Brunett, press representative, CBS-TV's *60 Minutes*, New York, adds duties as manager of communications, CBS News.

Richard Eiswerth, director of station services, National Public Radio, Washington, joins Corporation for Public Broadcasting there in same capacity.

Patricia Janiot, host, *Buena Dia Nueva York*, WXTV(TV) Paterson, N.J. (New York), joins Telemundo, Atlanta, as co-anchor, *Telemundo-CNN*.

TECHNOLOGY

John Burnell, VP and general manager, Midwest Communications Corp., joins Tektronix Television Division sales force, Denver, Colo., as district sales manager for Colorado, Wyoming, New Mexico and Utah.

Wally Rodammer, 42-year veteran of WXYZ-TV Detroit, retires as chief engineer and director of engineering.

Appointments at C-COR Electronics Inc., State College, Pa.: **Daniel W. Finch**, director of sales and marketing, T-COM Corp., named president, C-COR/COMLUX Inc.; **Alan D. Hogg**, from Tri-Vision Electronics Industries Inc., joins C-COR Electronics Canada Inc., Ontario, Canada, as national sales manager, and **Steven Day**, VP, Times Mirror Cable Television, named director, marketing and product development.

PROMOTION AND PR

Marc Aaron Smith, senior promotion producer, Kingworld, joins Tribune Entertainment, New York, as senior promotion producer, *Geraldo* and *Now It Can Be Told*.

Sharon Roesler, associate producer, *Diggstown*, Axis Productions Inc., Los Angeles, named VP, creative affairs.

Rick Felty, writer and producer, creative services, WGN-TV Chicago,

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WCBS-TV'S ROGER COLLOFF DIES OF CANCER

Roger Colloff, 46, vice president and general manager, WCBS-TV New York, died of colon cancer Feb. 6 at Mount Sinai Medical Center in New York. Colloff joined CBS Inc. in 1975 as director of government affairs, Washington, leaving the following year to work on the Carter-Mondale presidential campaign and then in the administration. He returned to CBS News in 1979 as vice president and assistant to the president, and later was named vice president, director, public affairs broadcasts. He was made vice president, policy and planning, CBS Broadcast Group, in 1983 and a year later became general manager at WCBS-TV. In a statement, Laurence Tisch, chairman and CEO, CBS Inc., said of Colloff: "Roger was an outstanding broadcaster and a true professional. His leadership, ideas and inspiration will be truly missed."



Colloff is survived by his wife, Margery, a daughter and son.

named manager of creative services.

Dee Schroder, VP, television, Rogers & Cowan Inc., Los Angeles, named senior VP, television, succeeding **Maggie Begley**, who resigned to do independent TV publicity and marketing consulting.

Ed Feuerherd, writer and producer, WSB-TV Atlanta, joins WAGA-TV, there in same capacity.

ALLIED FIELDS

Ernest Ford, president and owner, Ford Communications television consulting firm, Dallas, appointed executive director, The Society of Professional Journalists, Greencastle, Ind.

Linda Shea Gieseler, from West & Banks, Winston-Salem, N.C., joins Farrow, Schildhouse & Wilson communications law firm, Washington, as associate attorney.

Beth Tuttle, former VP, director of communications, People for the American Way, joins The Freedom Forum, Arlington, Va., as director of advertising.

Glen Gardner, news director, KRNA(FM) Iowa City, Iowa, appointed co-chair, Iowa State Emergency Communications Committee.

DEATHS



Parks

Bert Parks, veteran radio-TV game show host who became television fixture in his 25-year stint as emcee of Miss America beauty pageant, died of inoperable lung disease Feb. 2 in La Jolla, Calif. Parks serenaded Miss Americas with his trademark song "There She Is," from 1955 to 1979. He was fired in 1980 by officials wanting to give pageant younger look. Leonard Horn, chief executive of Miss America Pageant Organization, praised Parks: "He was a very important part of our history, and because of what he contributed, we have present and future." Parks began his broadcasting career

in his hometown at WGST(AM) Atlanta. He joined CBS Radio in 1933 as announcer, and later worked as game show host for *Break the Bank* (1945) and *Stop the Music* (1948). Parks gained fame on daytime and prime time quiz shows including: *Balance Your Budget*, *The Bert Parks Show*, *Double or Nothing*, and *Yours for a Song*. He had guest appearances on TV shows *Burke's Law*, *Elly Queen* and *The Bionic Woman*. Survivors include his wife, Annette; a daughter, Annette Jr.; twin sons, Joel and Jeffrey, and two grandchildren.

Mary Yanofsky, 80, retired manager of magazine publicity, ABC, died of lung cancer Jan. 20 in Sayre, Pa. Yanofsky began broadcasting career writing radio scripts with stations in Harrisburg, Pa., and later CBS. She joined ABC in early 1950's and remained there until her retirement in 1975. She is survived by sister, Frieda, and brother, Herbert.

Joseph A. Sciulli, 50, engineer, died of kidney cancer in Germantown, Md., Jan. 28. Sciulli worked at NASA Goddard Space Flight Center from 1962 to 1968, developing weather satellite pictures. He later joined Comsat Laboratories as manager of voice and data processing branch. In 1974 he founded Telecommunications Techniques Corp., where he served as president and CEO until its purchase by Dynatech Corp., in 1979. He is survived by his wife, Lee; three children; his parents, and two sisters.

Brett R. Bromley, 38, broadcasting sales representative, died of heart failure in Cinnaminson, N.J. He had worked at WTVQ-TV Lexington, Ky., J. Walter Thompson, Atlanta, and Petry Television. He is survived by his mother and two brothers.

Harry R. Horvitz, 71, cable system operator, died of prostate cancer Jan. 23 in Lyndhurst, Ohio. His family owned and operated Multi-Channel TV Cable Company, which it sold in 1988. Survivors include his wife, Lois; daughter, Pam; two sons, Michael and Peter.

Richard Hunt, 40, puppeteer, died Jan. 7 of AIDS in New York. He performed on TV shows including *Sesame Street*, *Fraggle Rock* and *Muppet Show*.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. "Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co. is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knapp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at Washington, DC 20036 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Monday☐Memo

How to improve your national radio business in 1992

It could be your worst nightmare. There you are confronted with a national budget as tall as the highest mountain, yet you're asking Jacques Cousteau to help your latest ratings. This is your first time in the driver's seat and the watchful corporate eye is on you. Your air of importance momentarily comes alive with your first phone call in your new office—it's a cancellation. The news hits hard, and as you settle back in your seat in disbelief, you reminisce about your humble beginning in the radio business and you say to yourself: "My God, what's going to happen to me?"

Believe me, all is not lost. I experienced the above scenario at the start of 1991, but during the year consistently saw 25%-35% monthly increases over the previous year. On Jan. 1, 1991, we had what amounted to a standard mortgage down payment booked, yet by year's end we were 10% ahead of the market as well as the prior year's total billing. We began the first quarter by battling a war that tightened purse strings and produced myriad account casualties. By mid-year the economy settled into a recession, and the fight for business was even greater. In addition to this, my station suffered a double-digit ratings decrease from last year in its eighth down book. If this was not enough, three more competitors entered the market vying for our market share.

The above factors didn't offer much encouragement to bill more in 1991, yet through a lot of hard work and an "I gotta have it" attitude, we had a banner year.

Below are some steps we took to improve our national business. I offer them to you for your consideration:

■ *Institute a hands-on approach to packaging and qualitative submissions.* Inform all your reps that you will be doing all the packages and pulling all the qualitative. Reps should spend less time on packaging and "searching" for qualitative and more time in developing justifications for why your station needs to be bought. You should see what the buyer sees and what the rep is selling. Don't let the perception of your station fall to chance, but increase your control over the sale and the rep's accountability.

■ *If you are not a major share player, don't fall victim to short-point ranker buys.* On short-point avails, don't accept the notion that if your station is not in the top five you have to abandon all hope for the business. This is an excuse that easily paves the way for your not getting bought. Address this by acknowledging that you are not number one in the market, but you are number "one" for

the client. Don't let the strength of the market depend on the ranker when it could depend on your station.

■ *Allow for maximum accessibility.* If you want the best job to be done, give the reps all the telephone numbers where you can be reached. If your office number is the only one available and you're not there to take the call, then you place a straitjacket on the avail and temporarily surrender your station at the avail altar. Minutes can matter in a piece of business that is coming down fast.

■ *Don't place full responsibility on the rep firm's shoulders for the business.* Here are two classic lines: "Regardless of what happens, it is always the rep's fault" and "That's what the rep gets paid for." What does the national sales manager get paid to do? If it is simply to give out rates and watch the magic happen, then we will all shortly be replaced by our favorite laptops. Every piece of business is a shared responsibility. Motivating the reps to work hard for you, talking to the buyer and client, developing pre-sell, packaging, pulling qualitative, market updates, should all be the NSM's responsibility.

■ *Develop a target account list.*

Make your list from avails that you missed in the preceding year. Negotiate a higher commission on these accounts if possible, and give the rep an incentive as well. You will be surprised at how many accounts you can get when rep and station put forth their best effort.

■ *Create top-of-mind awareness for your station.* Because your rep represents hundreds of stations, the squeaky wheel does not always get the grease. To meet this challenge, author a steady stream of market updates and keep the rep abreast of changes at your station. Request that the reps do pre-sell, and have them forward copies of their work to you. Don't depend exclusively on what is in your station file to act as a reference point, since many times this folder consists of incomplete, outdated information preserved at museum quality. Finally, increase the responsiveness to your station by having the reps consistently provide you with updates of where they are in the sales process. Be reasonable, but if you're told that you're demanding, consider it a good sign.

■ *Send out thank-you letters.* Always make the time to say "thank you" for a job well done. Be sure to "cc" your correspondence to management at the rep and your station. Never take outstanding performance for granted.

May 1992 be a successful year for us all. ■



A commentary by Mark Dempsey, national sales manager, KOAI-FM Dallas

Broadcasting In Brief

User fees are back with a twist. In its detailed budget request to Congress, **the FCC proposes to collect \$71 million in user fees during fiscal 1993.** The difference between the proposals and last year's (which was killed in the Senate) is that the FCC is no longer recommending that fees flow directly to the agency. Instead, it suggests funneling receipts into the general treasury. Despite the change, an NAB spokesperson blasted the plan: "The commission was dead wrong last year and they are dead wrong this year." Initial reaction from the Senate Commerce Committee, which blocked the fees last year, was also negative to the new plan.

Apparently looking for an equity partner to share in the risk of the initial 24-week limited market rollout of the spring 1992 strip *Nighttalk with Jane Whitney*, **Warner Bros. Domestic Television Distribution has completed a co-production agreement with Scripps Howard**

Productions. As part of the deal, three Scripps Howard Broadcasting Co. stations—ABC affiliates WXYZ-TV Detroit, WEWS-TV Cleveland and WCPO-TV Cincinnati—will be clearing the late-night talk show strip when it debuts March 30. Although WBDT's senior VP of sales, Scott Carlin, declined to say how much money Scripps Howard is investing in the partnership, he did confirm that the broadcasting and publishing conglomerate would have a continuing equity stake for the "perpetuity" of the series.

The annual **Economic Report of the President** to the Congress, released last Thursday (Feb. 6), **advises against rate regulation for the cable television industry.** "In the long run, removal of the barriers to competition for existing cable operators will benefit consumers by lowering rates and providing alternative services," the report concludes. It suggests telephone company entry into cable TV as a way to introduce greater

competition. Barriers limiting competition, such as the 1984 Cable Act's prohibition of cable-telco crossownership, "may be inhibiting the introduction of innovations that would benefit consumers," the report says.

Judith Krantz and her husband, producer Steve Krantz, have signed a long-term agreement with ABC to produce five projects including a miniseries version of her latest novel "Scruples Two." The deal calls for *Scruples Two* to air on ABC in late 1993. Additional projects include two two-hour movies based on Krantz stories and two event-series, multipart stories that will be aired on a weekly basis until the story is finished rather than on a consecutive night basis, as miniseries are traditionally aired.

The FCC has asked the Justice Department to file a civil suit against Evergreen Media Corp.'s WLUP(AM) Chicago for failure to pay a \$6,000 fine for broadcasts cited as indecent. The Communications Act does not allow Evergreen to appeal the forfeiture order; its only means to challenge the FCC's action is by declining to pay the fine. Evergreen President Scott Ginsburg said the company does not "relish the idea of a trial, but if it becomes a necessity we will act responsibly to defend our position."

NAB sent a study to the FCC saying the 1990-2110 mhz spectrum needs to be protected for broadcasters and not used for new technologies such as the proposed personal communication services.

The FCC has until Feb. 28 to respond to a long list of questions posed by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) on what the agency is doing to comply with the White House's deregulatory initiative, announced in Bush's State of the

NO MUNICIPAL CABLE SYSTEMS IN PA.

Last week, a federal judge in Easton, Pa., ruled that the borough of Schuylkill Haven has no authority to build, own or operate a cable television system and is prohibited from doing so until the state legislature authorizes it to do so. Currently, service is provided to the borough by Time Warner subsidiary Warner Cable Communications.

The case marks the first time that a federal court has considered the question of whether the Cable Act gives authority to local governments to build and operate their own cable television systems.

In its order, the court said: "The power to create municipalities and define the limits of their powers is a quintessential state function. We will not read the Cable Act broadly to expand the powers of a Pennsylvania municipality where Congress has not clearly expressed an intent to do so. Because we find no intent in the Cable Act to empower Schuylkill Haven Borough to own and operate a cable system, we do not need to reach the plaintiff's [Warner Cable's] argument that it would be unconstitutional for Congress to grant a municipality a power the state has denied it."

Absent an injunction, the opinion said, it is very likely that Schuylkill Haven would build a system to compete with Warner's system that would diminish the value of Warner's investment—an investment made in the city that granted it the franchise.

—JF

Union Address two weeks ago. The questions are the guts of a seven-page Jan. 31 letter expressing concern that the FCC may be sacrificing independence in participating in the initiative. Dingell had earlier expressed concerns in a letter to the administration that was copied to the FCC ("Closed Circuit," Feb. 3). FCC General Counsel Bob Pettit said Dingell's concerns are unfounded. The FCC is maintaining its independence, he said. "We are not receiving instructions on what to do or what not to do from anybody."

Public Television will continue to play an important role in meeting educational and cultural needs in the 21st century, FCC Commissioner Ervin Duggan said in a paper prepared for the Aspen Institute Program on Communications and Society. Duggan said Congress should place a priority on federal dollars as "seed funding" for programing, not overhead costs, and identify a stable, public source of funding for federal appropriations such as collecting a levy on pay-per-view and other cable decoder boxes, HDTV receivers and DBS, similar to the way states collect gasoline taxes for road construction. Duggan's paper came one week after conservative Washington think tank the Heritage Foundation called on Congress to stop funding public television and to privatize the Corporation for Public Broadcasting (BROADCASTING, Feb. 3). Duggan asked whether the Heritage Foundation diagnosis and cure for public television is motivated by "ideological hostility to the patient." He continued: "We simply have no guarantee that the future commercial marketplace can serve all the public's needs for high-minded television."

In the first complaint filed since the FCC said it would assert total jurisdiction over enforcement of the lowest-unit-charge law, a group of Florida politicians is suing WTVT(TV) Tampa for alleged overcharges exceeding \$500,000. Besides allegedly violating lowest-unit-rate rules, politicians also claim the station engaged in rate discrimination between candidates. WTVT(TV) is owned by Clarence McKee (51.53%) and George Gillett Jr. (48.47%). The station's attorney, Vince Pepper,

TIME WARNER RAISES BID FOR ATC SHARES

Time Warner sweetened its offer to acquire the 18% of American Television & Communications Corp. it does not already own, and last week had the offer approved by ATC's board of directors. The revision, not unexpected (BROADCASTING, Jan. 20), paves the way for Time Warner to close on its \$1 billion deal with C. Itoh and Toshiba to create Time Warner Entertainment, comprising the company's programing and cable units. Completion of that deal is a condition of the ATC stock repurchase, as is SEC approval.

Under the agreement, for each of the 19.7 million shares of publicly held Class A Common Stock, Time Warner will pay notes with a face value of \$82.50 and which do not bear interest until Aug. 15, 1995. The notes will be redeemable in cash and/or securities at the option of the holder or Time Warner on Aug. 15, 1995. The notes are also redeemable by either party on Aug. 15, 1998, at \$82.50 plus interest, which begins accruing in 1995 and which is capped at 11% annually. The notes mature and are payable in cash on Aug. 15, 2002.

According to analysts, the price Time Warner is offering ATC shareholders is a rate of about 9½ times 1992 operating cash flow while essentially selling that stock at a higher rate to C. Itoh and Toshiba. That deal, which gives the two companies 6¼% each of the new entertainment segment, is, say analysts, valued at about 13½ times 1992 operating cash flow.

ATC stock traded up following last Wednesday's announcement, to 58 from the previous day's 56½, and has stayed above the pre-announcement price, trading at 57¾ late last Friday.

-SDM

said WTVT will make a filing at the FCC saying charges should be dismissed and that overcharges never took place.

The Federal Trade Commission encouraged "flexibility" in allowing market forces to influence whether advanced television (ATV) replaces standard TV. In comments submitted to the FCC, the FTC recommended "allowing broadcasters to determine the mix of ATV and NTSC broadcasts" and allowing broadcasters more than two years to build ATV facilities.

Ampex Recording Media Corp. is eliminating another 224 positions, 191 from its Opelika, Ala., manufacturing facility and the remainder from Redwood City, Calif., headquarters and sales offices. Ampex President Thomas Wheeler said the "organizational changes will allow us to further focus on the high-end, value-added segments of the professional media market."

The Japanese trading company **Nichimen Corp.**, through subsidiary Nichimen Graphics Corp., **acquired Burlington, Mass.-based Symbolics Inc.** for \$500,000. Symbolics,

which recorded a \$3 million, one-time charge reflecting 1991 operating results, will become the exclusive North American Nichimen Graphics distributor.

Top MSO's **Cox Cable, Continental Cablevision, KBLCOM** and 13 other smaller MSO's **have signed to carry NBC and Cablevision System's pay-per-view Olympics Triplecast.** Most of the top 10 MSO's have signed affiliation agreements. Industry leader Tele-Communications Inc. is expected to sign shortly.

The Charter Co., a majority-owned subsidiary of Carl Lindner's American Financial Corp., said it **proposed to swap its stock for the 18% of Spelling Entertainment's shares it doesn't already own.** Spelling Entertainment said it would hire an investment banking firm to evaluate the offer, consisting of nine-tenths of a Charter share for each Spelling share. Spelling closed Friday at \$6, up \$1 from the previous week.

The FCC has ordered Dakos Broadcasting Inc., licensee of WOKD (AM)-WXKT(FM) Arcadia, Fla. **to pay an \$18,000 fine** for failing to comply with the FCC's EEO rules.

Editorials

TWO PLUS

In a time of very little good news—businesswise—there was something to cheer about in Washington last week. FCC Commissioner Sherrie Marshall chimed in on the side of Chairman Alfred Sikes, whose bold initiative to further unshackle radio and television from onerous regulation has been slow in becoming a landslide. But now he's got two of the necessary three votes on board, with Commissioner Jim Quello not too far behind.

Among the other stories we covered last week was an International Radio and Television Society seminar (see page 8), which dealt with a familiar theme: where we are and whither we are tending. Among the more telling assertions was one from a panelist who remarked that growth in the future "will not come from a rising tide but from what you bring to it." Fair enough, but the broadcasting industry will be forgiven for asking, in the meantime, that the anchor be taken from its neck before the tide comes in. It's one thing not to rise; it's another to be dragged under.

Al Sikes has been unwavering in pursuing the principle and the goal of deregulation, and this page is pleased to see Sherrie Marshall in his camp on this issue. If ever there were a case meriting unanimity among the five commissioners, this is it.

UNDER NEW MANAGEMENT

This page opposes rate cuts for radio in principle, but in the case of the Radio Advertising Bureau's Managing Sales Conference in Nashville last week, we made an exception. In October of last year there was a changing of the guard at RAB to what was generally recognized as a more proactive administration. One of the first moves of newly appointed RAB President Gary Fries was to cut the price of admission to the conference by more than a quarter.

We said in an editorial at the time that it was an appropriate course for a conference whose theme was "Making the Most of the Economic Recovery." Just how appropriate, and successful, a strategy it was became clear last week, as the conference set an attendance record (see story, page 42), almost doubling that of the year before. The energetic calls for innovation and cooperation by the new RAB administration at the conference fell upon receptive ears, as what in past years might have been boilerplate seemed to carry a new sense of urgency in the current economic climate. "We must change to survive" was the message. Among those changes: "Our education

and training programs are being expanded, a modernized co-op/vendor program is being retooled and we are aggressively organizing an industrywide cooperative marketing sales team to call on target accounts."

Fries and company are setting the right tone.

BETTING ON THE FUTURE

Enhanced" analog television—1987-92—may now rest in peace. If it appeared NBC had been too long whipping that dead horse in the advanced television standards race, that network showed it has spread its bets wisely. Once-blessed Advanced Compatible TV "is still there" in the FCC standards process, but "all of our emphasis is now behind the advanced digital system" that has succeeded it, NBC's Michael Sherlock said hours before NBC-Sarnoff-Philips-Thomson's Advanced Digital HDTV gained final certification for testing this spring ("In Brief," Feb. 3).

The broadcasters have always "gone for the gold," as Sherlock put it. In the present race for a new standard, it is they who have put down real money. And with the likes of CBS's Joseph Flaherty—arguably advanced TV's prime mover—at the heart of the standard-setting process, gold it will be for the nation's broadcast viewers. May the best digital system win.

For now, a tip of the cap to the FCC, the engineering community and all those Fifth Estaters who have chosen to strive for the horizon rather than simply to make it over the next hill.

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THE SENATE...



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Drawn for BROADCASTING by Jack Schmidt

Special Report:
BARTER SYNDICATION
Issue date: March 2
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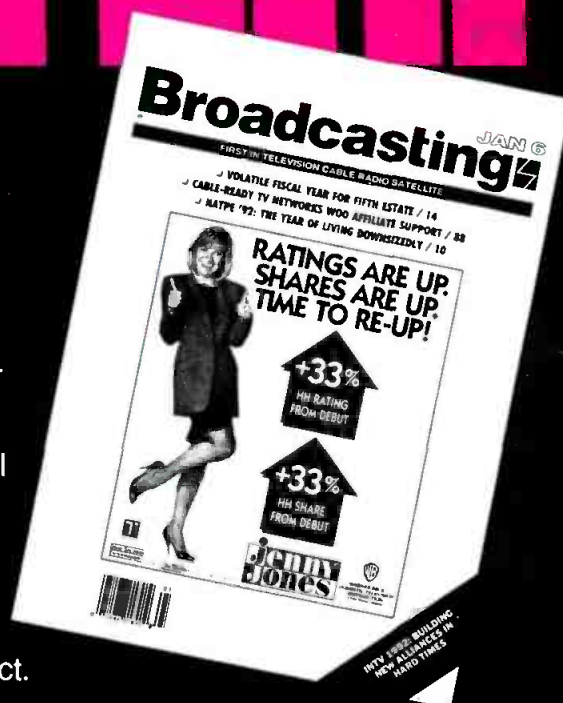
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