

# Broadcasting

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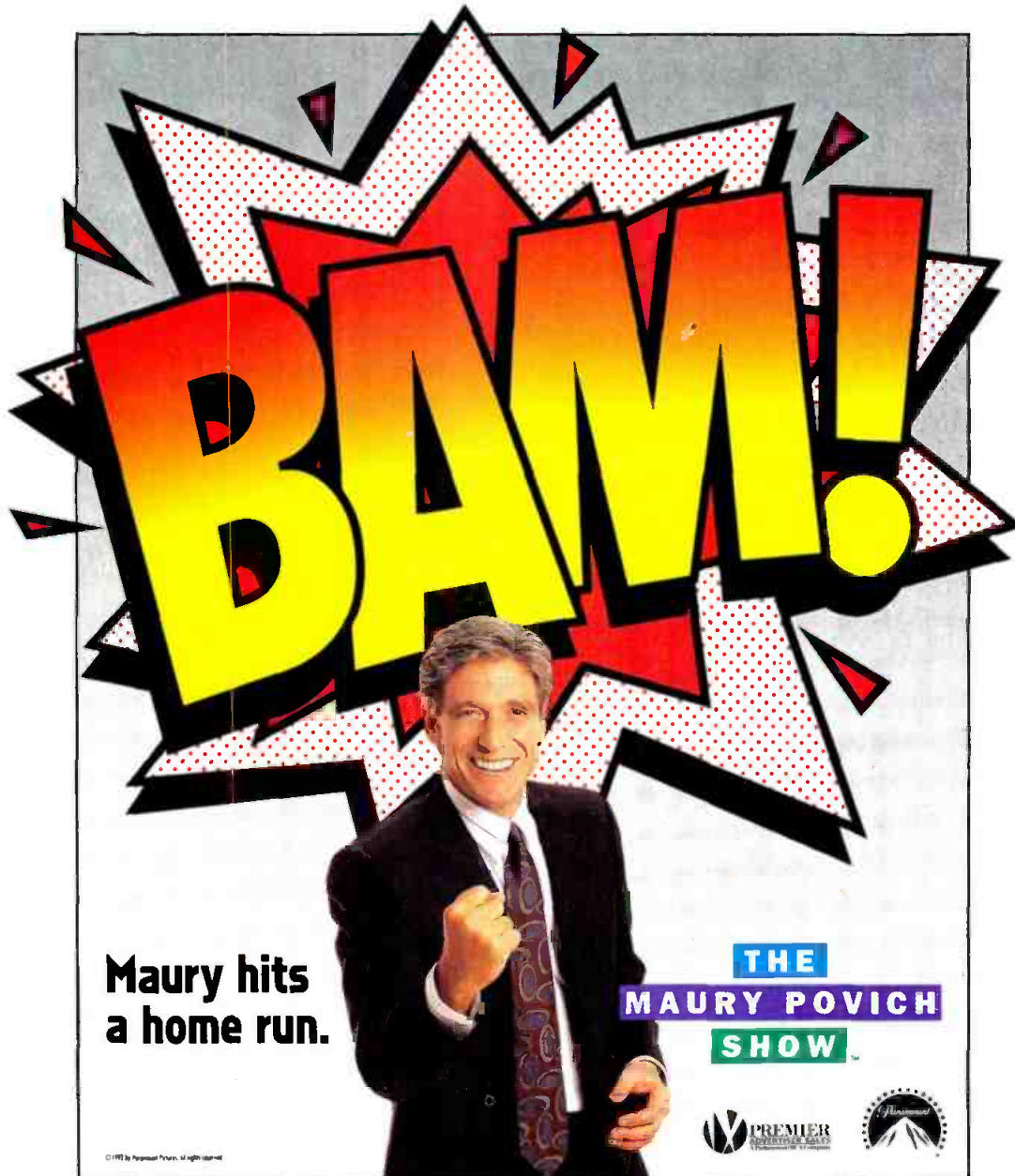
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□ **REAGAN NAB APPEARANCE PRODUCES HIGH DRAMA / 4**

□ **THE COST OF HIGH-DEFINITION TELEVISION / 6**

□ **TV-RADIO DEREG A HOT ISSUE / 10**



**Maury hits  
a home run.**

**THE  
MAURY POVICH  
SHOW**

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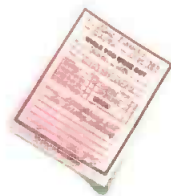
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**POSTSCRIPT**  
Vol. 122 No. 17





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# Top of the Week



Former President Reagan was hit, although not hurt, by a piece of flying glass from the crystal award smashed by protester Rick Springer during the 'All-Industry' luncheon at the NAB convention in Las Vegas last week. At right, as Springer attempts to reach the microphone, he is grabbed by a Secret Service agent. At left, prior to Reagan's speech, NAB President Eddie Fritts and NAB Joint Board Chairman Gary Chapman, president, LIN Television, Providence, R.I., present Reagan with the NAB's Distinguished Service Award.

## REAGAN'S SHATTERING MOMENT

*Former President is jostled on stage by protester; finishes speech with humor*

By Peter Viles

Soon afterward, it turned into one of those unexpected glitches that measure a broadcaster's ability to improvise under pressure. And Ronald Reagan, an old radio announcer, passed the test.

But for a few seconds in Las Vegas last week, it appeared that the 81-year-old former President was being violently attacked in front of 3,000 stunned NAB attendees.

And for the remaining three days of the NAB gathering, the brief incident dominated conversations, news coverage and even convention operations as the NAB scrambled to increase security at the sprawling convention complex.

It also presented the Secret Service with an embarrassing question: how could someone slip out of a crowd and get so close to a former President?

On Monday (April 14), as Reagan was delivering a speech after receiving the NAB's Distinguished Service Award, an anti-nuclear activist strode briskly across the stage toward the ex-President, grabbed a two-foot-high crystal statue the NAB had just presented, raised it above his head, and smashed it into pieces.

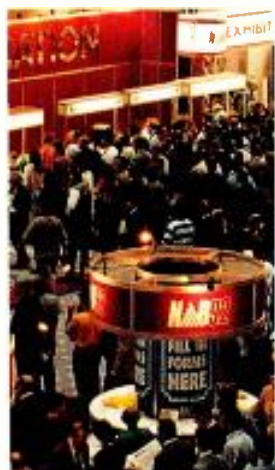
The crowd gasped, and some broadcasters who didn't have a clear view of the stage thought Reagan had been shot. Said NAB President Eddie Fritts, who rushed to Reagan's side, "Everybody had a sinking feeling in

their gut and a weakness in their knees."

The protester, later identified as Rick Paul Springer, 41, of Arcata, Calif., jostled Reagan in an attempt to grab the microphone. Secret Service officers wrestled him to the ground, but not before he shouted, "Excuse me, President Reagan....There's a nuclear test going on...at Tuesday, tomorrow afternoon." Springer was later identified as the founder of the 100th Monkey Project, which seeks a nuclear-weapons test ban and stages anti-nuclear protests in Nevada.

The NAB said that Springer had been issued a media pass to cover the convention as a photographer for the Las Vegas firm Black Rose Communications, which publishes *Indian*

# This Week



At NAB '92, a record 52,704 registrants (p. 20)

## CONVENTION SHOCKER / 4

A protester's violent interruption of former President Reagan's NAB address stunned attendees and dominated convention chatter.

## CBS TO CUT COMPENSATION / 11

An affiliates committee broke off talks with CBS on improving network-affiliate relations upon learning that the network plans to cut compensation.

## NAB NEWS / 20

FCC Chairman Alfred Sikes, long a proponent of revisiting the prime time access rule's prohibition against off-network programming, may now have the votes to do so (p. 22). HDTV hardware was out in force, including

the first professional VTR and a consumer cassette recorder (p. 22). Fearing a presidential veto if a strong reregulatory bill comes out of Congress, Energy and Commerce Committee members said moderation of the House cable bill is likely (p. 26). Some congressmen believe the lack of a telco-entry provision will be the White House's number-one objection (p. 27). TVB President Ave Butensky recommends an image campaign for spot (p. 28). Radio stations are advised to follow the flow of dollars as companies shift their budgets from advertising to promotion (p. 30). USA Digital says it will have both AM and FM digital audio broadcasting ready by April 1993 (p. 32). Conus's Saturday morning news show generated interest, but syndicators overall had a quiet week (p. 33). Saying the industries should "watch out for

each other," beer supplier Anheuser Busch asked for continued broadcaster support in blocking bills requiring warning labels in wine and beer ads (p. 34). Radio faces a bleak lending landscape that is not likely to change soon, broadcasters were told (p. 36).

## MIP MARKET / 37

Growing reliance on co-ventures and production alliances marked last week's MIP-TV market in Cannes. Long the standard operating procedure for European producers, such deals are becoming common among U.S. producers as well.

## TARGETING LOTTERY SCAMS / 42

Application mills for FCC wireless cable licenses have duped investors out of \$25 million so far, say the FTC, the Better Business Bureau and securities administrators. Such abuses of the agency's lottery system have added fuel to arguments for switching to an auction process.



U.S. producers among co-venturers at MIP (p. 37)

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*Voices*, a monthly newspaper.

Rose Davis, the newspaper's publisher, told BROADCASTING she knew Springer planned some form of protest, and that she assumed it would be "non-violent and non-traditional." She said she was certain that Springer had not intended to harm the ex-President.

Reagan winced when struck in the temple by a shard of glass, but then flashed an angry look at Springer. As Springer was dragged away, Reagan briefly retreated to the back of the stage. But he soon turned, straightened his suit, and returned to the podium to finish his speech.

"The first thing he said to us was, 'Let us continue—let me go back and finish this,'" recalled NAB joint board chairman Gary Chapman.

As the crowd settled nervously back into their seats, Reagan quipped, "Is he a Democrat, by chance?" Upon finishing his speech several minutes later, Reagan joked, "Thank you all, and I think I'll go out and see where that guy is."

As he left the stage he made a show of rolling up his sleeves as if preparing for a fight.

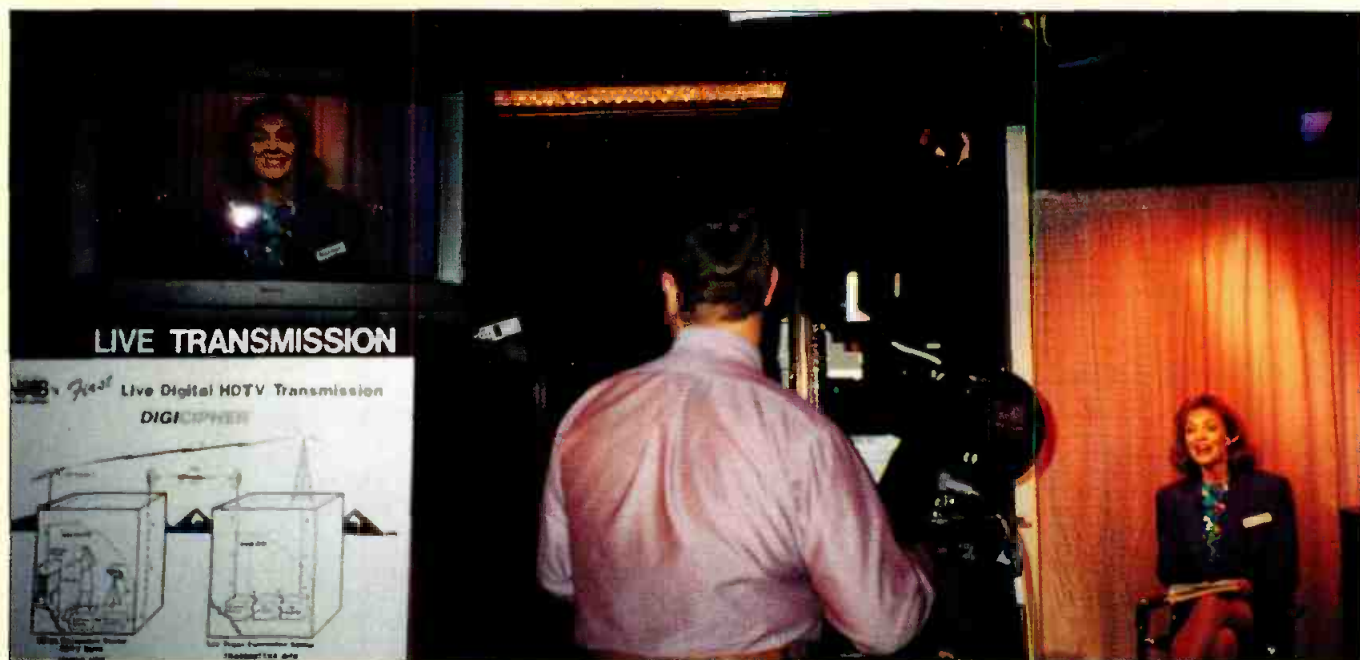
Springer was arrested and charged with threatening an ex-President, a federal offense. He was arraigned and released without bail Tuesday (April 14).

NAB spokeswoman Lynn McReynolds said the NAB will consider a review of its policy for granting media credentials for the convention; it issued some 800 media passes this year. But she also said it would be nearly impossible to guarantee security for a convention that draws 50,000 people and consists of hundreds of events.

The Secret Service, meanwhile, dispatched several agents to Las Vegas to conduct an internal investigation. Agency spokesman Carl Meyer said it is possible the agents protecting Reagan reacted slowly because they wrongly believed Springer was a stagehand or technician.

"It's a very difficult position," he said. "It requires a lot of judgment and discretion. Maybe in this case there was too much discretion."

Meyer also noted that the level of security provided to Reagan may have been decreased since he left office because the number of threats against Reagan's life "has reduced dramatically."



General Instrument's live demonstration of over-the-air HDTV transmission in Las Vegas

## HDTV: A GAME OF TAKE AND GIVE

*Looking at a price tag of \$10 billion for an FCC-mandated, high-speed switchover to high definition, some broadcasters eye potential revenue boost from digital channels*

By Peter Lambert

**I**n light of the FCC decision two weeks ago to give TV stations five years to broadcast in HDTV once the agency approves a standard and makes channels available, attendees at NAB '92 began to ponder two TV futures: Will the expensive transition to HDTV amount to a struggle to survive, or might broadcasters use digitization to compete directly with telephone and cable companies, offering voice and data services from their broadcast towers and opening up entire new streams of revenue?

At bottom was a consensus that broadcasters must invest in HDTV technology first to win the spectrum for any digital services at all.

With costs of the switchover to HDTV estimated at \$10 billion for broadcasters and \$100 billion for consumers, the NAB gathering saw both the beginnings of an accelerated roll-out of HDTV equipment and the start of earnest planning toward investing in, and making money from, a new digital TV transmission standard that some suggested must allow broadcasters to compete in communica-

tions markets additional to TV.

The costs for an individual station—between \$8.5 million and \$12 million—are “really staggering numbers” to a station in the 91st market, says Warren (Bud) Williamson III, president of WKBN Broadcasting of Youngstown, Ohio. Michael Sherlock, president of operations and technical services for NBC, itself a digital HDTV proponent, said he saw “very specific” indications from manufacturers at NAB that the FCC deadlines have given vendors confidence “they may be able to ram through very high-priced equipment.” One vendor, he said, told him equipment would cost five times NTSC, even in five years.

Ballpark figures put current HDTV production equipment costs well above NTSC: about \$300,000-\$350,000 each for a camera, a videotape recorder and a switcher. Although updated CBS and PBS projections say the transition still can be “gradual and affordable,” Williamson said his station cannot hope to afford equipment at those prices. “We have to look at pooling resources in ways we haven’t done before.”

Said Sherlock: “Given the timeline,

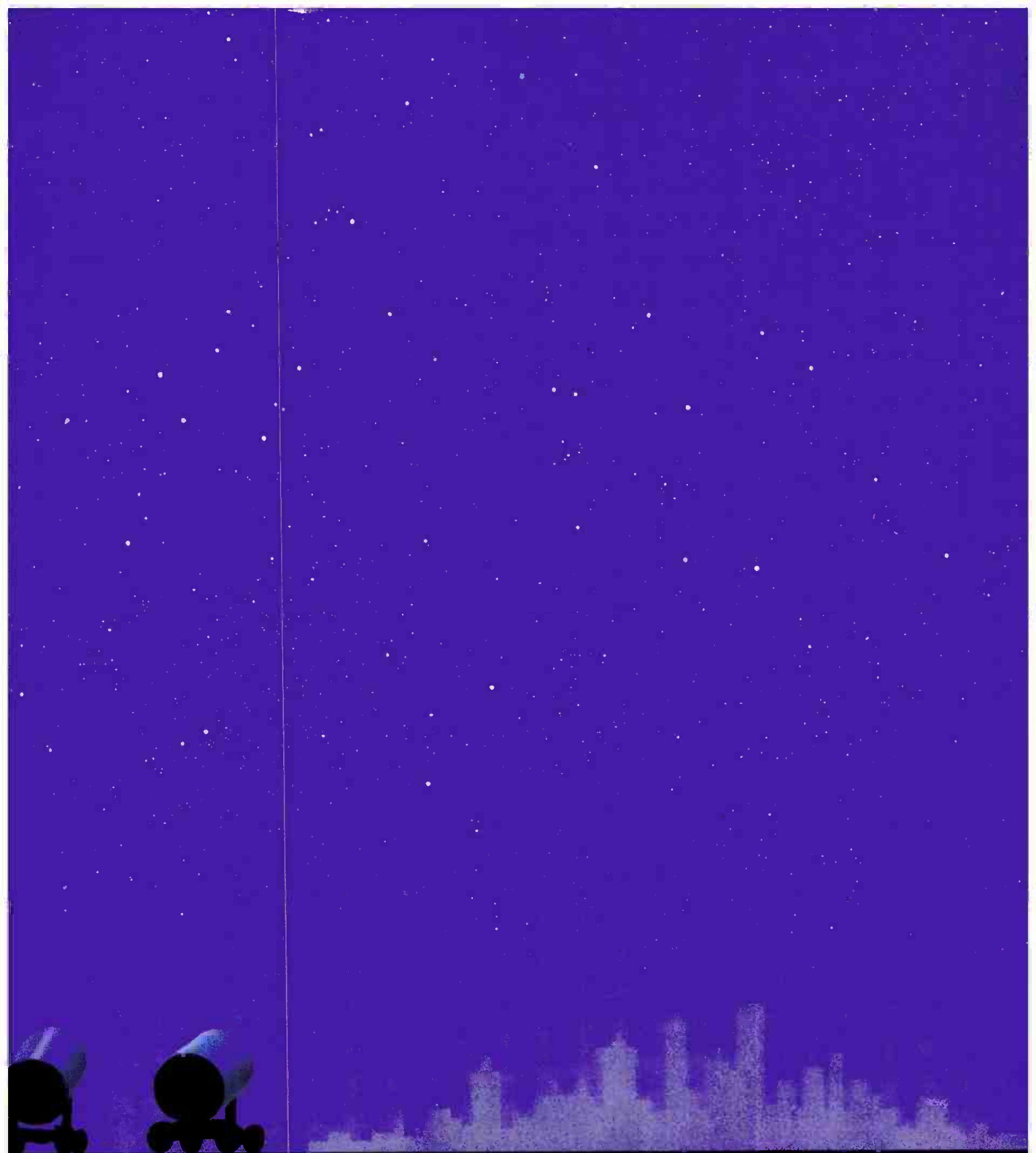
some stations might not make it” for economic reasons. “I cannot imagine that’s what the FCC wants.”

Insisting, however, that HD equipment does not have to cost more than current equipment, Sherlock endorsed a suggestion by Joe Flaherty, senior vice president, technology, CBS/Broadcast Group, that creating a broadcasting version of Cable Laboratories—funded by all broadcasters—is absolutely necessary to guide development of HDTV equipment that is “proportional to the job and practically priced.”

Suggesting that the cost of prototypes and first versions is generally two to three times where it eventually settles, Flaherty said, “I don’t think dealing with the costs is going to prove insurmountable,” but broadcasters will have to spend to save.

“Chairman [Alfred] Sikes has done the right thing: He’s given the nation a new standard and a deadline. What is needed is for broadcasters to make a long-term commitment across the industry” to managing the transition.

Some hope that manufacturer competition will help drive costs down—a factor supported by Toshiba’s intro-



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duction of the first HDTV cassette VTR and Zenith's claim that its TV sets will start in the \$3,000 range.

Nevertheless, several prominent figures, including NAB President Eddie Fritts, NAB Executive Vice President John Abel and PBS Senior Vice President Howard Miller, suggested that the transmission standard and broadcaster planning must allow for creation of revenue streams from non-video digital services.

Agreeing with Sherlock that "the first step must be HDTV," Abel said digitization "gives us the opportunity to become directly competitive with telephone companies and cable companies." Although one option could be eventual delivery of multiple digital video signals (perhaps even multiple HDTV signals) over one 6 mhz channel, he said, "the real opportunities for revenue are in data and voice, more than in additional [video] services."

Referring to cable TV's nascent entry into personal and other communications markets, Fritts echoed that message in his All-Industry Luncheon address. "With establishment of a

regulatory framework, we should have the opportunity to utilize digital technologies in equal proportion to our competitors."

Given the potential success of non-video services on the HDTV channel, argued Abel, broadcasters eventually ought to be allowed to deliver that diversity of services on both channels, making more efficient use of spectrum and better serving the public interest.



The crush: NAB registration

In a similar vein, PBS's Miller called on the Advanced Television Service Committee to require service flexibility in the standard. "We're not just facing a transition to HDTV," he said, adding

that "the digital genie is out of the bottle" for low-cost compressed NTSC and data services in satellite and cable, thus allowing broadcasters to "join in the multichannel game" and other services, regardless of an FCC decision on HDTV.

"We believe the selected HDTV algorithm should bear reasonably close, scalable relationships with NTSC, so long as neither service suffers significant quality degradation."

Flaherty believes the standards process already assures sufficient headroom and ancillary service considerations to provide for as yet unspecified additional services. He cautioned broadcasters not to compromise the HD allocation process in pursuit of vague or unproven revenue ideas.

In any case, "there's no question broadcasters will have to make some investment in front of the marketplace, before the full extent of consumer interest or consumer apathy is known," said Fox General Counsel George Vradenburg. "That's called risk, and we're going to have to take some."

## SIKES READY TO MOVE ON TV OWNERSHIP

*Chairman wants to expand number of stations a licensee may own both locally and nationally; FCC still catching some flak for raising radio limits*

By Harry A. Jessell

**U**ndeterred by continuing congressional criticism of the newly liberalized radio ownership rules, FCC Chairman Alfred Sikes last week began laying the rhetorical foundation for relaxing the TV ownership rules.

"TV broadcasters...need more competitive freedom," Sikes said in his keynote address at the NAB convention.

Cable operators can control dozens of TV channels in markets across the country, Sikes said, "but a TV broadcaster cannot own a UHF station in both Baltimore and Philadelphia.... That just doesn't make sense."

At its March 12 meeting, the FCC raised the national and local ownership caps for radio and touched off protests from small and minority broadcasters and their supporters on Capitol Hill.

Under the new rules, a single

broadcaster may own up to 30 AM's and 30 FM's nationwide and from three to six stations in a market, depending on its size. The old rules limited broadcasters to 12 AM's and 12 FM's nationwide and two stations (one AM and one FM) locally.

Two weeks ago, Sikes turned to the TV rules. He circulated among the other commissioners several options for relaxing the rules in hopes of proposing a new set at the FCC meeting in May or June (BROADCASTING, April 13).

Current TV rules cap national ownership at 12 stations (with total coverage of no more than 25% of all TV homes) and local ownership at one.

Among the options: raise the national ownership cap from 12 to 24; permit UHF-VHF crossownership in a market; reduce the permissible distance between commonly owned stations, and repeal the local radio-TV crossownership or so-called one-to-a-market ban.

Even the most deregulatory TV options are less radical than what the FCC did in radio. At a press conference prior to his speech, Sikes said any changes in the TV rules will be more moderate. "The systemic changes that we made in the radio rules will unlikely be paralleled with comparable changes in TV," he said. Nonetheless, the new realities of the TV marketplace raise "very compelling questions," Sikes said in his speech.

"As cable TV seizes a larger and larger share of the market, should broadcasters continue to be forbidden entry into cable?" Sikes asked. (The FCC has already begun a rulemaking aimed at relaxing the ban against broadcast networks owning cable systems.)

"How is competition in the broader media market helped, if outmoded limits prevent TV from sustaining critical mass?" he asked.

"We need to ask if there's a qualita-

tive dimension to diversity and, if so, how that can best be accommodated."

At a session featuring the other four commissioners, Commissioner Sherrie Marshall indicated a willingness to consider relaxing at least the local ownership rules. The FCC should look at permitting ownership of two UHF stations or a UHF-VHF combination in a single market, she said. The FCC needs to find ways of giving broadcasters more "shelf space without harming diversity," she said.

Commissioner James Quello was more discouraging, suggesting Sikes delay taking up the TV rules until the still controversial radio rules are settled. "We may be asking for more congressional intervention than we need," he said.

Commissioner Ervin Duggan was generally supportive of Sikes's deregulatory thrust. "I cannot support a status quo that keeps a straitjacket" on broadcasting, he said.

Sikes's assault on the broadcast ownership rules was a frequent topic at the convention. Much of the talk amounted to criticism of the new radio rules by denizens of Capitol Hill and defense of them by FCC officials.

"There is a strong possibility" the Senate may act to restore the old radio rules to some extent, said Toni Cook, a Senate Commerce Committee aide. Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii)

believe radio broadcasters need some relief. "But they both feel the FCC has gone further than necessary to address the concerns of broadcasters."

Upset by the reach of the FCC's radio decision, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) plans to call the commissioners before his oversight subcommittee to hear their sworn testimony on how they arrived at and justify the new radio rules, said Dingell aide David Leach. "I suspect there will be further interest in addressing the ownership limitations through the legislative process," he said.

The congressional critics said they were concerned with the impact the new rules may have on small broadcasters and those trying to break into station ownership.

"What the commission is saying is let's improve diversity by increasing consolidation in the radio industry and let's improve the economics of radio by driving some broadcasters out of the business and allowing somebody to own more radio stations," said Larry Irving, an aide to House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). "It doesn't make any logical sense."

Irving also alleged the commissioners are being motivated chiefly by the desire to enhance their deregulatory credentials at the White House. Members of Vice President Dan Quayle's Competitive Council have been claim-

ing the FCC action as one of their "great victories," Irving said. "It has led a lot of [congressmen] to wonder whether this was a well thought-out policy...or...a knee-jerk ideological reaction."

"I don't think it was a knee-jerk anything," said Roy Stewart, chief of the FCC's Mass Media Bureau. "It was a thought-out process and decision," he said. "I was part of it. A lot of effort went into it, not only on a staff basis, but among and between the commissioners."

If the FCC would have stuck to the old rules, said Sikes's Chief of Staff Terry Haines, it would have led to more stations going dark and less service to the public. By relaxing the rules, he said, "we're trying to give [stations] a fighting chance."

Quello defended the FCC radio decision—"It's modest; there wasn't anything wrong with it"—but he argued to reduce the caps to sate the critics on Capitol Hill. "Why cause all of that turmoil?" he asked. (Quello and some major broadcasters have been advocating reducing the national caps to 20-20 and the local cap to 2-2.)

Quello may have an ally in Barrett, who was the lone dissenter to the FCC radio action. Barrett criticized the rules, saying the FCC, in adopting them, ignored its traditional goals of diversity and localism.

If there is a third vote for rolling back the radio rules, it is Ervin Duggan. But last week he said he was optimistic congressional critics could be persuaded to see it the FCC's way. Compared to the "radical explosion" of the rules the FCC could have caused, he said, the new rules it adopted were a "moderate outcome."

Marshall also wasn't talking retreat. "The record supports the moderate approach we took," she said.

At his press conference, Sikes suggested the FCC may have to make some changes to the radio rules when they are reconsidered this fall.

But Sikes also said the changes will not be so great that broadcasters should worry about going ahead with acquisition plans that would cause them to exceed the old caps. In terms of the local rules, he said, the debate is over whether a broadcaster may own a fifth or sixth station in a market. No broadcaster has to worry about reaching that level prior to the reconsideration vote, he said. ■

## CBS TO CUT COMPENSATION; AFFILIATES BREAK OFF TALKS

**C**BS plans to cut compensation to its TV network affiliates this year and will probably announce the move this summer. Upon learning of the decision in Las Vegas last week, an affiliates committee broke off talks with the network on improving network-affiliate relations. Cathy Creany, vice president and general manager of WTVH(TV) Syracuse, N.Y., said the "affiliate economic and strategic futures committee," which she chairs, voted unanimously to discontinue the talks.

According to someone present at the meeting, Tony Malara, CBS affiliate relations president, said the network would wait until after its upfront selling season to formally announce the cut. Some affiliates accepted his explanation that a particularly good upfront marketplace might avert the compensation cut, while others said CBS did not want advertisers reading negative publicity about possible preemptions in reaction to the cut. Another motive attributed to the network was that a late announcement date would make it harder for affiliates to purchase programs with which to preempt the network schedule.

—GF

# NAB'S MESSAGE: SEIZE THE DIGITAL DAY

*Reagan tells broadcasters not to fear the future; Fritts advises preparation for staking a claim in that digital landscape*

By Randy Sukow

**T**he NAB had hoped to use this year's convention to plant a vision of broadcasting's viability in coming years as the world's communications systems undergo revolutionary changes. Former President Reagan was expressing such a vision when an anti-nuclear weapons activist broke in and smashed Reagan's Distinguished Service Award (page 4).

Despite the impact of that image on the attendees at last Monday's (April 13) All-Industry luncheon, NAB certainly hoped the Reagan message was the one they'll remember longer.



**NAB President Eddie Fritts:** "With the establishment of a balanced regulatory framework, we should have the opportunity to utilize digital technologies in equal proportion to our competitors."

"The 21st century comes swiftly upon us, broadcasting faces many challenges—demographic changes, cable competition, government regulation," Reagan said. "some people may fear the future, the unknown. But our broadcasting industry shouldn't."

NAB President Eddie Fritts began striking the futuristic theme in his State of the Industry speech earlier in the luncheon. "Our competitors are staking their claim to tomorrow's technologies, devoting their time, talent and treasure," Fritts said. "We must remember that the digital revolution, with all its promise, is not the exclusive preserve of one industry. With

the establishment of a balanced regulatory framework, we should have the opportunity to utilize digital technologies in equal proportion to our competitors."

A key to broadcasting's future will be the development of "new technologies as ancillary revenue streams," Fritts said. He called on the industry to work for those future streams, first by assisting NAB's efforts to "help [government regulators and legislators] develop a policy for tomorrow that is fair and equitable—one that allows local broadcasters to take full advantage of the new technologies."

The other step broadcasters can take now is to make long-range business plans, with each radio and TV station envisioning how it will take part in new digital businesses and prepare to enter them. NAB's first step in the planning process, Fritts said, was this year's first Futures Summit.

As broadcasters strive for the next generation of communications technology, he said, they must not lose their commitment to public service, which he called "the secret of our strength. As we look to the future, we must recognize that it is also the backbone of the services all our competitors plan to provide."

In his speech, Reagan said the technologies broadcasters will someday provide or use to improve their service serve the goal of liberty. ■

## TAX RULING MAY BE BOON FOR LICENSEES

**I**n the first court decision on the deductibility, for tax purposes, of the write-down of the value of FCC licenses, the U.S. tax court last week ruled in favor of broadcasters. Judge Robert Ruwe said the buyer of a station also purchased an asset, the FCC license, which had value and could be amortized for tax purposes under section 1253(a) of the Internal Revenue Code. The amortization expense, now distributed over 25 years, helps offset taxable income, thereby reducing taxes paid by many broadcasters.

J. Michael Hines, a partner in Washington-based law firm Dow Lohnes & Albertson, cautioned that the IRS would continue to try to deny section 1253(a) amortization to FCC licenses pending the outcome of an appeal, to U.S. District Court, on the same issue involving cable franchises. The IRS lost that case in tax court as well.

Although some group owners have been able to reach compromise settlements with the IRS on the issue, last week's decision could eventually open the way for the deduction of full license value. Speaking at an NAB panel session last Wednesday, Hines also

said the tax court decision did not provide definitive guidance on how much of a station's purchase price could be allocated to the FCC license. In the case at issue in last week's decision, Jefferson-Pilot Communications had sought to allocate roughly \$5.4 million of \$15 million paid for three radio stations in 1973.

Hines said that the more valuable the station, the greater the FCC's value would be as a percentage of the total purchase price. David Schutz, a partner in the financial consulting firm of Hoffman Schutz Media Capital, suggested that for a \$5-million radio station, the FCC license might account for 25% of the purchase price, whereas for a \$20-million TV station, roughly 20% might be allocated to the license. TV stations, he said, would have a smaller percentage allocated to the license, since some of the price would instead be allocated to the network affiliation agreement and programming contracts.

Also speaking at the panel session were Mark Fratrack, vice president/economist, NAB, and Maureen Pechacek, director of state and local taxes, Arthur Andersen & Co.

—GF

9

# CBS BACK ON TOP

Network beats NBC by 1.5 rating points; wins season

By Steve McClellan

**C**BS broke out the champagne last week to celebrate its much anticipated win of the 1991-92 prime time season. The network beat second-place NBC by 1.5 rating points. It was CBS's first prime time win in seven seasons, and the first time ever that a network jumped from third to first in one season.

Perhaps more significantly, this season was the first to see an increase in the three-network prime time share (up one point to an average 63) since the 1976-77 season. The big three also showed a combined ratings gain for the first time since 1985-86. The gains were attributable to CBS, the only one of the three to show a gain, up 12%, while NBC was down 3% and ABC was off 2%.

If Fox is thrown into the mix, the four-network rating averaged a 42.1 in prime time, up 3%. As a group, basic cable networks posted a 5% gain, with an average 11.3, while pay cable networks were down 15% to an average 2.9, according to NBC's analysis of the Nielsen tallies.

CBS had help from special sporting events: the World Series, which went to seven games, Super Bowl and Winter Olympics. But even discounting those events, CBS had almost a full rating point margin of victory.

The final results: CBS, 13.8/23; NBC, 12.3/20, and ABC, 12.2/20. Fox continued to show growth, up 25% in rating with an average 8.0/13. A year ago, the standings were: NBC,

12.7/21; ABC, 12.5/21; CBS, 12.3/21, and Fox, 6.4/11.

The CBS win ended NBC's six-year reign. Last week, NBC responded by announcing that it will no longer acknowledge mid-April as the official end of the network season. "We think the television business is a 52-week-a-year business," said NBC Vice President Curt Block. "It doesn't make sense to call it in the middle of April. We consider this a mid-season report."

NBC also said that starting with the new season in September, it would focus on, and report for public consumption, demographic ratings for adults 18-49 and downplay the household numbers, since advertisers make their buys based on demographics, not households.

Both ABC and Fox agreed. "All you have to do is look at the current television environment, and the traditional season quickly starts to look antiquated," said Giles Lundberg, Fox vice president, research and marketing. "We launched in the non-broadcast year. We consider the entire year our season. You pick the starting point. Our season really started in July 1991."

"What NBC is saying is consistent with what has long been our position," said Alan Wurtzel, ABC vice president, marketing and research. "The 30-week household season is more a spectator than an accurate reflection of our business."

But CBS was having none of it. "We used to say that when we were in third place," quipped CBS/Broadcast Group President Howard Stringer.



ABC's 'Home Improvement': highest-rated new show of the season

CBS Chairman Laurence Tisch said NBC's stand was "nonsense. Being number one is where you have to be. We think it adds to our financial returns."

During the May sweeps, NBC will have final episodes of *The Cosby Show*, *Matlock*, *Golden Girls* and *In the Heat of the Night*. In addition, *Cheers* will have a storyline on Johnny Carson, who is leaving *The Tonight Show* May 22. "It's like a going-out-of-business sale," quipped Tisch, who got a big laugh from reporters at a CBS press conference last Tuesday. (He got a bigger laugh when he quickly followed with the request not to be quoted.)

CBS's big gain in the ratings this year also resulted in a one-point average gain in the level of homes using television for the season, to 61.1% in prime time.

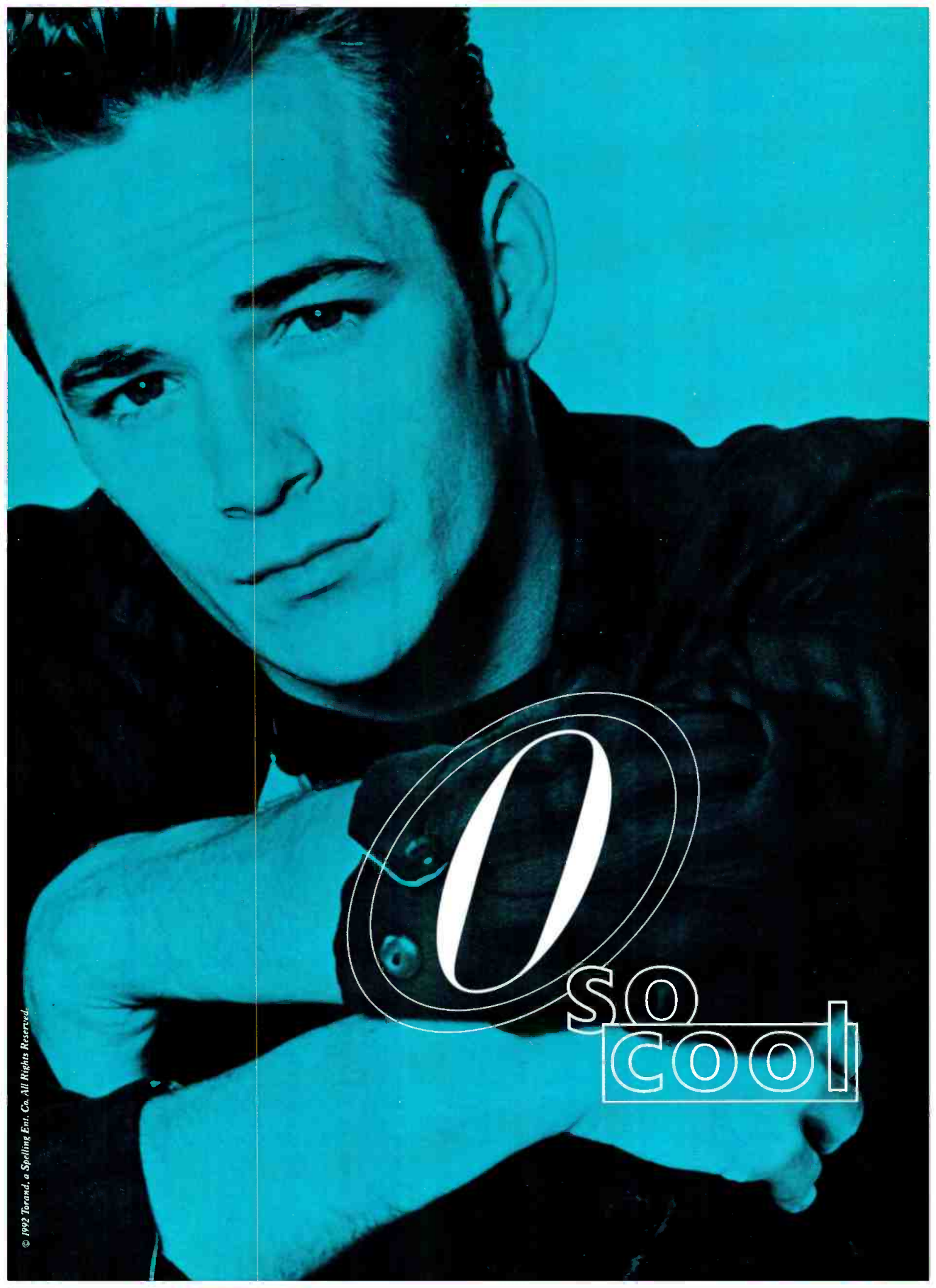
The highest rated program of the season was *60 Minutes*, making it the only program to finish first in three different decades (its other top finishes came in 1979-80 and 1982-83). It's also the only show ever to finish in the top 10 for 15 straight seasons. Rounding out the top five: *Roseanne* (20.2/30), *Murphy Brown* (18.4/27), *Cheers* (17.6/27) and the new series *Home Improvement* (17.5/27).

CBS was tops in most of the key adult demographics.



## FASHION STATEMENT

**C**BS held a press briefing last week to talk about the network's win of the prime time television season. CBS Chairman Laurence Tisch (l) and CBS Broadcast Group President Howard Stringer reminded reporters that in past seasons, the press often described CBS as 'mired in third place.' To celebrate its first prime time win in seven seasons, CBS made up T-shirts emblazoned: 'mired in first place.'



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# NETWORKS SCORE BIG IN KIDS UPFRONT

By Sharon D. Moshavi

**T**he networks were treated to a quick and robust children's market last week, with dollars coming in 20% higher than last year, for an estimated total of \$180 million for ABC, CBS and NBC.

Buyers report that the networks held firm on their pricing for Saturday morning. "It was ugly. Pricing started out high and stayed high. There was no negotiation," said one media buyer who, along with others, put average cost-per-thousand (CPM) pricing at 30% above last year's prices.

Buyers said that ABC pricing was higher than first-place CBS, at about 35% to 40% above last year, according to Marvin Goldsmith, president,

ABC sales. NBC is said not to be as close to sold out as are the others, since it has other markets to play in now that it is offering "tween" programming.

The strongest categories were said to be fast foods (up 64% in dollars) and toys (up 18%). Movie studios also were reported to be new players in the kids market.

The networks, however, have less to sell than they did last year. John Shanley, ABC vice president, daytime sales, estimated that network's upfront presentation, that the four networks (including Fox, which has 20% of its ratings points on Saturday morning) were down 8% in units and 9% in ratings points from last year, for a total of 16.9% fewer gross rating points.

The kids upfront, however healthy, usually means little or nothing for the billion-dollar network upfront to come. There are some other potentially positive signs, though. The second-quarter scatter market, which has started strong with slight increases in CPM's above upfront levels, is holding steady with upfront pricing levels, with the networks about 95% sold out.

Third-quarter options, which were due April 1 (although at least ABC has extended its deadline to May 1) appear to be holding, which is a good sign, according to Marcella Rosen, executive vice president, NW Ayers. "More people are picking up [their options] than was anticipated," she said. ■

## Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

### SO FAR, SO GOOD

Time Warner's 55-channel PPV experiment in Queens, N.Y., seems to be working. One advertising executive said Time Warner has claimed that cable subscribers in the 3,000 homes that have the new Quantum service are ordering on average twice as many movies as subscribers in the rest of Time Warner's Queens system, which have just four PPV channels. A Time Warner executive said Quantum buy rates are exceeding those in the company's other New York City systems.

### 90210 TO CABLE?

Worldvision Enterprises is planning on dangling *Beverly Hills 90210* first to the major cable networks—USA, Lifetime and possibly Nickelodeon—before considering a fall '94 syndication launch. The most likely suspect for syndication is the Fox O&O broadcast group, according to a knowledgeable insider. With Lifetime coughing up \$95,000 per episode (\$6 million total) for Warner Bros.' *China Beach*, and with Warner Bros.

Domestic Television Distribution pitching *Midnight Caller* for \$150,000 per episode (\$10 million total), Worldvision will be looking for per-episode prices above the higher range. Lately, cable networks have appeared to shy away from more expensive off-network drama acquisitions.

### MISSED THE TOY BOAT

Last week's kids upfront may have been good news for the networks, but it wasn't so good for one major advertiser. Mattel, one of the top kids advertisers, is said to have been shut out of network Saturday morning altogether. According to one source, Mattel tried to negotiate with the networks, which were refusing to bend on pricing. In the meantime, available toy inventory was snatched up.

LAS VEGAS

### PRICY PROGRESSIVE

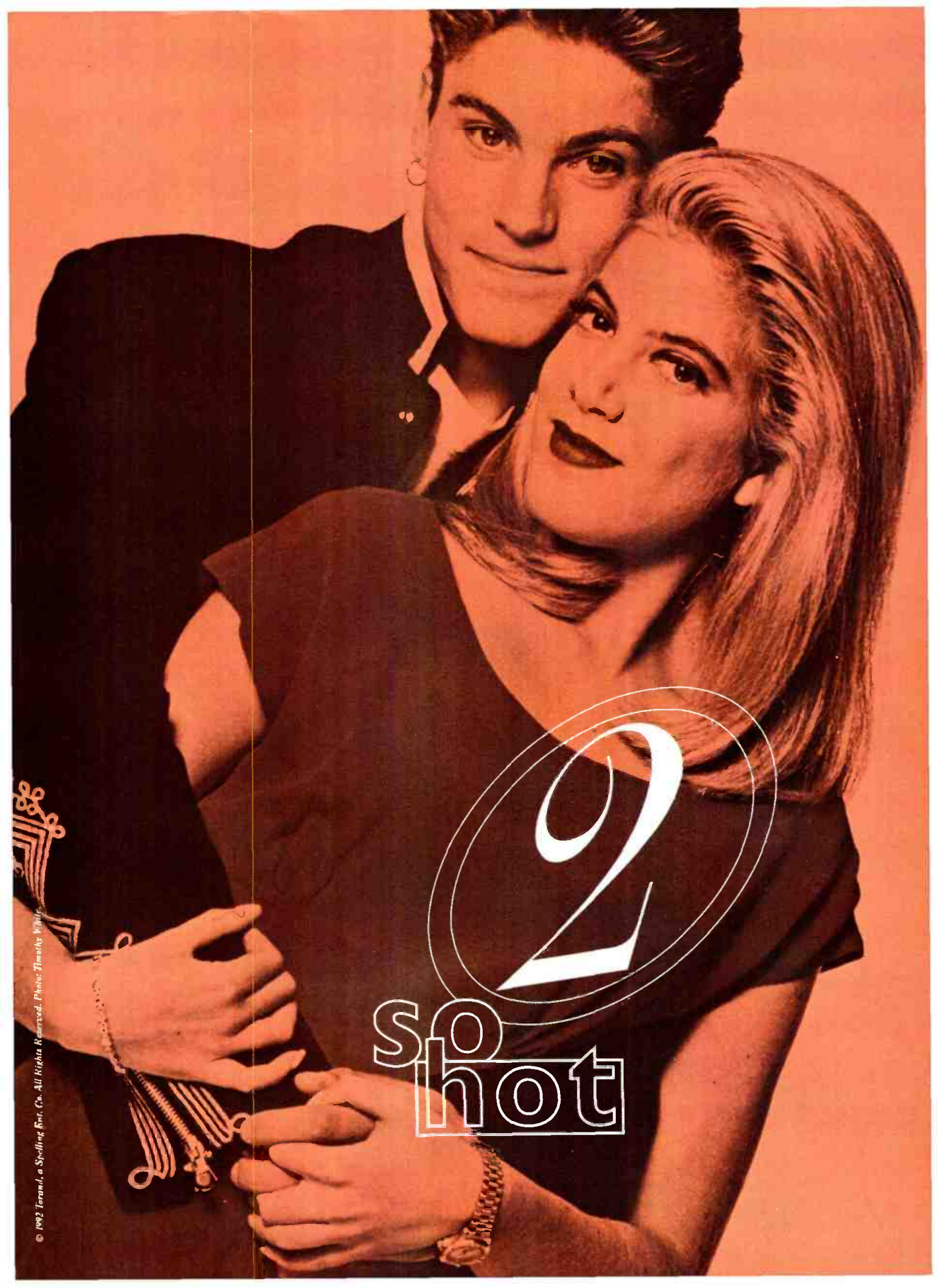
PBS believes adopting an HDTV standard that uses progressive scanning will cost broadcasters plenty, forcing them to start from scratch with all equipment. So PBS will ask the HDTV standard-

setting people to initially adopt broadcast standard line interlace scanning. Look for a fight from Zenith-AT&T, whose system is progressive, but look for General Instrument (with one progressive and one interlace system) to propose to make its final system switchable.

LOS ANGELES

### CUT TO THE CHASE

Despite Fox Broadcasting President Jamie Kellner's assertion that he expects to have full cooperation among Fox affiliates in clearing the Chevy Chase late-night project, the task will be more daunting than he originally thought. Kellner said two weeks ago that "out of 140 stations only about 35 affiliates carry *Arsenio* [at 11 or 11:30 p.m.]." But according to a source, 76 Fox stations carry *Arsenio* at either 11 or 11:30 p.m. Eastern or 10 or 10:30 p.m. Central and Mountain time. One area of conflict may be between Fox and three stations of Paramount Station Group that are also Fox affiliates. Those three stations carry *Arsenio* in the late-night slot being eyed for the Chase show.



# 2

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# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## Wall climbing

**Carolyn Wall**, vice president and general manager of Fox's WNYW-TV New York, has been named to the new post of executive vice president, corporate development and sales, of parent News America Holdings, the North American division of Rupert Murdoch's News Corp. She was also named a director of the company. Wall will be in charge of developing and marketing cross-media sales packages for the company's various print properties and television stations, as well as for film and syndicated television programs. "Basically, this is Carolyn's reward for past performance. It's a job she'll create herself, with a mandate to take risks and come up with new ideas in an area Murdoch doesn't think has been covered," according to one insider.

## Wider world for AP

**Mark Smith**, The Associated Press's new director of international television (see "Fates & Fortunes"), says his mandate is to develop and determine the feasibility of launching an AP video news service to serve news operations here and abroad. The news service would be based in Washington but would tap into the 86 bureaus the wire service has worldwide. If the project goes forward, the launch date would be no sooner than 1994. "We have in place a broadcast division that offers a wire service written in the broadcast style, a graphics service

and an audio service," says Smith, who has been working on the proposed video wire service project for the past year as a consultant to AP. "It's a logical extension for us to explore this." Smith reports to Jim Williams, VP of AP's broadcast division. The idea for a video wire service is not new. In fact, *60 Minutes* Executive Producer Don Hewitt proposed the idea in a speech he gave at the RTNDA convention in 1987. Smith says that AP has kicked the idea around for years but that until recently it was not feasible: "Five years ago the costs of launching such a service would have been much higher and the demand was lower." Now, he says, certain costs, such as satellite transmission services, are lower, and networks everywhere are looking to reduce overhead, which has sparked greater demand for such a service. Whether there is enough demand remains to be seen.

## Augievision?

The NAB has had some success attracting program syndicators—both big and small—to its annual convention. Among those attending this year are Warner Bros., King World Productions, Buena Vista Television and Augievision. Augie who, you ask? Augievision, named after company president **Augie Grant**, whose day job is assistant professor of radio, television and film at the University of Texas at Austin. Grant has been

a student of the industry for some time, and has dabbled in program development for the last 15 years. One near miss was an Emmy preview program that was optioned by Dick Clark Productions, but it never aired. Last summer, in the wake of the FCC's new rules guiding children's television programs, Grant set out to develop a kids' show that would be "truly informational," but at the same time fun to watch. The result was *Smart Show*, which Grant brought to the NAB convention last week. The show takes a page from *America's Funniest Home Videos*. Kids send in videos and are paid \$25 if they are aired. But instead of clips showing people falling on their faces or getting beamed by various projectiles, the *Smart Show* clips have to be informative and entertaining, says Grant. The half-hour pilot includes an anti-drug video, and clips about guitars, ham radios and a rap music video that teaches long division. "We've had a lot of interest from stations," Grant said.

## Their Blue Heaven

**D.L. Taffner** and London-based Blue Heaven Productions have formed a joint venture to develop and produce drama, documentary and entertainment programming. No word on specific projects yet. Blue Heaven is led by **Graham Benson**, the company's chief executive. Before forming his own company, Benson was controller of drama at TVS.

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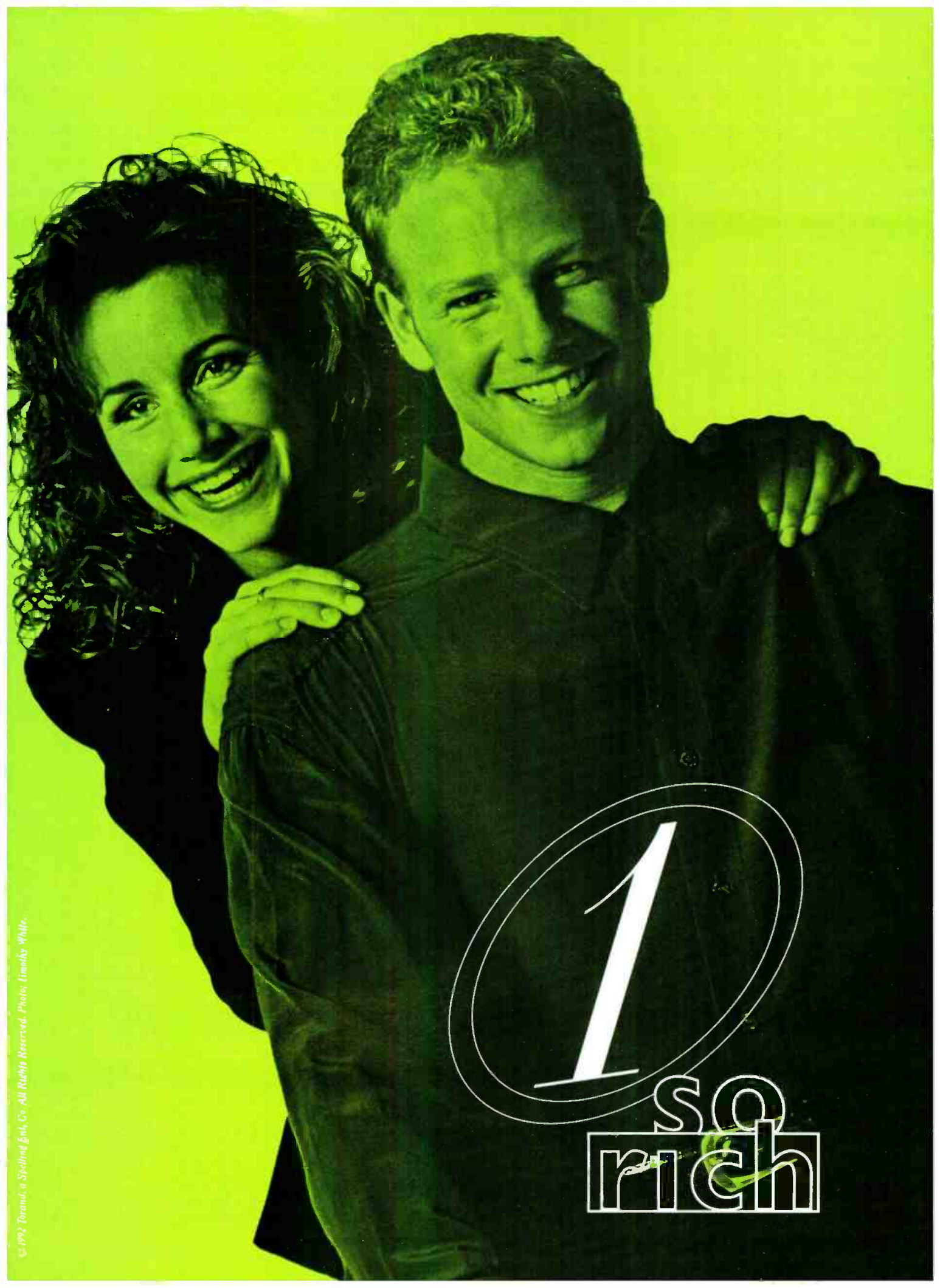
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# LOOKING FORWARD AT NAB '92

By Randy Sukow

**F**rom start to finish the National Association of Broadcasters 1992 convention was designed to deliver a futuristic feel. Live digital HDTV transmissions, digital audio and data transmission system demonstrations and the first NAB Futures Summit drove the theme home.

Broadcasters also heard of future new revenue possibilities beyond their current advertising-based business. Legislation to provide new revenue streams through the sale of television transmission rights has a fairly strong chance of passage, members of Congress said. Perhaps even more potentially lucrative will be the new opportunities provided by digital transmission.

As usual, the convention's attendance grew. By Tuesday evening 52,704 had registered, up 2.9% over the same point last year. International attendance rose 20.6% to 8,651.

For the second straight year NAB sponsored a separate, stand-alone show, HDTV World, at the Las Vegas Hilton. As expected, General Instruments Corp.'s live demonstration of its DigiCipher HDTV system was the exhibition's star attraction. Next year, HDTV World will become Multimedia World, incorporating demonstrations of HDTV and other potentially profitable technologies for broadcasters.

Futuristic audio technology seems to be progressing more slowly. The aftermath of the World Administrative Radio Conference earlier this year and the lack of funding for in-band digital audio broadcasting development have put the

future of DAB in question. Another emerging audio technology, Radio Broadcast Data Services, has been stalled recently by a disagreement between NAB and radio receiver manufacturers. A truce in that conflict appears to have been reached last week.

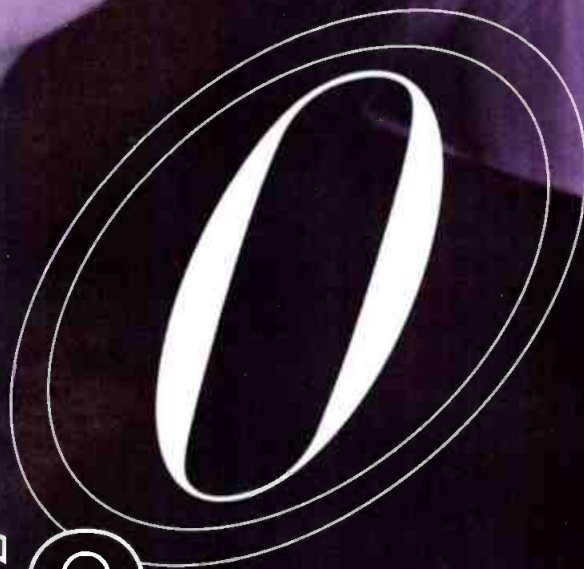
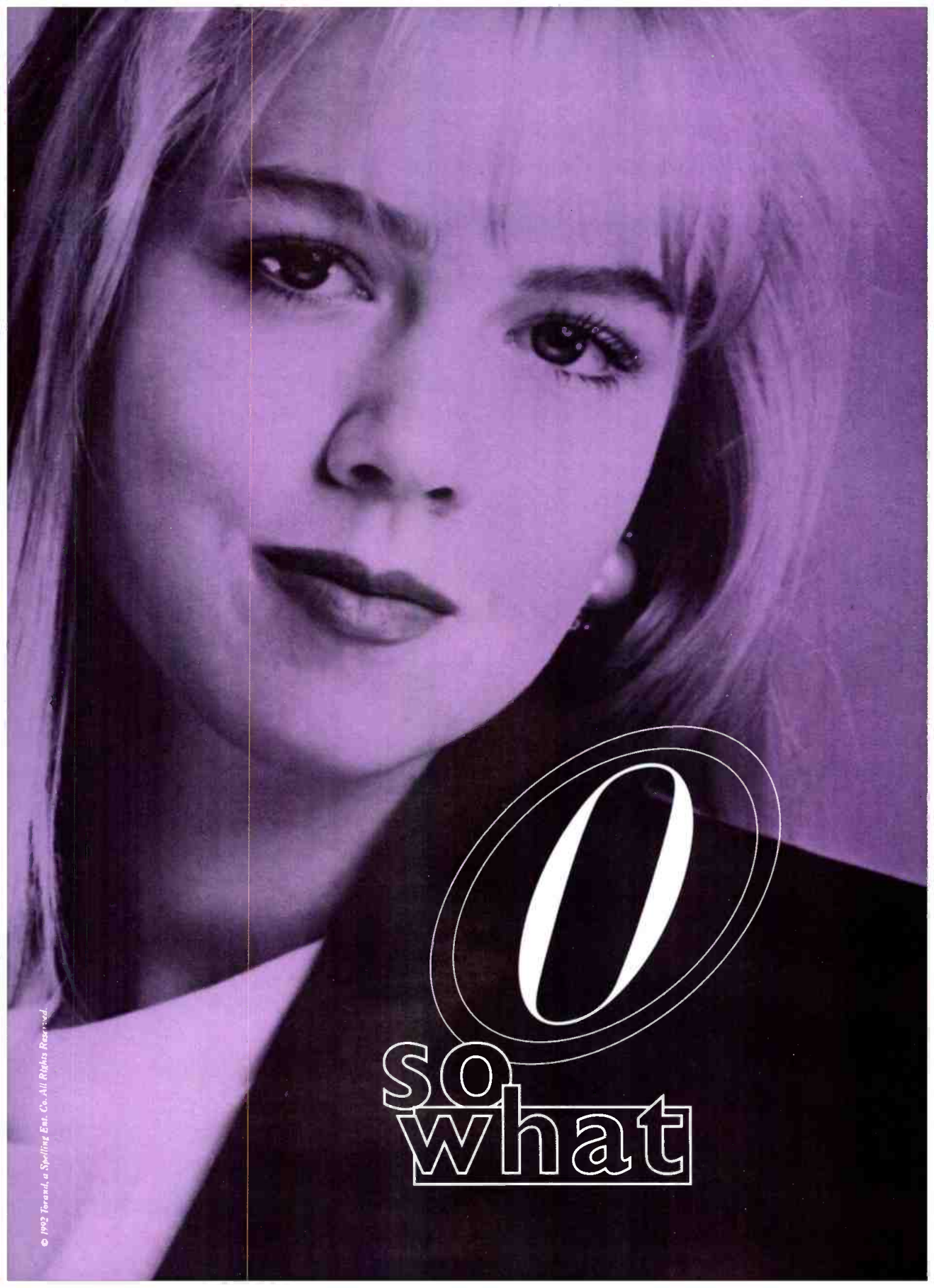
From Washington, FCC regulators heard words of discontent from Capitol Hill about its new radio rules.

Congressmen at the convention could not report much to come this year in communications-related legislation. Running issues, such as telephone industry entry into the cable business and labeling of beer and wine ads, are the subject of much discussion in Washington, they say, but will not likely be passed into law until at least next year. One initiative that does appear to be on its way to passage is a cable bill with some form of retransmission compensation scheme for broadcasters.

Several TV syndication companies maintained offices at the convention in hopes of finding new customers, but reported less-than-expected action.

Even the entertainment portion of the NAB program had its futuristic feel. *Star Trek*, the original 1960's series, was honored by the association, and the lead cast members, William Shatner, Leonard Nimoy and DeForest Kelley, appeared to accept the honor.

Another honoree, radio and cable TV talk show host Larry King, quoted former Yankee catcher Yogi Berra to sum up his observations of the broadcasting industry: "When you get to a fork in the road, take it." ■



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# SIKES HAS VOTES TO REVISIT PTAR

*Marshall, Barrett are both willing to open proceeding*

By Harry A. Jessell

**F**CC Chairman Alfred Sikes has made clear in recent months his interest in revisiting the prime time access rule's off-network prohibition.

It now appears he has the votes to do so.

Commissioners Sherrie Marshall and Andrew Barrett said last week at an NAB session they are willing to join Sikes in voting to open a proceeding targeting the prohibition. Neither would say, however, whether they would vote to repeal or relax the prohibition.

"I will support his bringing it up," said Barrett. "I'm open to taking a broad look at anything."

"If Al brings it up in the next few months," said Marshall, "I don't see anybody objecting to reviewing and studying the issue."

The 22-year-old PTAR rule limits the amount of network and off-network programming network affiliates may air each evening during the four hours of prime time.

Disney petitioned the FCC in No-

vember 1990 to consider getting rid of the off-network element of the rule to broaden the market for the reruns it was syndicating. Despite supporting comments from several broadcasters, the FCC has yet to act on Disney's request.

*"I will support [Sikes's] bringing it up."*

**FCC Commissioner Andrew Barrett**

The other two commissioners at the session—Ervin Duggan and James Quello—were not so keen on getting into PTAR. Duggan acknowledged a "lack of enthusiasm" for taking up PTAR, believing it would be as divisive as the FCC's review last year of the financial interest and syndication rules. "I think of it as the evil baby brother of fin-syn," he said.

Those at the session who stand to lose from an end of the off-network prohibition were alarmed by the prospect of the FCC's moving on the Disney petition.

"We think it would be ill-con-

ceived," said Steve Palley, executive vice president and chief operating officer, King World, a syndicator of first-run programming. It will lead to a "very difficult bloodletting" because significant interests of distributors and TV stations are at stake, he said.

David Donovan, vice president, legal and legislative affairs, the Association of Independent Television Stations, said the commissioners should be concerned about "raising yet another deregulatory effort at this time. It would be extremely divisive and extremely contentious," he said.

The FCC should not bring up PTAR in any fashion, said lobbyist Jerry Udwin, who represents a group of independent broadcasters and syndicators. The harm to stations and syndicators from modifying or repealing PTAR far outweighs the benefits to one "wealthy" company, he said. Disney "doesn't need to be allowed into the one little piece of the marketplace they cannot now enter." Also, Udwin said, many lawyers feel that if the FCC found the off-network prohibition invalid, the entire rule would become vulnerable to a legal challenge. ■

## HDTV: HARDWARE BEGINS TO REPLACE THEORY

*Fox commits to Harris HDTV transmitter; HD cassette recorder, live digital transmission are among other milestones of new era*

By Peter Lambert

**O**ne week after the FCC gave broadcasters five years to implement high-definition TV service, HDTV equipment manufacturers and transmission system proponents demonstrated during last week's National Association of Broadcasters conference and exhibition in Las Vegas their intentions to deliver the goods on that same fast track.

Although the cost of that equipment remained a matter of intense scrutiny, concern and debate throughout the five-day show (see "Top of the Week"), both the main and HDTV World exhibits proved a case of "if you build it, they will come, and at least browse." A number of manufac-



Fox's George Vradenburg

turers brought hardware as well as technical papers and assurances to this year's show. "At this show, the infrastructure is beginning to happen," said Joseph Flaherty, senior vice president, technology, for CBS.

On the production side, NAB '92 saw the unveiling of the world's first digital HDTV professional VTR (the HV-D920) using a cassette rather than reels, and the first consumer cassette HDTV recorder—both introduced by Toshiba America, the latter an 8-mm prototype co-developed with American Television Alliance (General Instrument Corp. and the Massachusetts Institute of Technology), whose DigiCipher HDTV system Toshiba endorsed.

"We're demonstrating that Digi-

We all live there.



Worldvision announces that  
Beverly Hills 90210 is now available for syndication.

**THE PHENOMENON IS GROWING. THE THEMES ARE TIMELESS. THE OFFER WILL BE LIMITED.**



**WORLDVISION**  
A UNIT OF SPILLING ENTERTAINMENT INC.

Cipher can use existing mechanisms, such as 8 mm VTR's and camcorders," said Robert Rast, vice president of advanced television for GI. Greg DePriest, vice president of advanced television technology for Toshiba, said development of professional, DigiCipher-friendly formats could come.

In transmission, Fox network committed to purchase a digital HDTV transmitter from Harris Allied Broadcast. Although "small and selective," said Fox Vice President George Vradenburg, "the Fox investment [in HDTV] will be early."

All this is not to mention GI's own over-the-air transmission of live, as well as taped, digital HDTV through microwave link and 20-watt transmitter.

And although two other digital HDTV proponents provided no over-the-air demos, they showed for the first time HDTV videotape digitally encoded and decoded through the Digital Spectrum Compatible HDTV system (developed by Zenith Electronics and AT&T) and the Advanced Digital HDTV system (developed by the Advanced Television Research Consortium—NBC, Sarnoff Research, Philips Labs and Thomson Consumer Electronics). Each included tape of high-motion sports.

And among camera advances, Sony unveiled its third-generation HDTV camera, its first CCD version, which incorporates 2 million pixels per image. First and last, however, came the first public showing of digital HDTV outside the baseband environment. At

11:15 a.m. (PT), Monday, April 13, GI and MIT, with an assist from NAB President Eddie Fritts, threw the switch on their DigiCipher transmission.

A Toshiba CCD camera and Ikegami tube camera captured live models and still-life images at HDTV World. The live signals were delivered via Microwave Radio Corp. STL to a 20-watt Television Technology Corp. transmitter atop the Las Vegas Convention Center some 1,000 feet away.

The video returned to HDTV World via a standard rooftop consumer antenna, then was taped, retransmitted and displayed via both one-inch and the Toshiba 8 mm VTR.

Even in the main exhibit, HDTV displays abounded. Sony showed the HDV-500 camera there. Newly renamed Panasonic Broadcast and Television Systems showed HD projection systems and announced the creation of a division dedicated to HDTV development.

Off the exhibit site, Panasonic gave private showings of its prototype half-inch digital component VTR and a new, enhanced MII product line—both capable of providing either 4:3 or 16:9 output.

Panasonic Broadcast President Steven Bonica said widescreen versions in all digital and analog formats are in development—all to give U.S. broadcasters options for the expected transitional need to pass some NTSC video over HDTV channels to 16:9 sets. Whether the widescreen NTSC products are adopted here "is entirely up to them," he said.

BTS and Kodak showed a prototype of their HDTV film-to-tape telecine due out in late 1993. And Ampex showed working prototypes of a complete half-inch Digital Component Technology system including VTR, switcher, controller, effects system and interface modules. Due out in June, the system has no 16:9 option, but contains bandwidth with "headroom"—building digital NTSC equipment able to accommodate HDTV—for some proposed digital HDTV systems.

Dynair's announcement of Dynasty II, a 70X70 wideband routing switcher exemplified how "HDTV headroom" became an operative phrase in sales pitches from providers of studio recording and routing, graphics and effects systems and transmitters alike. ■

## THE SERIOUS BUSINESS OF CHILDREN'S TV RULES

**A**ny TV station operator needing more proof that the FCC is serious about enforcing the new children's television rules should have been convinced when the commission audited 30 stations just a few months after the rules took effect (BROADCASTING, April 6).

If the rules are ignored, licenses could "very definitely" be taken, said Norman P. Leventhal of the Washington law firm Leventhal, Senter & Lerman. The specific stations in the audit found in violation of the rules have not yet been announced, but there is word that some of the violations were serious. Fines can be expected for some of them, Leventhal said.

The standard fine per violation of the children's television rules is set at \$10,000, although the commission has the flexibility to increase or lower the fine, depending on the circumstances. The maximum penalty is \$25,000 per violation.

If a station is in a license renewal period, even borderline violations of the rules could put renewal at unnecessary risk if a challenge to the license is mounted, Leventhal and other experts on the new rules said at last week's NAB convention. Their best advice to broadcasters was to avoid testing the vague language of some of the rules' provisions to find the minimum amount of programing needed to avoid a fine. They advised taking the more painless steps needed to be certain of compliance.

The new rules, put into effect at the direction of Congress in the Children's Television Act of 1990, require that some standard-length educational programing for children 16 and younger be aired by all stations (but not necessarily on a regular basis). They also set limits on the number of "program-length commercials" stations may air. Strict record-keeping and public notice provisions are also written into the rules.

"Educational programing" is defined very broadly by the FCC, said Jane E. Genster, a lawyer for NBC in Washington. When deciding what kinds of shows will comply, "keep in mind the purposes that motivated Congress to pass the act, that Congress really did intend to increase in a visible way the amount of programing that is truly educational to children," she said.

Richard R. Zaragoza of Fisher, Wayland, Cooper & Leader, Washington, suggested that a station have a rationale for why it believes its programing complies in case it is questioned by the FCC or a local interest group. "What you're looking for is a reasonable basis for that conclusion," he said. He suggested possibly creating a local advisory group to review children's programs or collecting testimonials from listeners to back up arguments.

—RMS

*"Cristina is a hit!  
The audience loves her!"*

Chicago Tribune

*"Oprah and Sally have  
nothing on Cristina."*

-Newsday

# CRISTINA



COLUMBIA PICTURES TELEVISION  
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**CRISTINA.** *Talk That Matters.*

**CBS**  
TELEVISION STATIONS  
WCIX, Miami

# HOUSE CABLE BILL LIKELY TO BE MODERATED

*As legislation approaches, Commerce Committee markup odds increase that bill will be modified to avoid a veto from Bush*

By Randy Sukow

**A**s the House cable bill moves closer to a full Energy and Commerce Committee markup, the probability increases that the bill will be amended from its current strong reregulatory version to a moderate set of controls on the cable industry.

The discussion among Energy and Commerce Committee members and staffers at last week's NAB convention centered on an anticipated presidential veto of cable legislation this year, especially if the bill reaching President Bush resembles S. 12—the bill that passed the Senate on Jan. 31 by a 73-18 margin—or H.R. 4850, the House bill sponsored by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), which passed the subcommittee 17-7 on April 9 (BROADCASTING, April 13). Both bills contain strong cable rate regulation, program access provisions and must carry/retransmission consent, which would give broadcasters the choice of either requiring carriage on local cable systems or negotiating some form of compensation for retransmission of their signals.

If President Bush vetoes a strong cable reregulation bill, many do not believe there are enough votes in either house of Congress to override it. A substitute amendment in the subcommittee sponsored by Norman Lent (R-N.Y.), which would have replaced the stronger rate-regulation and program-access provisions of H.R. 4850 with the less regulatory provision of the earlier-introduced H.R. 1303, barely failed in the subcommittee markup, 14-12. Another substitute debated during the full Senate vote also failed, but with a strong 35 votes, enough to sustain a possible veto.

Taken together with the veto talk is the widespread belief on Capitol Hill that Energy and Commerce Committee Chairman John Dingell (D-Mich.) would also prefer less-regulatory, H.R. 1303-like provisions.

No one would speculate last week when Dingell may be ready to take the cable bill up in his committee.

"I know there is a lot of talk that

the administration is bluffing. I don't believe that. I don't think this president has ever hesitated to wield a veto pen," said Matthew Rinaldo (R-N.J.), ranking minority member of the Telecommunications Subcommittee. "Let me assure you that the bill in its current form is veto bait."

So far the White House has not said it would sign any cable bill. But Rinaldo said he believes there may yet be a signable compromise if H.R. 4850's rate-regulation and program-access provisions are altered. The administration has also criticized both the House bills for not including a provision to allow telephone companies to cross-own cable systems (see page 27).

If there is a veto, said Tom McMillen (D-Md.), a subcommittee



**Matthew Rinaldo (R-N.J.) sees a veto ahead for H.R. 4850**

member, there will be no override. "It's too contentious a bill," he said.

"I'm more optimistic in terms of a cable bill this year," said Jack Fields (R-Tex.), who voted for the Lent substitute and against H.R. 4850 in subcommittee. "Chairman has indicated flexibility.... He has indicated that he's willing to move in the direction of the White House." Fields said these indications have come in public statements by Markey and in private conversations he has had with the chairman.

Markey's subcommittee senior counsel Larry Irving confirmed the chairman's willingness to be "flexible" in consideration of future amendments to the Markey bill, but both

Irving and Fields said that flexibility does not necessarily mean the bill will be "watered down."

Dan Schaefer (R-Colo.), one of a bloc of nine subcommittee Republicans that voted for the Lent substitute, urged Democrats not to turn the cable debate into a partisan political fight. If Democrats pass a harsh reregulation bill and force President Bush to either sign or veto what is being called a "pro-consumer" bill during the fall of an election year, the bill will not be signed, Schaefer said. "If we do try to make it a political issue where the President is forced to veto, then we may well end up with no bill at all."

Irving, speaking at an NAB-American Bar Association panel earlier in the week, disputed the notion that the cable bill is a partisan issue. Several Republicans in the Senate, such as John Danforth (Mo.), supported S. 12, he said. "It does not break down on partisan lines. It breaks down more on executive versus legislative lines because [congressmen] are closer to the local communities in terms of the problems consumers have with cable," Irving said. "I think the bill will come out of the House with a veto-proof majority.... I think the bill that comes out of the Commerce Committee will be a consensus bill."

Whatever the shape of the bill overall, must carry/retransmission consent seems to be stronger than ever. Republicans and Democrats in Las Vegas last week seemed to be unanimously in favor of the concept of a second revenue stream for broadcasters. Conrad Burns (R-Mont.), a Senate Communications Subcommittee member, expressed a preference for passing retransmission consent as a stand-alone bill, apart from all other cable reregulation. Fields, a co-sponsor of a stand-alone must-carry/retransmission-consent bill (H.R. 3380), said he agreed philosophically with the idea of passing retransmission consent only, but admitted it would not have a realistic chance of passage unless included as part of a larger, more comprehensive cable bill.

Burns was in the minority of congressmen last week who believed retransmission consent would lead to

higher cable rates. "The cost of basic service [to the cable operator] is about \$3 a month, and they are charging \$18-\$20 a month. That's about six times more than the basic cost, so there is plenty of wiggle room in there to absorb the cost of retransmission consent," Lent, a co-sponsor of H.R. 3380, countered.

A more potent threat to the passage of retransmission consent as written in S. 12 and H.R. 4850 may come from the House Judiciary Committee, which is considering a bill that would gradually eliminate the cable compul-

sory license (H.R. 4511).

"I do think that as far as a workable transition period, the bill in the Judiciary Committee is the better piece of legislation," said Carlos Moorhead (R-Calif.), a member of both the Telecommunications Subcommittee and the Judiciary Copyright Subcommittee. Moorhead, who co-sponsors H.R. 4511, said the bill will create a better mechanism for providing broadcasters with a new revenue stream without coming in conflict with current copyright law. It is widely expected that Judiciary Committee Chairman Jack

Brooks (D-Tex.) will attempt to replace retransmission consent with the provisions of H.R. 4511.

Otherwise, both bills might pass committee, leaving the question to be settled on the floor of the House. "There's a possibility we may have a floor fight on this particular issue," Fields said. Time will be short to prepare for such a fight. Fields urged the broadcasters who took part in the large-scale lobbying pushes to pass S. 12 and get H.R. 4850 through subcommittee to prepare for another push. ■

## TELCO ENTRY MAY LEAD TO CABLE BILL VETO

*But how strong White House objection is to lack of provision is still unclear*

By Randy Sukow

**T**he many congressmen predicting a cable bill veto this fall when it is expected to reach President Bush's desk said the administration's number-one objection will be the lack of a provision to allow the telephone industry into the cable TV business.

The members, reluctantly trying to interpret a less-than-specific White House on the cable issue, engaged in a small debate last week over whether a signable cable bill compromise can be reached without telco entry.

"It offers the infrastructure that will provide the competition for the cable industry," said Conrad Burns (R-Mont.), a member of the Senate Communications Subcommittee and perhaps the leading congressional advocate for telco entry. Relaxation of the provision in the 1984 Cable Act that bars telco entry is also needed to upgrade the nation's communications lines to a broadband fiber-optic system, Burns said. The telephone companies must do it "because the government doesn't have the money."

There was little disagreement that telco-cable crossownership is inevitable and that it will have a much better chance for passage in 1993.

"I don't think I'm going to shock anybody here when I say that I think somewhere down the road sometime it's going to happen," said Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee.

"But there should also be safeguards promulgated at that time."



Senator Conrad Burns, a leading advocate of telco entry

The lack of adequate safeguards against cross-subsidies by the regional Bell operating companies (RBOC's) is the only reason telephone companies are not already cleared to own cable systems in their own service areas, said James Scheuer (D-N.Y.), a Telecommunications Subcommittee member and second ranking Democrat on the full House Energy and Commerce Committee. Several members of Congress, most notably House Judiciary Committee Chairman Jack Brooks (D-Tex.), have also expressed doubts about the FCC's ability to monitor possible RBOC cross-subsidization violations (BROADCASTING, March 23). "If the telephone industry can establish an industry-wide standard of ethics, morality, decency and observance of the law, yes, I think they'd [move] very quickly into this really exciting new field," Scheuer said.

The NAB's position on telco entry

is that it would stand in the way only if the Bells are allowed to own their own channels. Bills sponsored by Burns and Albert Gore (D-Tenn.) in the Senate and Rick Boucher (D-Va.) and Mike Oxley (R-Ohio) would allow telcos to control up to 20% of a cable system's capacity, with the rest to be used on a common-carrier basis.

Another Telecommunications Subcommittee member, Dan Schaefer (R-Colo.), questioned the idea that broadcasters could support telco entry. "The one thing broadcasters and cable should fear more than anything is not each other but the seven RBOC's," Schaefer said. "These are the ones sitting back there with pockets so much deeper than both of you put together that eventually...they will control basically everything, and that is what they want. They want complete control of the communications industry." ■

# BUTENSKY WANTS TO RAISE VISIBILITY OF SPOT

*TVB's new leader outlines plans for association's future in Las Vegas*

By Geoffrey Foisie

**E**vents began in Las Vegas on Saturday, April 11, when the Television Bureau of Advertising kicked off its two-day annual meeting. The attendance of just over 300 was less than that projected to the NAB, but then, TVB's membership is less than 300. The rooms were filled throughout most of the events, and those commenting gave good marks to Ave Butensky, who presided over the conference only three months after becoming TVB president.

In addition to providing information about the outlook for spot revenue; ideas for increasing sales, and listening to agency opinions, the conference also served as a platform for Butensky to outline TVB's plan of action. The major task he identified in his speech to the conference was changing the perception of spot television held by

advertisers and agencies: "It matters little whether these beliefs are true or not. What matters here is that we are dealing with perception," said the former agency executive, adding, "We need to raise our visibility."

To change those perceptions, TVB plans to hold "continuing" conferences involving the buying communities in New York and Chicago. It also plans to advertise to Madison Avenue in trade publications, including a special spot television magazine supplement, and to create a "user friendly" manual on buying spot.

To better understand the decision-making processes of advertisers and agencies, TVB will this week start contracting for research from universities. It also plans on developing contacts with trade associations representing advertisers and has asked rep firms to assign their staffs to contact each of the 200 top national advertisers.

The increased cost of some of these programs has been offset by renegotiating some of TVB's obligations, including its New York headquarters lease, Butensky told BROADCASTING.

Other expenses the association may incur in the future could come from the reintroduction of membership services such as sales staff training. It was less than a year ago that the organization changed its focus away from those services, but some members are already calling for a reassessment.

A reassessment of the TV advertising outlook occupied the first day's main panel session. Beth Mace, principal with economic forecasting group DRI/McGraw-Hill, said economic recovery would be modest, in part because the recession itself was modest.

Recovery, she said, would vary widely, with stations in the South benefiting from growth, while those in the Northeast won't fully recover from the



# We Helped End KNBC's Ac



At the TVB session (l-r): Board Chairman Ed Reilly, McGraw-Hill Broadcasting; Jean Pool, J. Walter Thompson; Ira Tumpowsky, Young & Rubicam; Joe Del Grasso, WJLA-TV Washington

loss of 9% of its job base until 1997. The mid-Atlantic area will also be weak, said Mace; the Midwest will expand rapidly, while California, unlike in the past, will only manage to be on par with the national average. The economist predicted strong sales growth in certain industries, especially autos.

Agreeing that the automobile indus-

try was due for relief was James Lust, president-elect of the National Automobile Dealers Association, who said auto dealers are ordering more cars than they did a year ago. Still, he said, TV stations may be hurt because the U.S. lost 1,588 dealerships in 1991, and more will likely close this year.

An important change in the station

advertising outlook, said Lust, may result from litigation between car dealerships and manufacturers. The result of the conflict so far is that dealers no longer are forced to provide as much money to metropolitan dealership associations.

Although not as optimistic as was in December, Robert Coen, McCann-Erickson senior vice president, told TVB attendees that he still tinks broadcasters will do well in 1992, with TV up 6%-8% and radio up 4%-6%. Total GOP, he projected, will increase 4.3% in nominal dollars.

Ira Tumpowsky, senior vice president and director of local broadcast for Young & Rubicam, said cable was perceived as providing valuable demographic and/or geographic concentrations of viewers. Jean Pool, senior vice president, J. Walter Thompson, agreed: "Advertisers have their mind-set, and 'target' is where they are at." Butensky, who challenged them, complained that cable doesn't have to meet minimum ratings. He characterized advertisers' interest in cable as a "love affair."

# ess Drought In Los Angeles.

In February, **HARD COPY** left JEOPARDY and A CURRENT AFFAIR high and dry in L.A.

- **Before Hard Copy:** KNBC ranked #4 and #5 in Women and Men 25-54, in access.
- **With Hard Copy:** KNBC ranks #1 in both demo's beating JEOPARDY and A CURRENT AFFAIR.



Source: ARB. Before Hard Copy, February 1989 (USA Today). With Hard Copy, February 1992. Rating.



# RADIO LOOKS TO MARKETING, PROMOTIONS FOR REVENUE

*Industry advised to wean itself from reliance on spot*

By Peter Viles

**A**s the broadcasting industry struggles to emerge from a persistent advertising slump, leaders in the radio business are developing a new language and a new approach to chasing revenue. And they are not limiting their chase to advertising dollars.

The new revenue buzzwords, which were used in heavy rotation at the NAB in Las Vegas, are multilevel, multimedia marketing, special events, promotions and partnerships with retailers and vendors.

During panel discussions at NAB, the new breed of radio salespeople seemed to cringe at the mention of cost per point, the industry's standard for pricing inventory.

Radio Advertising Bureau President Gary Fries, who has prodded the in-

*"We can't just continue to sell spots.... We're becoming marketing companies with two strong tools: our inventory and our listeners."*

**RAB President Gary Fries**

dustry to change its approach to advertising, said the industry cannot afford to watch as companies shift money from advertising budgets to marketing and promotion. Radio, he said, must shift with the money.

"I think the advertisers are looking at ways to get their marketing dollars—not their advertising dollars—to

the point where they can have an impact on their target consumers," Fries said in Las Vegas. "I think dollars are being diverted from advertising funds to marketing funds, and I think radio is doing very well on a local basis of accumulating those dollars."

Whether these aggressive efforts to bring new revenue to radio will succeed is an open question. The most obvious revenue trend in the industry now is downward: a steep drop in national spot revenue of 17% so far this year. But Fries and other industry leaders, employing the slogan, "If it isn't broken, break it before somebody else does," seem determined to wean radio of its reliance on cost-per-point pricing and selling.

"We can't just continue to sell spots," Fries said. "The agencies are starting to realize that a body count isn't what they want."

In response, "We're becoming marketing companies with two strong tools: our inventory and our listeners." The radio-station-as-marketing-company model was on display in Las Vegas during a panel discussion titled "Multimedia marketing."



**We Helped  
Tampa's WTVT  
Back Into The**

Setting the tone, Milwaukee marketing consultant Gina Gallagher urged stations to create a new, non-sales position on their staffs—a retail marketing director who would work full time to attract new business and to forge new partnerships with retailers and vendors.

Gallagher urged a move away from traditional cost-per-point selling methods, which she described as defensive and short-sighted. Ratings, the prime tool of defensive selling, have little or no bearing on a station's ability to develop new business, Gallagher said.

On the same panel, Donn Seidholz, director of sales at KMLE(FM) Phoenix, outlined the successes of KMLE's annual Fourth of July concert, which featured Garth Brooks last summer.

KMLE offered event sponsors a "total marketing plan" including posters, signage at the concert, print support in direct mailings, on-air support and tickets and VIP treatment at the concert itself.

What did the station get? Minimal promotional clutter, new listeners, higher time spent listening, and sponsorships that could be sold at premium



*Gordon Link: watch out for Generation X*

prices with no discussion of cost per point. "The mechanics of the thing together are not that difficult," Seidholz said. "We think it's the wave of the future."

When the convention turned its sights far into the future, radio received a qualified compliment from

Gordon Link of McCann-Erickson Worldwide.

Link warned that the next huge generation of consumers—the 75 million post-baby-boomers, or "Generation X," as they have been called—are completely unlike the baby-boomers and will require new marketing and programing approaches.

The new generation, born between 1965 and 1985, is marked by diversity, divisions and disenfranchisement, he said. "How do we reach a generation who cries out at us, 'I am not a target market!'" Link said, warning of "a generation we don't understand and can't talk to."

But Link said he believes radio, along with niche magazines, is well positioned to adapt itself to the new generation. Because of its low cost structure, its capacity for appealing to distinct slices of the population and its ability to change and adapt quickly, radio may well outperform television as the new consumers come of age, Link predicted.

"I particularly think that radio can get ahead of the wave on this," he said. ■

# Put The Sunshine Access Ratings.

In February, **HARD COPY** rose to #1 while the sun set on JEOPARDY!

- **Before Hard Copy:** WTVT ranked #3 in Women and Men 25-54, in access.
- **With Hard Copy:** WTVT ranks #1 in both demo's beating JEOPARDY.



Source: NSI. Before Hard Copy, February 1991 (Instant Recall). With Hard Copy, February 1992. Rating



# IN-BAND DAB MAKES DESIGN LEAPS

*USA Digital demonstrates a chip that can extract a digital signal and modulate FM; SCI plans Radio '92 over-the-air demo*

By Peter Lambert

**U**SA Digital now believes it will have both FM and AM digital audio broadcasting by April 1993, when the Electronic Industries Association plans to conduct tests of all forms of DAB.

And the system will incorporate a custom integrated circuit chip capable of extracting a digital signal from the air and, at the same time, demodulating the FM analog signal, according to Paul Donahue, vice president of engineering for Gannett Broadcasting's radio group and project manager for USA Digital.

Donahue said the advance promises to effectively double spectrum efficiency in terrestrial radio and, potentially, in other analog services that seek to go digital, including cellular voice and data communications. It

will, he said, certainly replace radio receiver demodulators. He described interest in the project from both finan-

*"I think broadcasters have a wait-and-see attitude; there does not appear to be a rush to embrace any DAB technology."*

NAB's Michael Rau

cial bodies and broadcasters as "extraordinary."

Michael Rau, senior vice president

of science and technology for NAB, acknowledged USA Digital's "significant progress," and said he has no reason to doubt its completion target. However, he said, "the road to a complete, mobile demonstration is a long one." In terms of industry interest, Rau said, "I think broadcasters have a wait-and-see attitude; there does not appear to be a rush to embrace any DAB technology."

Although competitor Strother Communications Inc. expects to use a Westwood One experimental license and Los Angeles FM station facilities to begin over-the-air testing of its in-band digital audio broadcasting system this spring, SCI has found no additional funding so far this year.

In particular, said Steve Kuh, senior systems engineer for SCI's technological partner, LinCom Corp., "We're not seeing any support from broad-

**We Helped The News Ratings  
At WMAQ In Chicago Soar  
Higher Than *You-Know-Who*.**



casters."

Nevertheless, SCI expects to be prepared to deliver at least a nonmobile, over-the-air demonstration at the NAB's annual Radio Show in New Orleans in September.

The potential for terrestrial DAB service in the U.S. has focused on in-band proposals since the World Administrative Radio Conference dashed U.S. out-of-band applications this past winter.

LinCom's Kuh said creating an in-band system able to accommodate all the nation's FM and AM stations on adjacent channels within the FM band continues to appear feasible. Real-world conditions in Los Angeles this spring could, however, force SCI to develop separate FM and AM systems. With limited funds, said Kuh, LinCom is concentrating on developing a 20 khz FM transmission first. Development of a 7 khz AM system would follow.

Kuh said that although a demonstration in New Orleans will not likely be mobile, it will test the systems resistance to multipath fading and analog cross interference. ■

## PROGRAMING IS SIDESHOW AT NAB

*Syndicators find little to do; affiliates talk up Saturday morning news; Conus introduces advertiser friendly news*

By Geoffrey Foisie

**S**yndicators once again were mostly left with time on their hands at the NAB last week. Despite being closer to the crowds swarming the exhibit area, most program sales executives spent much of their time doing business, not in person, but on the phone.

Because the NAB charged each program company only \$1,000 for registration and office space for three days, few syndicators were saying they had wasted money in attending. But few also said they expected any great amount of business to be done during the three days.

If there was a programing idea attracting new interest last week, it might have been Saturday morning news. Conus announced it would help interested stations program the daypart either as a fully supplied program—a

package of scripts, graphics and video to localize—or some segments that could be inserted into a local show.

Conus described the format as "the electronic version of the Saturday morning newspaper," with a limited amount of hard news. The show would also have weekend weather, a "quick sports" wrap-up and what Conus information services director Stephen Blum described as a "semi-investigative" piece.

The promotion material for *Saturday Morning News* said the one-or two-hour show would also contain features "scheduled to coincide with advertisers key events, such as new car model introductions, national dealer rebate promotions, back-to-school sales and home shows." It is not, the promotion material said, "...a 'magazine' show stuffed with pretentious features or boring politics." Advertisers, the promotion material added,

In February, **HARD COPY** slam-dunked the competition in Chicago.

- **Before Hard Copy:** WMAQ's 4:00pm and 4:30pm local news ranked #3 in the time period among Women and Men 25-54 with a 2 and 1 rating.
- **With Hard Copy:** HARD COPY is now #1 for Adults 25-54, beating WLS's news, while the 4:30pm news has moved up to a 4 rating in Adults 25-54 and is tied for 1st place.



Source: NSF. Before Hard Copy, February 1991 (Local News). With Hard Copy, February 1992. Rating.

would be given advance notice about when the features would run.

Affiliate executives attending NAB indicated they were looking at putting news on Saturday morning, even though it meant pre-empting the networks' schedules. Such interest threatened network profitability, said ABC Senior Vice President George Newi.

Peter Desnoes, chairman of the ABC affiliate board and of Burnham Broadcasting, told BROADCASTING that news on Saturday morning was economically appealing to many stations. He noted that in addition to the relatively low production cost, the daypart might be attractive to a station that was not a news leader.

With NBC out of the kids race on Saturday morning and the sales of ABC and CBS doing better, there may be other kinds of pressure on the networks. Retlaw Broadcasting President Ben Tucker said that one of that group's stations had pre-empted the CBS morning schedule for half-an-hour after a kids programming syndicator offered the station five times its normal compensation during the half hour. ■

## BATTLING BEER-WINE LABELING

*Anheuser Busch appeals for continued broadcaster support in blocking warning label requirements in beer and wine ads*

By Randy Sukow

**M**ichael Roarty, executive vice president of Anheuser Busch, had a captive audience of about 2,500 broadcasters to drum up support for one of the beer company's key legislative goals—to stop bills introduced in both houses of Congress requiring warning labels on all radio and TV beer and wine commercials.

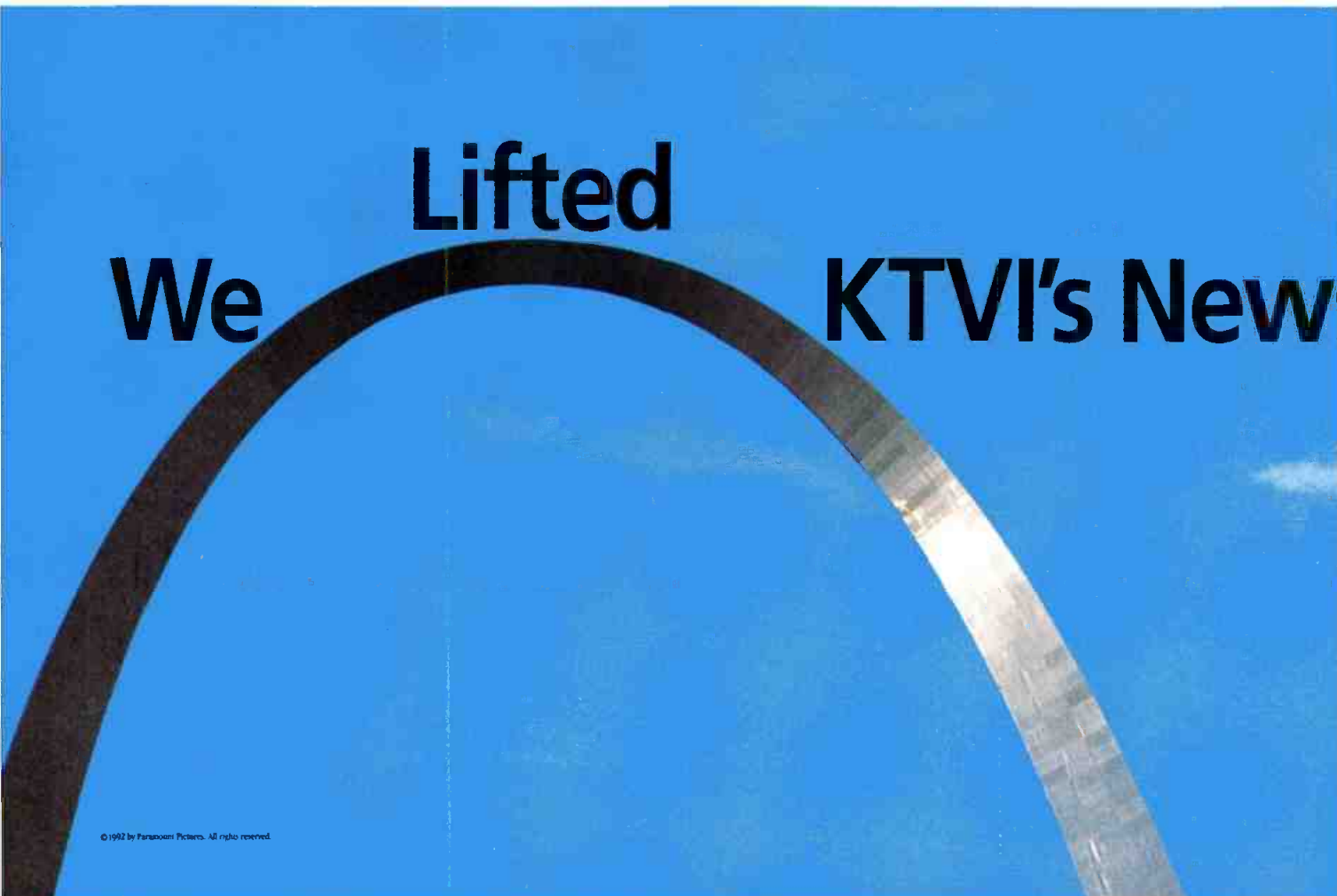
Anheuser Busch, the largest U.S. beer supplier and a major broadcast advertiser, especially on sports-related programming, sponsored last Monday's (April 13) annual NAB All-Industry Luncheon for the second straight year. There were ice buckets of Budweiser on every table and Budweiser "Friends Know When to Say When" key chains at every place setting.

Before NAB President Eddie

Fritts's State of the Industry speech and Ronald Reagan's fateful meeting with Rick Springer (see "Top of the Week"), Roarty held the stage for several minutes in an attempt to strengthen the alcohol industry's alliance with broadcasters.

"Those critics [of alcohol advertising] are out there looking for you and us. Recently our critics have mounted a sophisticated campaign claiming our ads cause young people to drink. The statistics simply do not support their charges," Roarty said. He cited a Roper poll and surveys by the Federal Trade Commission and Department of Health and Human Services to suggest advertising is a low factor in leading teenagers to begin drinking compared to peer pressure and parental influence.

"Our industries must continue to



We Lifted KTVI's New

watch out for each other. That's what friends do," Roarty said.

For its part, NAB has been working with the beer and wine industry. NAB board member Wayne Vriesman, vice president, Tribune Broadcasting Co., represented the association in opposition to the labeling bills (H.R. 1443 and S. 644) sponsored by Representative Joe Kennedy (D-Mass.) and Senator Strom Thurmond (R-S.C.) during a Senate Commerce Committee hearing earlier this month (BROADCASTING, April 6).

The Kennedy-Thurmond legislation would require one of several messages on the health hazards of alcohol to be read on a rotating basis after a radio commercial. On TV, the message would appear on the screen as the announcer reads it.

The legislation "amounts to a de facto ban on alcohol advertising," Roarty said.

The good news from the broadcaster/beer alliance's view was that the legislation is not likely to pass soon. "Things could change, but at this point it's simply a very controversial issue and I'm not sure it's going to go

forward," said Toni Cook, majority senior counsel, Senate Communications Subcommittee. Mary McManus, the subcommittee's majority counsel, and Larry Irving, senior counsel for the House Telecommunications Subcommittee, concurred that passage of the labeling bill this year is highly unlikely.

Many of the congressmen invited to the convention by NAB strongly denounced the bills. "To me it's total nonsense.... I just think it's as stupid as can be, and I don't think those labels serve any purpose. I know we shouldn't drink too much and drive," said Phil Crane (R-Ill.), House Ways and Means Committee member, who also criticized those who would raise beer, wine and cigarette taxes as a means of reducing their consumption. "I will fight [labels] tooth and nail," he said.

The courts have ruled that commercial speech is not subject to the same level of First Amendment protection as news or other forms. House Telecommunications Subcommittee ranking member Matthew Rinaldo (R-N.J.) said. He added: "I

will oppose any efforts whatsoever to put into effect product-specific restrictions or any other type of content restrictions, which I think are inherently improper. I consider them piecemeal efforts to chip away at the First Amendment."

"If we're not careful we'll see some unintended consequences," said Telecommunications Subcommittee member Tom McMillen (D-Mass.). By taking the incentive away for key sponsors to advertise on broadcast sports programs, for example, Congress may be unwittingly hastening the migration of all popular sports to pay per view, McMillen said.

But Representative Larry Smith (D-Fla.) warned that the trend toward regulation of commercial speech is already well established and will not be turned back.

"Tobacco's gone and you're not getting it back. Nobody's going to vote for it," Smith said. "You have to be prepared ultimately for members of Congress to look to satisfy both sides, which may mean disclaimers" as an alternative to a complete ban, he said. ■

# Spirits In St. Louis.

In February, **HARD COPY** gave a big boost to local news.

- **Before Hard Copy:** GERALDO ranked #3, followed by the last place 5:00pm news, which delivered a 3 rating in Adults 25-54.
- **With Hard Copy:** HARD COPY ranks #1, beating JEOPARDY, boosting the 5:00pm news to a 6 rating in Adults 25-54 and now ties for 2nd place.



Source: NSI. Before Hard Copy, February 1990 (Gerald). With Hard Copy, February 1992. Adults 25-54. Rating.



# ARE THERE ANY BANKERS IN THE HOUSE?

*Banks still wary of radio turnaround ventures; credit especially tight in small markets*

By Peter Viles

**H**ere's a revealing statistic from the NAB convention: number of bankers present for a panel discussion on the relationship between broadcasters and their bankers: zero.

The lesson, according to panelist David Simmons, was simple: banks aren't looking very favorably on radio these days.

"I think back to four years ago, when banks were making a lot of loans, a seminar like this would be filled with bankers," said Simmons, who is president of Utah-based Simmons Family Inc., which owns six radio stations.

"Where are they?" Simmons asked. "I think this is evidence itself of the banking industry's view toward

broadcasting."

Another panelist, Cliff Gardiner, president of Gardiner Broadcasting Corp., agreed that radio now faces a bleak lending landscape, especially for potential buyers in small markets. Fewer banks are making broadcast loans, and lending is now more stringent, often limited to cash-flowing properties and buyers with operating experience and considerable equity, Gardiner said.

"Not very good news, is it?" he asked. "It's not likely to change for some time."

Gardiner said those banks still making loans for broadcast stations—mainly money-center banks interested only in large-market stations—will not finance more than five times trailing cash flow, which means virtually no

money is available to finance turnarounds. Without considerable equity, deals of \$5 million or less must be seller-financed, he said.

"You can't take a mismanaged, money-losing property and go to a bank with it," he said. "There's no track record." According to media broker Tim Menowsky, financing for turnaround ventures was available at 10 times projected cash flow as recently as 24 months ago. "To a bank," Menowsky said, "turnarounds don't exist now."

Menowsky said he, too, was struck by the relative scarcity of bankers at the convention.

"They're almost invisible," he said. "I wouldn't say they're hiding, but they're not working to be visible."

Gardiner said that the very characteristics that make great broadcasters—healthy egos and unlimited enthusiasm—also make broadcasters bad risks for banks, which tend to prefer more conservative businessmen. "We are now in a period that rivals all others, I think, for the number of broadcast failures," he said.

Given that climate, Gardiner discouraged potential buyers from purchasing a station with the goal of turning it around and quickly selling at a profit.

"You must assume that you will own the property forever."

Further, he advised, potential buyers should be thorough and honest in the business plan they present to a banker. The plan should contain conservative, detailed projections for the life of the loan and should include an honest exploration of a "worst-case scenario" for the station's future.

"Include a doomsday scenario," he said. "I always do and the bankers love it."

But in general, the panel held out little hope for potential owners seeking financing. Another panelist, Arizona-based consultant Robert Rasmussen, said downsizing within the banking industry had given rise to a more automated lending system that tends to exclude small businessmen seeking loans for "unique" industries such as radio.

Gardiner said plunging interest rates

## AM'S INCLUDED IN LATEST RBDS PLAN

**R**epresentatives of the broadcasting and electronics industries agreed in Las Vegas to work toward a new voluntary standard for Radio Broadcast Data Service (RBDS) that would include both AM and FM stations in the standard.

The agreement reached Saturday (April 11) by the National Radio Systems Committee marked a temporary cease-fire between the two industries, which have differed sharply over the development of the new standard.

The National Association of Broadcasters and its representatives on the NRSC said they were pleased with the compromise and remained hopeful that AM stations will be included in the standard.

"Everyone is very happy with the way the NRSC is moving," said John Marino, NAB's manager of technical regulatory affairs.

RBDS allows radio stations to transmit digital data via FM subcarrier, making possible a host of new radio services and a new generation of advanced car radios and receivers.

To develop a system capable of including AM stations in the service, the NRSC directed the developers of an existing data service, ID Logic, to produce a proposal for AM's by the NRSC's next meeting, scheduled for June 1 in Chicago.

But several questions remained unanswered, including whether the data service will be available to both AM stations and FM stations when it comes to market. The inclusion of AM stations in the standard does not necessarily mean the technology will be ready to include them from the start.

By most accounts, the ID Logic solution would not give AM stations the same range of data transmission options that FM stations would have. Almon Clegg, a consultant to radio manufacturers who is chairman of the NRSC's task force on RBDS, said FM stations will be able to change their data transmissions virtually at will, while AM stations will be stuck with the same data transmissions for fixed stretches of time. Thus, an FM station could notify listeners of hourly changes in its format, while an AM station probably could not.

—PV

have further squeezed an already tight lending market. "It's not in a bank's best interest today to make a loan," he said. "There are other, more profitable ways they can use the money."

Added Simmons: "Many banks are flat-out not making any loans."

Simmons said that the most discouraging aspect of the credit crunch is that the radio industry appears to be full of good opportunities, but most of the industry's would-be owners cannot take advantage of them.

"The economics of the radio industry today...have never been brighter for the buyer," Simmons said. "It's a terrific, strong, viable industry that needs better financing than we have today."

## MEDIATECH, S-A PUT SQUEEZE ON ADS

**M**ediatech, a Chicago-based commercial distributor, has linked up with Scientific-Atlanta to distribute ads via a satellite-fed digitally compressed signal. The two partners, who announced the venture at NAB, are still working out financial terms. Scientific-Atlanta's chairman and CEO, William Johnson, and Mediatech's chairman, Tom Baur, said that the transmission and insertion system would have several advantages over existing distribution systems. Digital compression, Johnson said, would reduce deterioration of the commercials' quality as they passed through various stages before airing. The compression, he added, would allow for storage of at least 2,000 spots in a relatively small "mass digital storage unit" from which any commercial could be retrieved in only 10-15 seconds using a personal computer. The digitization of the spot would also permit for automatic quality verification of the satellite feed and, if defects occurred in the transmission, instant resending of the ad. The system is planned for delivery in early 1993.

-6f

## SHRINKING BUDGETS MAKE FOR SMALLER WORLD

*At MIP market, production deals illustrate growing U.S. need for international partners*

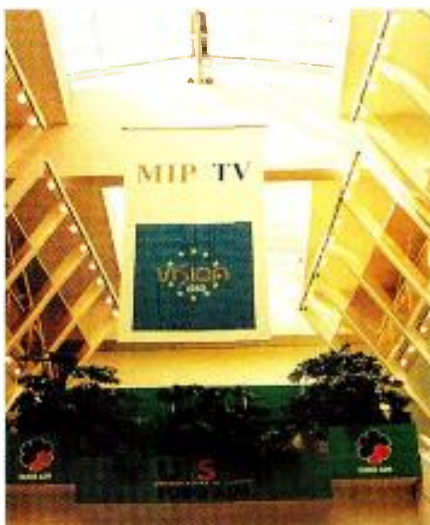
By Meredith Amdur

**A**s the world's financial markets anxiously await signs of recovery, international program merchants at last week's MIP-TV in Cannes took the year's economic pangs in stride. The program emporium, often the benchmark for the year's activity, saw the continued evolution of major international co-ventures and production alliances.

While U.S. broadcast companies continue to make inroads in the world program market, European investors are proving their financial and creative worth to the international television production community. Major ventures such as *Scarlett* have lent credibility to the prospects for bicontinental joint ventures.

Participants agreed that few companies can afford to simply pay lip service to co-production; financial and market realities have made for a truly interdependent program industry.

"Suddenly, the U.S. domestic market has realized that European players are not only desirable but vital" for big-budget projects, said Jan Mojto, Kirch Group managing director. Explaining the rationale of Kirch's informal production alliance with Italy's Silvio Berlusconi Communications, Mojto said: "In Europe we must finance from different sources. You need to achieve a



**MIP-TV: international distribution becoming essential for U.S. productions**

critical size to be effective in the U.S."

Other incentives for Americans to look abroad are the dwindling revenue stream for U.S. broadcast networks and a shrinking domestic syndication market. As a result, international sales are becoming vital to overall programming and business strategy.

Henry Schleiff, president of the Viacom Broadcast and Entertainment groups, is bullish on the future of Viacom's international syndication sales despite continued regulatory and financial uncertainty in the European market. "While there are stumbling

blocks, the demand of the populace will prevail," said Schleiff. "Bureaucracy still gets in the way in much of Europe," he said, but "this MIP-TV market is an empirical example of a pure supply-and-demand market with no interference—good or bad—from the government."

U.S. executives like Schleiff and Capital Cities/ABC President Herb Granath are among the market's leading apostles of international strategic investment as the cornerstone of continued growth. "We're still trying to pay down debt, so it makes sense to maximize our hardware and software assets in exchange for small equity positions worldwide. In many territories cash is still king, but expertise is scarce," said Schleiff.

Granath, whose company's major equity interests include production companies in Spain and France, the European Television Network and Tele 5 in Germany, prefers to be a minority partner and be well placed as business develops. "Rather than see European directives as negative factors, we went along with the flow, accepted program quotas and invested in local production and broadcasting entities; we expect our investment would grow along with the market," said Granath.

Despite the operating costs, Granath maintains that ABC's deep pockets are

building assets rather than taking losses.

Not all major U.S. producers are convinced, however, that there are fixed programming rules for entering the international market. "It's more difficult in practice than in theory," said Paramount Vice President Joseph Lucas. While the company's main draw, *The Young Indiana Jones Chronicles*, has found its way into most territories, its high production values did not guarantee instant success in its U.S. premiere. "The show will take some time, but we're quite certain that foreign audiences will be quicker to accept it," Lucas said. "Before, international was pure gravy. Now, whether or not a show is made can depend on its foreign viability. The catch-22 of the business is that the one-hour dramas favored by foreign audiences do not translate well to U.S. syndication."

### The European Markets

The French market, still reeling from the collapse of La Cinq and the unabated quota debate, seemed noticeably quiet. The problem, said Kirch's Mojto, is that the French government

"ultimately destroyed what it sought to protect." The production sector is not being allowed to attain a viable scope for growth and development, Mojto said: "French product is simply not competitive; it operates in a closed market and can't export."

For UK broadcasters and producers, confusion still reigns as the commercial sector finds its role in a newly aligned market. Those who weathered the ITV franchise storm are faced with daunting costs and competitive threats from cable-satellite channels and the proposed terrestrial Channel 5.

Newly anointed Granada Television Chief Executive Andrew Quinn told a luncheon meeting that "the future is going to be about volume, both territorial and in production portfolio.... This is not a flight from quality, despite the costs and competitive realities, but it's not going to be like it was."

Meanwhile, lame-duck ITV broadcaster Thames Television, which lost its license to Carlton TV, announced that it will be teaming up with BBC Enterprises to take its show onto the Astra satellite. The new channel could launch before the end of the year and

transmit 18 hours a day of entertainment programming derived from the two groups' extensive catalogs.

The move is a further vote of confidence for subscription TV in Britain and launches the first secondary market for programmers. Thames Chief Executive Richard Dunn said prime time programming will be largely British product for a mostly British audience in the early years, but outside programming will fill non-peak hours. "We're not starry-eyed about the economics of this business," said Dunn. "We have a good idea of the channel's advertising potential, and could consider later encrypting the service, but we must walk before we run."

The BBC, also in the hot seat as the government reconsiders the terms of its public service remit, is anxious not to be left behind in the rush to develop alternative revenue streams.

Eastern Europe may have a long way to go. According to Richard St. Johns, director of the Scandinavian Broadcasting System, "there is no place for commercial TV in Eastern Europe for the next 10 years because there are not enough commercial

## THE WORLDWIDE SEARCH FOR SCARLETT, AND OTHER MIP DEALS

Igniting the hype for a pre-launch media extravaganza, the search for the new Scarlett O'Hara has begun. Having secured the rights (for approximately \$7 million) to Margaret Mitchell's "Gone with the Wind" sequel, *Scarlett*, the production/finance consortium of Silvio Berlusconi Communications, the Kirch Group, CBS and RHI Entertainment have embarked on an international competition for Vivien Leigh's successor. The TV miniseries is slated for international airing in late 1993.

According to Riccardo Tozzi, Berlusconi's executive vice president, international financing of *Scarlett* represents a significant change in the relationship between American and European producers. "No American could have secured the rights without European partners," says Tozzi. "There is an equal basis between the two markets."

Among the other deals at MIP:

- Germany's Kirch Group announced that it had concluded a deal with Berlusconi, France's Initial Group and Los Angeles-based Franklin Waterman Entertainment to co-produce the two-hour movie and 22-episode series *Canwalk*. Shooting of the rock-band drama will commence in Toronto in June.

- Italy's RCS Video is also getting into the major international co-venture act, announcing with NBC Productions the start of a \$15-million production of Danielle Steele's *Jewels*. The five-hour miniseries will be produced by RCS, List/Estrin Productions and NBC in association with Britain's Carlton Television, and will be set and filmed in Europe with several non-American leading actors.

- CNN International will introduce three World News half-hour segments during breakfast time in Europe.

- In one of the first U.S.-Russian joint ventures of its kind, U.S.-based Cecco TV and the Russian Association of TV Filmmakers formed a co-production venture to supply ad-supported programming for the All-Russian Television Company network

(RTR-TV). The venture, known as AMROCC, will initially provide four hours of prime time programming with broadcasts beginning in fall 1992. The group is also negotiating with Worldvision to acquire rights to shows such as *Dallas*, *Hotel* and *National Geographic* as well as its flagship program *Beverly Hills, 90210*.

- Sunbow Productions International continued its sales crusade into Eastern Europe, signing its first sale to the Russian State TV and Radio Broadcasting Company for 13 half-hours of the animated *G.I. Joe*. Czechoslovakia TV and Poland's Demel Home Video each acquired limited runs of the *G.I. Joe* series as well as *Transformers* and *My Little Pony*.

- UK independent producer-distributor RPTA/Primetime premiered its three-part series *Brain Sex*, produced with Quality Time TV, Time TV, Primemedia and Primetime, to a market audience. The show examines the differences between the male and female brains. Primetime also unveiled its major documentary offering, *CIA: The Agency*, co-produced with the BBC and state broadcaster NRK in Norway.

- The Playboy Entertainment Group completed a format deal to sell Germany's most successful commercial broadcaster, RTL Plus, the rights to *Playboy's Love and Sex Test*, a variety game show with celebrity guests. The agreement provides RTL Plus the rights to co-produce the German-language version of the show, with Playboy providing program segments. RTL and Playboy also anticipate a Dutch-language version of the show.

- Buena Vista International released the TV film *The Making of Sgt. Pepper* for international distribution. The 60-minute primetime special on the historic Beatles album was co-produced with Andrew Lloyd Webber's Really Useful Group and was Buena Vista's first financing of an independent European product. The show will be broadcast in June on London Weekend Television and on the Disney Channel.

—MA

goods for advertisers to sell or consumers to buy."

The welcome addition of program-hungry markets such as Greece, Turkey and Portugal has helped keep business steady for many distributors despite an overall down market, but guaranteeing payment from these mass buyers can sometimes be difficult.

"Many buyers are telling us they need deferred payment," said Catherine Malatesta, Westinghouse Broadcasting international sales director, "but whether their budgets will hold isn't always clear." But Malatesta reported that business was brisk in her corner of the Cannes selling floor: "We have [the new commercial] Turkish broadcasters fighting each other for programs; they may pay less but are buying quantity."

While participants mourned the loss of La Cinq, they expressed concern that the German market may find itself oversaturated. With four commercial channels, two state broadcasters and rapidly increasing cable-satellite access, there is no guarantee there will be enough revenue to go around. Viacom's Schleiff predicts an intense program bidding war among the major players. "In these friendly wars, we're happy to provide the ammunition," he said.

### Cable Networks Look Abroad

American cable channels are also looking for wider distribution opportunities and production partnerships. CNN International took a major step toward increasing its European distribution by announcing that the channel would henceforth transmit on the Astra 1B satellite, an option the news service had long dismissed as too expensive. The satellite launch will bring CNNI into an additional eight million homes across Europe, bringing its total homes to more than 22 million. CNNI has also made a deal with Astra owner SES to try a half-hour daily Spanish-language edition.

USA Network, which is set to launch a 24-hour science-fiction channel in the U.S. this year, wants to supplement its library with foreign product and original co-productions, and the international market potential of such programing has been part of its long- and short-term strategy.

Animated programing is also carving out a profitable niche in the international market. Betty Cohen, vice president of Turner Broadcasting's

new cartoon network, which will launch as a 24-hour domestic channel in October, says international viability was a consideration in the planning of the channel and in Turner's acquisition of the 3,000-hour Hanna Barbera library. Said Cohen: "We hope to expand the channel to an international service as soon as we can clear the rights in all European territories; we would like to get in before Disney or Nickelodeon. We know the value of getting into the market first."

In its first appearance at MIP-TV,

E! Entertainment Television sealed its first European venture, finalizing a deal to provide Scandinavian and Benelux pay movie channel Filmnet with over 100 hours of programing for the first year. Celebrating his debut in the international market, E! President Lee Masters is confident of the broad appeal of his company's brand of Hollywood news and personality features. "Entertainment travels well," said Masters. "We can provide our own product, custom-tailor it for particular territories, or co-produce." ■

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Robert Hayes, WROC-TV, Richmond

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ONLY THE BEST PEOPLE

# Changing Hands

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

**WKXT-TV Knoxville, Tenn.** □ Sold between partners of licensee Knoxville Channel 8 Ltd. for \$5,772,620 cash. John D. Engelbrecht and South Central Communications Corp., limited partners of licensee, are selling interests to Phipps Television of Tennessee, which will become 70% general partner of licensee. South Central Communications is licensee of WIKY-AM-FM Evansville, Ind., and WEZK(FM) Knoxville and WZEZ(FM) Nashville, both Tennessee. Phipps Television of TN Inc. is headed by John H. Phipps, who has interests in licensee of WCTV(TV) Thomasville, Ga., and in permittee of WPBF(TV) Tequesta, Fla. WKXT-TV is CBS affiliate on ch. 8 with 316 kw visual and 31.6 kw aural and antenna 1,290 feet above average terrain.

**WCHS(AM)-WVNS(FM) Charleston, W.Va.** □ Sold by West Virginia TV and Radio Inc. to West Virginia Radio Corp. for \$1,743,836. Terms: \$1.1 million cash at closing, \$223,836 10-year promissory note at 9%, and \$420,000, five-year noncompete covenant. Seller is headed by G. Russell Chambers, who owns KYKZ(FM) Lake Charles, La., and WIIN(FM) Vicksburg, Miss. Buyer is headed by Dale B. Miller, and is licensee of WAJR-(AM)-WVAQ(FM) Morgantown, W.Va. WCHS is fulltimer with oldies format on 580 khz with 5 kw. WVNS has classic hits-oldies format on 96.1 mhz with 50 kw and antenna 360 feet above average terrain.

**KATM-FM Pueblo-Colorado Springs, Colo.** Sold by Surrey Front Range Ltd. to Falcon Media for \$950,000 on

terms. Sun Broadcasting, general partner of seller Surrey Front Range, is subsidiary of Surrey Broadcasting, headed by J. Kent Nichols, and is licensee of KDZA(AM) Pueblo, Colo., and KPRW(AM)-KATT-FM Oklahoma City. Buyer is controlled by Edward G. Atsinger III and Roland Hinz and Lila Hinz Living Trust. Atsinger is principal in Salem Communications Corp., licensee of nine AM's and six FM's, and he is also principal of one AM and three FM's. Hinz owns Hi-Torque Publications Inc. KATM-FM has CHR format on 100.7 mhz with 13.5 kw and antenna 2,086 feet above average terrain. Broker: Kalil & Co. Inc. and Media Venture Partners.

**WVVO(AM)-WDXZ(FM) Charleston, S.C.** □ Sold by Equico Capital Corp. to Dixie Communications Inc. for \$900,000. Terms: \$700,000 cash at closing, of which \$300,000 is for three-year noncompete covenant, and \$200,000 non-interest bearing note. Seller is headed by Laurence C. Morse. Principal James D. Corbin owns CP for WYBJ(FM) Greenville, Miss. Principal John R. Lee is licensee of WJYZ(AM) Albany, Ga. Buyer is headed by William G. Dudley III, and has 75% and 90% interest, respectively, in WTMA(AM) and WSUY(FM) both Charleston, S.C. WVVO is fulltimer with news, talk format on 910 khz with 500 w. WDXZ has easy listening format on 104.5 mhz with 28 kw and antenna 656 feet above average terrain.

**KPUR-AM-FM Amarillo, Tex.** □ Sold by Alfred Broadcasting Inc. to Steven A. White for \$850,000 cash. Seller is headed by A.W. Lair and has no other broadcast interests. Buyer has no other broadcast interests. KPUR(AM) has AOR format on 1440 khz with 5 kw day, 1 kw night. KPUR-FM has oldies format on 107.1 mhz with 5 kw and antenna 300 feet above average terrain.

**KBZZ(AM)-KBLJ(FM) La Junta, Colo.** □ Sold by La Junta Broadcasters Inc. to Broadcast Management Services Inc. for \$550,000. Terms: \$25,000 escrow deposit and 12-year \$525,000 promissory note at 10%. Seller has no

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## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,470,831 □ 7  
FM's □ \$1,600,000 □ 5  
AM-FM's □ \$4,950,836 □ 8  
TV's □ \$5,772,620 □ 1  
Total □ \$13,794,287 □ 21

1992 to Date:

AM's □ \$14,800,086 □ 48  
FM's □ \$48,773,246 □ 67  
AM-FM's □ \$60,699,925 □ 40  
TV's □ \$250,330,620 □ 16  
Total □ \$374,603,877 □ 171

For 1991 total see Jan. 27, 1992 BROADCASTING.

other broadcast interests. **Buyer** is headed by Paul L. Coates, guarantor for assignor, and has interests in CP for FM in Eudora, Ark. KBZZ is fulltimer with AC format on 1400 khz with 1 kw. KBLJ has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WWCS(AM) Canonsburg, Pa. (Pittsburgh)** □ Sold by WARO Broadcasting Inc. to Birach Broadcasting Corp. for \$475,000. Sale of station last year for \$750,000 did not close ("Changing Hands," May 13). **Seller** is headed by Jeffrey D. Warshaw, and is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mincola, N.Y.; WNDZ(AM) Portage, Ind.; WVVX(FM) Highland Park (Chicago), Ill.; WCBW(FM) Columbia, Ill. (St. Louis), and KPPC(AM) Pasadena, Calif. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. **Buyer** is headed by Sima Birach, and is licensee of WNZK(AM) Dearborn Heights, Mich. WWCS has rock-CHR format on 540 khz with 7.5 kw day and 500 w night.

**KALY(AM) Albuquerque, N.M.** □ Sold by Sun Media Corp. of New Mexico to Septien & Associates Inc. for \$460,000 cash. **Seller** is headed by Ella J. Fenoglio and has no other

broadcast interests. **Buyer** is headed by Gloria Septien and has no other broadcast interests. KALY is fulltimer with Spanish format on 1240 khz with 1 kw.

**KPUA(AM)-KWXX-FM Hilo, Hawaii** □ Sold by Hawaii Radio Inc. to New West Broadcasting Corp. for \$370,000 cash. **Seller** is headed by Wyman Lai, trustee, and has no other broadcast interests. **Buyer** is headed by John F. Leonard and has no other broadcast interests. KPUA is fulltimer with MOR format on 670 khz with 10 kw. KWXX-FM has AC format on 94.7 mhz with 100 kw and antenna 330 feet below average terrain.

**KQDI-AM-FM Great Falls, Mont.** □ Sold by Q Radio Inc. to JS Marketing & Communications Inc. for \$267,000. Terms: \$117,000 cash at closing, \$50,000 earnest money deposit and \$100,000 promissory note at 9% interest payable. **Seller** is headed by Lyle Courtneage, and has no other broadcast interests. **Buyer** is headed by J.M. Smith Jr., and is licensee of KYLT-(AM)-KZOQ(FM) Missoula, Mont. KQDI(AM) is fulltimer with AC format on 1450 khz with 1 kw. KQDI-FM has classic rock format on 106.1 mhz with 100 kw and antenna 276 feet above average terrain.

For other proposed and approved sales see "For the Record," page 54.

## ACTV INVESTOR

The Washington Post Co. has made a \$1.5-million loan to ACTV Inc. and, in exchange, received 15% of the stock of the New York-based interactive TV company.

ACTV Chief Operating Officer Bill Samuels said the loan insures that ACTV will have "the working capital we need to continue for the next year." Future *Washington Post* options include deciding whether to jointly establish an educational subsidiary of ACTV, and to "invest alongside" ACTV in a cable network that would feature games (BROADCASTING, Jan. 6).

If the *Post* undertakes these options it could, after three years, receive "a sufficient number of shares at a price to be determined," giving it majority control of ACTV.

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# WIRELESS CABLE LOTTERIES ATTACKED BY FTC

*Trade Commission says FCC's method of awarding licenses attracting con artists*

**By Joe Flint**

**T**he FCC's system of awarding licenses for wireless cable systems through a lottery has become a haven for swindlers using deceptive practices to dupe consumers out of as much as \$25 million this year alone, according to securities administrators, the Federal Trade Commission and the Better Business Bureau.

The three organizations held a joint press conference last week to both criticize the lottery process and warn consumers of the various scam artists using misleading sales methods. No complaints against the commission were raised, just the process itself.

Lewis Brothers, president, North American Securities Administrators Association (NASAA), said: "We calculate that the swindles now revolving around the FCC's wireless cable lottery...as well as a whole new generation of what we will call 'build out' schemes...are going to cost the American public \$25 million in 1992."

The deceptive practices are usually as follows: A company charges applicants/would-be licensees about \$5,000 and informs investors the money will be used for research. However, since applications are usually for the same market, the research need only be done once. Applicants, the groups said, are also misled about financial risks, competition and the chances of actually receiving a license.

Already this year the FTC has filed two complaints against the so-called application mills, and the FBI is also said to be investigating another operation in New York. In the last 18 months the FTC has sued three companies preparing and selling applications for the FCC's wireless cable lottery.

In its complaint against Metro Communications, which sold wireless cable applications services as MMFD Technologies, the FTC said Metro customers were virtually assured of winning a wireless license, even though applicants are subject to an FCC lottery.

Wireless cable, according to NASAA, is being promoted as "the best-kept investment secret in telecommunications" and television's last

frontier" through infomercials, commercials, direct-mail and phone solicitation. Would-be investors, NASAA said, are often told that their \$5,000 application fee will be worth well over \$1 million in a year.

Application mills, NASAA said, "inflate the prospects for an investor in a wireless cable television lottery, gloss over the complicated mechanics of the FCC lottery process, understate the risks, exaggerate the potential value of a license, overstate the availability of necessary financing and make it seem that fat profits are all but certain and will start rolling in almost immediately."

So far, 17 state securities agencies have either investigated or taken formal action against suspect application preparation firms.

That the lotteries are run by the government makes consumers easier prey, said James McIlhenny, president, Council of Better Business Bureaus Inc. "This recurring and serious problem with federal lotteries illustrates a central fact about phone

scams: The more they change, the more they stay the same. Consider the oil and gas lease lotteries in the late 1970s and early 1980s...and the wireless cable TV lottery problems of today."

The FCC, Brothers said, has taken "some minor steps to address the fraud problem, but a temporary 'holding pattern' and a few new rules are not going to discourage your average hardworking con artist."

Brothers fears the problems he cited with the wireless cable lottery are only the beginning. "Our worst nightmare is that wireless cable is going to prove to be only the tip of the iceberg. We are deeply concerned that the federal lotteries which may be held for new technologies and the reallocation of the radio spectrum will dwarf the serious problems we have seen to date with wireless."

An FCC official said of the concerns over the lottery process that the commission has been asking Congress for the authority to switch to an auction process. ■

## HEADLINES

### CROSS-PROMOTION

On May 1, MTV will kick off a national marketing plan with Time Warner's Six Flags theme parks that calls for promoting the cable network at the company's seven parks. Included in the promotion will be a newly created season pass, the "MTV VIP Pass," which will provide admission to all of the Six Flags parks and other benefits, including access to special park tapings of MTV's new variety block, *Hangin' With MTV*. There will also be an MTV concert series at the park including such top acts as Marky Mark, Salt-N-Pepa and Kid 'N Play. Six Flags Entertainment is headed by former MTV executive Bob Pittman.

### CNN IN SINGAPORE

CNN International has begun airing in Singapore through the NewsVision channel, part of a new three-channel subscription TV service that

will include HBO and a Mandarin-language entertainment service to start airing in June. CNNI is available in more than 22 countries and 232 hotels in the Asia Pacific region.

### PPV BOXING

Viewer's Choice and TVKO renewed their distribution agreement for PPV boxing events, including the June 19 World Heavyweight Championship Evander Holyfield-Larry Holmes bout and at least the next eight PPV fights offered by TVKO.

### JOINT 'EXPEDITION'

Hearst Entertainment, Tele Images and A&E have teamed with The Smithsonian Institution to produce and distribute a new series, *Smithsonian Expedition Specials*, for global audiences. The first of the three specials is now in pre-production.

# Broadcasting's Ratings Week Apr 6-12

|                     | ABC                                                     | CBS                                                       | NBC                                                          | FOX                              |
|---------------------|---------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------|----------------------------------|
| <b>MONDAY</b>       | <b>12.0/19</b>                                          | <b>18.4/29</b>                                            | <b>14.8/23</b>                                               | <b>NO PROGRAMING</b>             |
| 8:00                | 53. FBI: Untold Str. 10.1/17                            | 32. Evening Shade 12.1/21                                 | 20. Fresh Prince 13.2/22                                     |                                  |
| 8:30                | 40. Amer Detective 11.3/18                              | 27. Evening Shade 12.3/20                                 | 19. Blossom 13.3/21                                          |                                  |
| 9:00                | 14. Roseanne 14.2/21                                    |                                                           |                                                              |                                  |
| 9:30                | 11. Roseanne 14.6/21                                    | 1. NCAA Basketball Championship—Michigan vs. Duke 22.7/35 | 8. NBC Monday Night Movie—Danielle Steel's "Secrets" 15.6/24 |                                  |
| 10:00               | 37. Coach 11.5/18                                       |                                                           |                                                              |                                  |
| 10:30               | 54. Coach 10.0/16                                       |                                                           |                                                              |                                  |
| <b>TUESDAY</b>      | <b>13.0/21</b>                                          | <b>14.0/23</b>                                            | <b>12.1/20</b>                                               | <b>NO PROGRAMING</b>             |
| 8:00                | 10. Full House 14.8/25                                  | 18. Rescue: 911 13.6/22                                   | 22. In the Heat of the Night 13.0/21                         |                                  |
| 8:30                | 4. Home Improvmt 18.1/29                                |                                                           |                                                              |                                  |
| 9:00                | 3. Roseanne 18.2/28                                     |                                                           |                                                              |                                  |
| 9:30                | 16. Room for Two 13.7/21                                | 14. CBS Tuesday Movie—In the Eyes of a Stranger 14.2/23   | 28. Law and Order 12.2/19                                    |                                  |
| 10:00               | 79. ABC News Special 6.6/11                             |                                                           | 46. Dateline NBC 11.0/19                                     |                                  |
| 10:30               |                                                         |                                                           |                                                              |                                  |
| <b>WEDNESDAY</b>    | <b>10.3/17</b>                                          | <b>11.6/20</b>                                            | <b>15.1/25</b>                                               | <b>NO PROGRAMING</b>             |
| 8:00                | 35. Wonder Years 11.8/21                                | 67. Royal Family 8.6/16                                   | 6. Unsolved Mysteries 16.6/29                                |                                  |
| 8:30                | 49. Doogie Howser 10.6/16                               | 63. Davis Rules 9.2/16                                    |                                                              |                                  |
| 9:00                | 51. The Young Indiana Jones Chronicles 10.3/17          | 28. Jake and the Fatman 12.2/20                           | 5. I Witness Video 16.9/27                                   |                                  |
| 9:30                |                                                         |                                                           |                                                              |                                  |
| 10:00               | 61. Homefront 9.3/16                                    | 16. 48 Hours 13.7/23                                      | 35. Quantum Leap 11.8/20                                     |                                  |
| 10:30               |                                                         |                                                           |                                                              |                                  |
| <b>THURSDAY</b>     | <b>10.6/18</b>                                          | <b>11.1/18</b>                                            | <b>11.8/20</b>                                               | <b>10.6/18</b>                   |
| 8:00                |                                                         | 59. Top Cops 9.5/16                                       | 37. Cosby 11.5/20                                            | 39. Simpsons 11.4/20             |
| 8:30                | 59. Columbo 9.5/16                                      |                                                           | 20. A Diffmt World 13.2/22                                   | 70. Drexell's Class 7.9/13       |
| 9:00                |                                                         | 48. Street Stories 10.8/17                                | 9. Cheers 15.5/25                                            | 51. Beverly Hills 90210 10.3/16  |
| 9:30                |                                                         |                                                           | 26. Wings 12.6/20                                            |                                  |
| 10:00               | 25. Primetime Live 12.7/22                              | 23. Knots Landing 12.9/22                                 | 65. L.A. Law 9.0/16                                          |                                  |
| 10:30               |                                                         |                                                           |                                                              |                                  |
| <b>FRIDAY</b>       | <b>11.4/21</b>                                          | <b>9.5/18</b>                                             | <b>9.6/18</b>                                                | <b>4.4/8</b>                     |
| 8:00                | 40. Family Matters 11.3/22                              | 82. Tequila and Bonetti 6.0/12                            | 57. Matlock 9.8/19                                           | 86. America's Most Wanted 5.4/10 |
| 8:30                | 40. Step By Step 11.3/21                                |                                                           |                                                              |                                  |
| 9:00                | 49. Dinosaurs 10.6/19                                   |                                                           |                                                              |                                  |
| 9:30                | 61. Baby Talk 9.3/16                                    | 40. CBS Friday Movie—Uncle Buck 11.3/20                   | 57. I'll Fly Away 9.8/18                                     | 90. Hidden Video 3.5/6           |
| 10:00               | 24. 20/20 12.8/23                                       |                                                           | 63. In the Heat of the Night 9.2/16                          | 92. Hidden Video 2 3.2/6         |
| 10:30               |                                                         |                                                           |                                                              |                                  |
| <b>SATURDAY</b>     | <b>7.3/14</b>                                           | <b>6.7/13</b>                                             | <b>10.7/20</b>                                               | <b>6.9/13</b>                    |
| 8:00                | 75. Who's the Boss? 6.7/13                              |                                                           | 47. Golden Girls 10.9/22                                     | 79. Cops 6.6/13                  |
| 8:30                | 75. Billy 6.7/13                                        | 75. Euro Disney Grand Opening 6.7/13                      | 54. Powers That Be 10.0/19                                   | 69. Cops 2 8.4/16                |
| 9:00                | 83. Perfect Strang. 5.8/11                              |                                                           | 28. Empty Nest 12.2/22                                       | 72. Code 3* 7.6/14               |
| 9:30                | 73. Growing Pains 7.4/14                                |                                                           | 45. Nurses 11.1/20                                           | 87. Hidden Video 5.1/9           |
| 10:00               | 67. The Commish 8.6/17                                  | 79. Trials of Rosie O'Neill 6.6/13                        | 56. Sisters 9.9/19                                           |                                  |
| 10:30               |                                                         |                                                           |                                                              |                                  |
| <b>SUNDAY</b>       | <b>14.3/24</b>                                          | <b>14.3/23</b>                                            | <b>8.9/14</b>                                                | <b>7.9/13</b>                    |
| 7:00                |                                                         | 2. 60 Minutes 19.1/33                                     | 89. Eerie, Indiana 3.9/7                                     | 85. True Colors 5.6/11           |
| 7:30                |                                                         |                                                           | 91. Eerie, Indiana 3.4/6                                     | 83. Parker Lewis 5.8/10          |
| 8:00                |                                                         | 13. Murder, She Wrote 14.3/22                             | 71. Mann & Machine 7.7/12                                    | 73. Roc 7.4/12                   |
| 8:30                | 12. ABC Sunday Night Movie—The Ten Commandments 14.5/24 |                                                           |                                                              | 34. In Living Color 11.9/19      |
| 9:00                |                                                         | 44. CBS Sunday Movie—Stompin' at the Savoy 11.2/19        | 32. NBC Sunday Night Movie—The Keys 12.1/19                  | 28. Married w/Childn 12.2/19     |
| 9:30                |                                                         |                                                           |                                                              | 66. Herman's Head 8.7/13         |
| 10:00               |                                                         |                                                           |                                                              | 75. Std by Your Man 6.7/11       |
| 10:30               |                                                         |                                                           |                                                              | 88. Get a Life 4.5/8             |
| <b>WEEK'S AVGS</b>  | <b>11.4/19</b>                                          | <b>12.3/21</b>                                            | <b>11.7/20</b>                                               | <b>7.4/13</b>                    |
| <b>SSN. TO DATE</b> | <b>12.2/20</b>                                          | <b>13.8/23</b>                                            | <b>12.3/20</b>                                               | <b>8.0/13</b>                    |

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager** needed for excellent sales team at AM/FM combo. Marconi Small Market Station of the Year. Join a growing company that is artistically and financially successful. Send resume to: John Brandt, Jr., Citadel Communications, KBOZ, PO Box 20, Bozeman, MT 59771. EOE

**Radio advertising salesmanager:** South central Iowa AM/FM radio station, part of a 5 property company is now looking to hire a salesmanager. Previous successful salesmanager earned \$40,000 + annually and has been promoted to general manager. What can you do? Only persons with a proven track record in radio sales need apply. Call 515-842-3161 ask for Jim. Immediate opening. EEO

**Fresno general manager.** Selling is 99 percent of the job at this station targeting upscale adults. Knowledge of local accounts and agencies helpful. EOE. Reply to Box L-24.

**General manager** needed for top rated, under performing combo in an upper midwest small market. Must be experienced, sales oriented. Send letter and resume to: Marty Riemensneider, VP; Mitchell Broadcasting, 1001 Farnam, Omaha, NE 68102. EOE.

**Turnaround in progress:** Strong GSM needed to put it over the top! Competitive mid-west market. Solid group owner. Resume, compensation history, sales and management philosophy to Box L-36. Confidential EEO

### HELP WANTED SALES

**Somewhere out there is the person** that's looking for exactly what we have to offer. We're looking for an experienced radio sales person or someone who is ready for the salesmanager's job. This is a unique opportunity to live in an ideal location, sell and/or manage sales and sell for our small market radio stations in a very good "wide open" radio market. So, if you're ready for that step upward or if you're tired of an over competitive market and you're looking for a good opportunity for you and your family... let's talk. I believe both sides will greatly benefit. EOE. Reply to Box L-25.

**Sun Radio Network** in Clearwater FLA. is seeking an experienced (3-5 yrs) national salesperson. Candidates should be prepared to relocate to Clearwater FLA. Salary + commission and major medical provided. Fax resume to Nat'l Sales Manager, Sun Radio Network at 813-572-4735. EOE.

**NYC radio sports program** seeks established heavy hitter to earn high commissions. Weeknites after 10p.m. 718-745-0221. EOE.

**Radio sales person:** Classic Rock FM I-95/WiXV Savannah, GA wants creative self starter with experience in radio. EOE. Send resume to Jerry Stevens, GM, PO Box 876, Savannah, GA 31498.

### HELP WANTED ANNOUNCERS

**Skyview Traffic Watch** is looking for experienced broadcasters for airborne and ground traffic reporting in great SW markets. Send tape and resume to: 14605 North Airport Drive, Suite 200, Scottsdale, AZ 85260. EOE.

**WINK-FM 96.9** 100kw AC seeks afternoon drive talent. T&R Bob Grissinger Box 331, Fort Myers, FL 33902. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** Midwest AM/FM combo seeks experienced chief engineer. Must have directional experience. Excellent opportunity. Send resume and salary history. EOE. Reply to Box L-26.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Premastering engineer:** Metatec/Discovery Systems, a Columbus, Ohio-based compact disc manufacturer, has openings in it's audio premastering department. Experience should include digital audio format transfers, music editing, and 3/4 inch video editing. Jazz and Classical recording experience a plus. EOE. No phone calls, please. Candidates under consideration will be contacted within 2 weeks of receipt of their resume. Please send or fax resume and cover letter to: Organizational Development, Metatec/Discovery Systems, 7001 Discovery Blvd. Dublin, OH 43017. Fax: 614-766-3140.

### SITUATIONS WANTED MANAGEMENT

**Young, hungry, currently employed CRMC** with proven sales management performance record and great references seeks a GSM or LSM position in Philadelphia, Trenton, or Ocean/Monmouth markets. You give me the opportunity. I'll give you a loyal, hard working, results oriented team builder! Reply to Box L-2.

**Today's financial climate** requires someone you can trust and who cares about your station and bottom line. Someone to lead. I am that person. Over nine years as GM at the same station. Sales, programming, budgets, decisions. I do it all and would like to discuss putting my knowledge and energy to work for you. Reply to Box L-3.

**General/national sales manager,** currently employed-large market-major group-20 year-CRMC-broadcaster, desires to bring proven sales track record, sales promotion, training and management skills to Southern or Caribbean market. Reply to Box L-17.

**Bottom line oriented GM seeking managers position.** 24 years experience in small, medium and large markets. Call Jack Inman - 919-642-8292.

**Solution!** A total management consultant. Sales, programming, financial management and more. Increase audience share and revenue. Win with RPM. Call now 804-232-5197

### SITUATIONS WANTED PERSONALITY/TALENT

**Talented talk host:** Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show w/big name guests. Rick: 1-800-257-6556.

**Top-rated, major-market radio talk personality.** Funny yet clean. Topical and controversial, but not angry. Very saleable and sales-oriented. Reply to Box L-18.

**Talk show host with international background** available immediately for radio & TV. If you are looking for talent & experience, something completely different to generate new business call 518-449-9534. Serious inquiries only.

### SITUATIONS WANTED ANNOUNCERS

**Energetic young announcer** seeks PBP position in Southeast or Southwest. Experience in sports, programming, sales and news. Country, AC, and AOR. Any shift, available immediately. Reply to Box L-5.

**Dependable, experienced announcer** seeks stable position at small or medium market station. Excellent references. Any shift. Prefer nights Mike, 904-255-6950 or reply to Box L-6.

**Country D.J.** wants southeast small market. 1 yr. experience. \$ open. Call 602-872-1805 Adult, single & ready (Gary).

### SITUATIONS WANTED TECHNICAL

**Chief engineer,** currently employed, broad experience, capable. FCC General, SBE certified. Prefer Northeast, others considered. Reply to Box L-20.

### SITUATIONS WANTED NEWS

**Sportscaster who has led** small market station to two state AP awards seeks new opportunity with college/minor pro PBP. Knowledgeable newspaperman also. Call Mark 503-386-2163

**12 year radio news pro** seeks position in medium/major market. Conversational delivery. Reporter, not just reader. Steve Luke 216-837-4259

### MISCELLANEOUS

**Affordable voice talent** for your station or production. Intelligent reads, creative voices. Call Peter K. O'Connell for information and demo. Serious inquiries only. 716-836-2308

**Major market production voice** will do your promos, sweepers, spots, etc. Excellent for any adult format. Reasonable rates. Demo 305-463-1535.

**Need an announcer or a panel operator?** Well maybe we can help. We are Radio 2TW Australia and we are a full-time announcer/operator training station. Our trainees work on-air to hone their abilities and skills to become professional attributes to the radio industry. We have senior trainees whom are as proficient at what they do as those who are in the business. If you need an announcer or operator then I am sure that we can help. so contact David Roach, Radio 2TW. 338 Tuggerawang Road, Tuggerawang, New South Wales, Australia 2259. Phone Australia area code 043-921915.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manager:** WSAV is looking for the right person to manage a sales team. A good career opportunity in an aggressive group ownership. Must have a successful track record in local sales. Knowledge of Co-op and PC based systems such as Arbitron II, PTA and CTA. Ability to train a staff to achieve goals in a highly competitive environment. Send resume to General Manager, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE/M-F.

**General manager:** KGNS-TV, NBC affiliate, Laredo, TX, seeking a sales oriented GM. Excellent opportunity for someone who is currently a strong local or general sales manager. Send resume and state present salary to: First Allied Corp., 270 Commerce Dr., Rochester, NY 14623. EOE.

**High profile station relations opportunity:** Washington, DC based television production company seeks self-motivated individual with 2-3 years promotional and/or marketing experience in dealing with local public TV stations nationwide. Salary commensurate with experience. Send resumes to: Ms. G. Neyland, OPI, 1211 Connecticut Avenue, NW - Suite 810, Washington, DC 20036. EOE.

**Traffic manager:** WOWK-TV, Huntington, WV, is seeking a traffic manager. Skills should include knowledge of JDS BIAS, ability to supervise traffic department, work closely with sales/management to maximize revenues. Send resume and salary history to WOWK-TV, John Fusco, GSM, 555 5th Ave., PO Box 13, Huntington, WV 25706. EOE.

**Business manager:** Successful East Coast affiliate seeks degreed accountant. Must have minimum 3-5 years TV broadcast accounting experience. An excellent opportunity for motivated, aggressive, knowledgeable team player. Send resume with salary history in confidence to Box L-22. EOE

**Growing group of radio & television stations in Gulf South** is looking for proven management & sales management leaders. We want competitive people who can sell, train, motivate, create and understand bottom line management. EOE. Reply to Box L-7.

**General sales manager:** Top local NBC affiliate has great opportunity for proven sales professional. Must have record of revenue and administration results, leadership ability and be success motivated interviews granted to those that qualify to join a Cosmos broadcasting station. Send resume to Conrad Cagle, VP & GM, WFIE-TV, POB 1414, Evansville, IN 47701. EOE.

**National sales manager:** WSPA-TV (CBS) in the 35th market is seeking a highly qualified individual with both local and national sales background to serve as national sales manager. Send resume and qualifications in confidence to Greg Rose, General Sales Manager, PO Box 1717, Spartanburg, SC 29301. No phone calls accepted. EOE.

### HELP WANTED SALES

**Television sales account executive:** Television station seeks aggressive, experienced account executive to service existing accounts and develop new business. Two years experience in radio and/or television sales is preferred. Must be an excellent negotiator and possess strong "people skills". An outstanding opportunity for financial reward and career growth. Forward resume to Local Sales Manager, 8443 Day Drive, Cleveland, OH 44129. Equal opportunity employer.

**Marketing consultant:** Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Resumes and cover letter convincing us that you are our future to Box L-29. EOE.

**Manager, new business development & special projects:** WKRN-TV, the ABC affiliate in Nashville, has an immediate opening for a manager of new business development. A minimum of three years of television sales experience — a working knowledge of vendor, coop and sales promotions — plus a flair for creative problem solving is required. If you have a desire to work for a growing station with supportive sales management please contact by resume only: Dave Sankovich, General Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210 WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

### HELP WANTED MARKETING

**Great sales opportunity:** BMP software system. U.S. WEST Marketing Resources Plus, the leader in providing software solutions for the broadcast industry, is looking for a sales professional to provide sales, training and service in its western region. Minimum of 5 years experience in station sales required with experience in broadcast PC based sales/research systems and a complete understanding of the sales and program process within a television station. PC literacy a must. Excellent benefits & salary potential for the right person. Call Brian Brady 517-336-8787. EOE

### HELP WANTED TECHNICAL

**South Texas educational station** has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., Attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

**Chief engineer:** Industry leader, CBS affiliate, 40's market, southwest location, seeks take-charge manager, experienced, technically sound, good with people. BS/BSEE preferred. Applications will be kept confidential. Send resume to KWTW-9, Attn: Ellen Bushyhead, PO Box 14159, Oklahoma City, OK 73113. EOE.

**Chief engineer** for southeastern UHF affiliate. Engineering only, no operations. Send letter with resume to: T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Ste 109, Lincoln, RI 02865 EOE.

**Broadcast TV engineer:** Full-time position maintaining all types of broadcast TV equipment. 2 year degree in electronics, 2 years TV maintenance experience. Repairs to component level. Mail resume to: KUCU-TV36, PO Box 36, San Jose, CA 95109, Attn: Vivian Serrano. EOE.

**Vacation relief operator:** Fox Television, KRIV-channel 26, Houston, TX is seeking a vacation relief operator. This position will require the applicant to switch station breaks, load commercials and program tapes and dub video tapes. Experience in computer editing and/or technically directing newscasts is desirable, but not mandatory. Applicant should have three (3) years experience in master control room work, and an FCC license or SBE certification. A working knowledge of waveform monitors, vectorscopes and VU meters is also required. Interested applicants should contact: Sheila Wachenschwanz, Engineering Supervisor, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

### HELP WANTED NEWS

**TV director:** United States Information Agency Spanish Language TV News program based in Washington, DC needs a self motivated and assertive team leader with strong directing and creative production skills. Experience necessary directing live newscasts. Position requires expert knowledge of Cuba. An equal opportunity employer. 202-401-7114. Send application on form SF 171 by May 1, 1992 to: USIA — Office of Cuba Broadcasting, Attn: B/CP, 400 6th Street, SW, Washington, DC 20547.

**TV news photographer:** Experienced storyteller for top rated station. Send resume and tape to Gary Coursen c/o WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44501. EOE.

**Reporter/assignment editor:** Need person who can report general assignments three days a week, and can run an assignment desk two days a week. Possible back up anchoring. One year experience or potential, college degree. 3/4" non-returnable tape and resume to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE. M/F, drug test mandatory. No phone calls.

**News producer:** Seeking sharp, dynamic, creative producers for current and future openings. We are a #1 ranked ABC affiliate in a 50's market with 4 daily newscasts, a satellite truck and lots of bells and whistles. Resume and references to Box L-31. EOE/MF.

**News investigative reporter wanted:** Responsible for uncovering, developing, producing and delivering investigative stories in a timely fashion. BA or BS required. Masters preferred. 7-10 years top 50 TV market experience. No phone calls please. Send resume to: Box L-32. EOE.

**Capital Cities/ABC broadcast graphics** looking for art director in New York for news magazine shows. Individual would work with show producers and directors in determining needs and developing concepts as well as overseeing production. Hands-on Paintbox experience essential. Previous broadcast and art director experience preferred. Call Regina or Katherine - 212-887-4124. EOE.

**News director:** WTVF Television, a CBS affiliate, is seeking an experienced news director to manage its news operation. The successful candidate will have proven leadership capability, expertise in producing quality news programs and specials, an understanding of niche marketing, and excellent communication skills. Prefer 5-10 years experience in a top 100 market with a minimum of three years as news director or assistant news director. Send resumes to Lem Lewis, Station Manager, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

**Sports anchor:** Sunny southern city looking for local sports authority. Must report, anchor and shoot. Must have strong writing skills, energy and ability to get along with others. Send non-returnable tape and resume to: Dave Winstrom, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

**Aggressive Midwest NBC affiliate** seeks weekday male & female anchors. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box L-30. EOE.

**Sports anchor/reporter:** Requires three years experience in television reporting, live reporting and anchoring segments and specials. Communications degree preferred. Women and minorities are encouraged to apply. Please send resume and tape to Personnel Department, WDTN TV2, PO Box 741, Dayton, OH 45401. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion director** for WICS-TV, NBC affiliate in Springfield, Illinois (ADI #74). Candidates must have commercial television experience, excellent production and creative skills plus proven writing ability. Position also demands excellent organizational and planning background. Send cover letter and resume to: Jack Connors, VP/GM WICS-TV, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

**Director of production** and special projects. \$39,686-\$48,173. Provides oversight of local production at KRMA-TV including contract production development, aftermarket revenue development, writing and oversight of proposals for grants and special projects. Senior level position reporting to the station manager. B.A. in Communications and five years successful experience in television production administrative/planning capacity and demonstrated successful grant/proposal writing experience. Public television experience desired. Send letter of application with salary history, resume and name, address and phone number of three professional references to Mrs. Ernst, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Application deadline May 1, 1992. EOE/AA.

**Program producers:** Top 20 affiliate is looking for producers for documentary style program and magazine formatted program. Should have previous program development and production experience. Writing with a flare and research skills a must. Newsroom experience beneficial. If you're looking for new opportunities, working for an innovative station in a market with a great lifestyle, send tape and resume to Program Director, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. No phone calls please. EOE.

### SITUATIONS WANTED MANAGEMENT

**15 years experience** and knowledge in all areas of television operations for both affiliates and independents. Looking for a position as program manager with a hard working team, who is stable, established and innovative. If you are interested please contact Lou Ann Boone 702-438-0435.

### SITUATIONS WANTED NEWS

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

**Meteorologist:** Still workin'. Still huntin'. Semi-pretty. Semi-good-spirits. 12 years experience. AMS seal. Stu 817-776-4844.

**Cameraman/editor.** 16 years experience in production/promotions/news. Seeking top 80 market. Will pay all moving expenses. Ray 818-891-1168.

**Gordon Barnes:** Former CBS (New York) and WUSA-TV (Washington, DC) meteorologist now in Florida seeks challenging opportunity. Available late June. Telephone 813-495-0818.

**Former news photographer/editor** for top 50 market seeks return to news photography in small market. Steve Caporimo 212-682-9288.

**Meteorologist:** College graduate interning at top 10 station needs employment. Not afraid of relocating or starting salaries. Ed Tarver 404-536-8180.

**Wash, DC photographer/editor:** Top-notch award winning photo journalist. 15 years experience. Great under pressure. Looking to relocate. Steve 202-333-2389.

### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**I'm different...different-looking** and do a different kind of TV talk show. I've dominated a top-ten market for more than ten years on TV and radio. If Gary Collins is your idea of a host, don't write, but if you're ready for success, I'd like to talk to you. Reply to Box L-19.

**Star-Day Productions:** Associate producer/researcher available for long and short-term projects. Reasonable rates. Call 718-857-7863, fax 718-857-4251.

### MISCELLANEOUS

**Jobs nationwide!** Instant access on hundreds of opportunities—plus timely documented advice on future availabilities. Television, radio, corporate communications. From major-market to entry-level. Broadcasting's biggest employment-listings service. Now in our 8th year! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

**Bill Slatter and Associates** will: create your TV audition tape and resume and offers coaching and placement help. 601-446-6347.

**Attention station owners, managers, department heads:** Consultant Bill Elliott has one of the largest radio & television personnel headhunting services in the world, representing highly qualified people to fill your needs immediately. Please call today for a confidential referral. 813-849-3477, absolutely free to employers.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Client services/education representative:** Computer software vendor needs person with broadcast background. Must be self motivated, organized and have good people skills. Relocation to Colorado and extensive travel required. Competitive compensation package. Send resume, references & salary history to Box L-28. EOE.

**Assistant professor, communications/broadcasting:** Full-time faculty, tenure track position in the department of communications/broadcasting beginning September 1, 1992. Responsibilities include teaching courses in Radio-Cable-Television, Basic Audio-Video Production, Writing and Performance; advising students and participating in ongoing activities of the department and college. Doctoral degree preferred; masters degree, college teaching and 2 to 5 years professional experience required. Send resume with cover letter and names of three current references by May 1, 1992, to: Sister Mary Ellen Murphy, Ph.D., Dean of the College, Saint Joseph's College, Windham, ME 04062-1198. EOE.

### EMPLOYMENT SERVICES

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

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

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

**Want to buy TV transmitter VHF low band.** G.A. Bonet, WORA TV, Box 43, Mayaguez, PR 00681. Tel 809-831-5555 Fax 809-833-0075.

**Color weather radar:** This weather radar should be capable of displaying weather fronts and precipitation in color with a range of 25 to 50 miles. Preferably, it would operate on 240 volts 50Hz and have a Pal encoded video output. Units which could be modified for these standards would also be considered. Reply to Box L-27.

**Looking for used Betacam SP's** — short length (5 & 10 min.) only. Also 3/4" SP's — all lengths. Call SPECS BROS. Video Services 1-800-852-7732.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used, excellent condition. Guaranteed. Financing available Transcom. 215-884-0888. FAX 215-884-0738

**AM transmitters:** Continental/Harris/MW1A 1 kw, CCA/MCM 2.5kw, CCA/Harris/RCA 5kw, Harris/CCA 50kw Transcom 800-441-8454

**FM transmitters:** RCA 20kw, CCA 2 5kw, Collins/Gates 1kw. Transcom 800-441-8454

**FM 25/30KW:** 1981 BE-30, 1988 TTC/25kw. Transcom 800-441-8454

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

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

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See full details and rates in the Classified Section.**

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#### Chief Executive for School Facilities

Board of Education  
110 Livingston Street, Room 204  
Brooklyn, New York 11201  
Fax: (718) 935-5309

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**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display) Per issue Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications \$1.50 per word, \$30 weekly minimum.

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

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**Blind Box Service:** (In addition to basic advertising costs) Situations wanted. No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. **BROADCASTING** will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials, such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o **BROADCASTING**, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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

**For subscription information  
call 1-800-323-4345.**

# Date Book

■ Indicates new listing or changed item

## THIS WEEK

■ **April 20**—"The Home Video Industry: Where Do We Go From Here?" question and answer seminar sponsored by *International Radio and Television Society*. Time Life Building, New York. Information: Julie Levin, (212) 867-6650.

■ **April 20-April 24**—*Kentucky Broadcasters Association* spring convention. Galt House, Louisville, Ky. Information: (502) 589-5200.

■ **April 20**—13th annual Sports Emmy Awards dinner and ceremonies sponsored by *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: Trudy Wilson or Robert Christie, (212) 586-8424.

■ **April 21**—"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 21-22**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Dallas. Information: Brenda Sammons, (703) 691-8875.

■ **April 21-22**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Minneapolis, Minn. Information:

Brenda Sammons, (703) 691-8875.

■ **April 22**—"Cable Campaign '92," seminar sponsored by *Northwest Cable Advertising*. Washington State Convention Center and Trade Center, Seattle. Information: (206) 286-1818.

■ **April 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Seth G. Abraham, president and CEO, Time Warner Sports. Copacabana, New York. Information: (212) 768-7050.

■ **April 22**—"Selling in the Cable Arena," under-30 seminar sponsored by *International Radio and Television Society*. Conference Room A, Mezzanine Level, NBC, New York. Information: (212) 867-6650.

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

■ **April 23**—"Television's Fight to Save the Earth," luncheon sponsored by *Women in Cable, Atlanta chapter*. Atlanta. Information: Heather Baldino, (404) 827-3367.

■ **April 23**—*Academy of Television Arts and Sciences* announces nominations for 44th annual Los Angeles area Emmy Awards. Pasadena Civic Center, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

■ **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 23-24**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Minneapolis, Minn. Information: Brenda Sammons, (703) 691-8875.

■ **April 23-25**—*New Mexico Broadcasters Association* annual convention. Pyramid Holiday Inn, Albuquerque, N.M. Information: (505) 299-6908.

■ **April 24**—*National Women's Political Caucus* annual media awards ceremony. Presenter: Katie Couric, NBC Today Show. Recipient of the First Amendment Award: Nina Totenberg, National Public Radio. Waldorf-Astoria, New York. Information: Pat Reilly, (202) 898-1100.

■ **April 24-26**—"Health Care Reforms: Will They Work? Are They Fair?" a conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. McCormick Center Hotel, Chicago. Information: (213) 851-7372.

■ **April 25**—*Radio-Television News Directors Association* regional conference and annual awards dinner. Sheraton Boston Hotel and Towers, Boston. Information: Emily Rooney, (617) 449-0400, or Brian Whittemore, (617) 787-7000.

■ **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: John E. Nathan, (212) 223-0044.

## MAJOR MEETINGS

■ **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 7-10**—*National Association of Black Owned Broadcasters* 16th annual spring broadcast management conference. Hilton Head Island, S.C. Information: (202) 463-8970.

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

■ **May 28-30**—*CBS-TV* affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

■ **June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

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

■ **June 12-16**—*American Advertising Federation* national advertising conference. Portland, Ore. Information: (202) 898-0089.

■ **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 22-23**—*Fox-TV* affiliates meeting. Los Angeles. Information: (213) 203-3036.

■ **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.

■ **July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

■ **Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer trade show. Baltimore, Md. Information: (703) 549-6990.

■ **Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

■ **Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton. 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. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

■ **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.

■ **Jan. 14-16, 1993**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

■ **Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

■ **Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.

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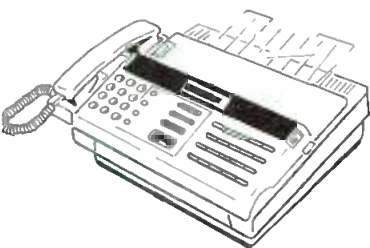
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# For the Record

As compiled by BROADCASTING from April 6 through April 10 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **KMBQ(FM) Wasilla, AK** (BALH920324HO; 99.7 mhz; 51 kw; ant. -187 ft.)—Seeks assignment of license from Spear Communications to KMBQ Corporation for \$175,000. Seller is headed by Rocky Spear, and has no other broadcast interests. Buyer is headed by E. Roy Paschal, who recently sold KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska. Assignee is subsidiary of Alaska Broadcast Communications Inc., licensee of KJNO(AM)-KTKU(FM) Juneau, KIFW(AM)-KSBZ(FM) Sitka and KTKN(AM)-KGTW(FM) Ketchikan, all Alaska. Filed March 24.

■ **KSNE(FM) Marshall, AR** (BALH920320HS; 104.3 mhz; 100 kw; ant. 820 ft.)—Seeks assignment of license from Marshall Broadcasting Corporation to Zero Broadcasting Inc. for forgiveness of any debt owed by seller to buyer. Seller is headed by L.E. Willis, who is owner of licensees of WXSS(AM) Memphis, TN; KDFT(AM) Desoto, TX (pending sale to daughter Celestine Willis, see "For the Record," Dec. 16, 1991); KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WCLN(AM)-WMXS(FM) Clinton, WESL(AM) East St. Louis, IL (pending sale); WSRC(AM) Durham, WBXB(FM) Edenton (pending sale), WVRN(AM) Warrenton and WGSP(AM) Charlotte (pending sale), all North Carolina; WIMG(AM) Ewing, NJ (pending sale); WPCE(AM) Portsmouth (pending sale) and WMYA(FM) Cape Charles (Virginia Beach), both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WPZZ(FM) Franklin and WWCA(AM) Gary (pending sale), both Indiana, and WKSO(FM) Orangeburg, WVPD(FM) Marion and WKWQ(FM) Batesburg, all South Carolina. Buyer is headed by Coy L. Horton, and has no other broadcast interests. Filed March 20.

■ **KDHI(AM)-KQYN(FM) Twentynine Palms, CA** (AM: BAL920324EA; 1250 khz; 1 kw-D, 120 w-N; FM: BALH920324EB; 95.7 mhz; 19 kw; ant. 200 ft.)—Seeks assignment of license from High Desert Communications Inc. to Three D Radio Inc. for \$70,000. Seller is headed by Larry Rutter, who, with principal George Schrader, has interests in licensee of KNGT(FM) Jackson, CA. Buyer is headed by David T. Newman and Linda P. Newman, husband and wife, who, with vice president J. Duane Hoover, have interests in licensee of KZAK(FM) Incline Village, NV. Filed March 24.

■ **KBZZ(AM)-KBLJ(FM) La Junta, CO** (BAL920324EB; 1400 khz; 1 kw-U; FM: BALH920401EC; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from La Junta Broadcasters Inc. to Broadcast Management Services Inc. for \$550,000. Seller has no other broadcast interests. Buyer is headed by Paul L. Coates, guarantor for assignor, and has interests in CP for new FM in Eudora, AR. Filed April 1.

■ **KXRE(AM) Manitou Springs, CO** (BAL920324EC; 1490 khz; 500 w-D, 250 w-N)—Seeks assignment of license from Springs Communications Corp. to GREENTV Corp. for \$40,000. Seller is headed by Howard Alpern, and has no other broadcast interests. Buyer is headed by David M. Drucker. Vice president Penny Drucker holds CP

Abbreviations: APC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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.

for WEYS(TV) Key West, FL, and is vice president of licensee of KUBD(TV) Denver. Filed March 24.

■ **WGAC(AM) Augusta, GA** (BAL920326EC; 580 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Robert C. Beckham to Beasley Broadcasting of Augusta Inc. for assumption of debt. Seller has no other broadcast interests. Buyer is headed by George G. Beasley, who has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAV(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSR(FM) Bastrop, TX; WXXM(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, and WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. Filed March 26.

■ **WCHM(AM) Clarkesville, GA** (BAL920325EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Martin Communications Inc. to Joshua Communications Inc.; purchase price not included in application. Seller is headed by Clara Martin, and has no other broadcast interests. Buyer is headed by Jeffrey S. Mote, and has no other broadcast interests. Filed March 25.

■ **WPLQ(AM) Grayson, GA** (BAL920401EA; 610 khz; 1.5 kw-D; 225 w-N)—Seeks assignment of license from C.L. Nash and Roddy Sturdivant to C.L. Nash & Norris J. Nash, brothers, for \$125,000. Seller has no other broadcast interests. C.L. Nash, general partner of buyer, has 50% interest in station. Filed April 1.

■ **KPUA(AM)-KWXX-FM Hilo, HI** (AM: BAL920330GS; 670 khz; 10 kw-U; FM: BALH920330GT; 94.7 mhz; 100 kw; ant. -330 ft.)—Seeks assignment of license from Hawaii Radio Inc. to New West Broadcasting Corp. for \$370,000. Seller is headed by Wyman Lai, trustee, and has no other broadcast interests. Buyer is headed by John F. Leonard, and has no other broadcast interests. Filed March 30.

■ **KLEO(FM) Kahului, HI** (BAPH920330GJ; 106.1 mhz; 35 w; ant. 3,198 ft.)—Seeks assignment of license from Shaka Broadcasting Ltd. to Brewer Broadcasting Corp. for \$75,000. Seller is headed by Denise Barron. Limited partner Robin M. Rothschild is 89% owner of WVAY(FM) Wilmington, VT. Buyer is headed by Philip L. Brewer, who owns licensee of KKBQ(FM) and has 50% interest in licensee of KHLO(AM) both Hilo, HI. Filed March 30.

■ **WROR(AM) Zeeland, MI** (BAP920325EC; 640 khz; 1 kw-D, 250 w-N)—Seeks assignment of CP from Just Formed Corporation to Randall C. Disselkoon for \$37,000 plus assumption of liabilities. Seller is headed by Darrell Spann, who is licensee of WSVF(AM) Jacksonville, FL, and permittee of WMLD(AM) East Point, GA. Buyer has interests in licensee of WBYY(AM) Rockford, MI. Filed March 25.

■ **WKLK-AM-FM Cloquet, MN** (AM: BAL920323HQ; 1230 khz; 1 kw-U; FM: BALH920323HR; 96.5 mhz; 6 kw; ant. 100 m.)—Seeks assignment of license from WKLK Inc. to QB Broadcasting Ltd. for \$200,000. Seller is headed by John E. Carl, who has 74.36% interest in licensee of KCOB(AM)-KLVN(FM) Newton, IA, and has interests in KERE(AM) Atchison, KS. Buyer is headed by Alan R. Quarnstrom, and has no other broadcast interests. Filed March 23.

■ **KQDI-AM-FM Great Falls, MT** (AM: BAL920330EB; 1450 khz; 1 kw-U; FM: BALH920330EC; 106.1 mhz; 100 kw; ant. 276 ft.)—Seeks assignment of license from Q Radio Inc. to JS Marketing & Communications Inc. for \$267,000. Seller is headed by Lyle Courtage, and has no other broadcast interests. Buyer is headed by J.M. Smith Jr., and is licensee of KYLT(AM)-KZOO(FM) Missoula, MT. Filed March 30.

■ **KALY(AM) Los Ranchos de Albuquerque, NM** (BAL920325EF; 1240 khz; 1 kw-U)—Seeks assignment of license from Sun Media Corporation of New Mexico to Septien & Associates Inc. for \$460,000. Seller is headed by Ella J. Fenoglio, and has no other broadcast interests. Buyer is headed by Gloria Septien, and has no other broadcast interests. Filed March 25.

■ **WRNA(AM) China Grove, NC** (BTC920330EA; 1140 khz; 1 kw-D, 250 w-CH)—Seeks transfer of control of South Rowan Broadcasting Co. Inc. to Carl L. and Angela L. Ford, husband and wife, for \$178,000. Seller is headed by Duane C. Linn, M.T. Brown, Jr. and Virginia M. Daniel, administratrix of estate of W.W. Daniel, and Ellen C. Linn, and has no other broadcast interests. Buyer has no other broadcast interests. Filed March 30.

■ **KLUB(FM) Milton-Freewater, OR** (BAPH920402HC; 97.9 mhz; 500 w; ant. 731 ft.)—Seeks assignment of CP from Nanette Markunas to Alexandra Communications for \$50,000. Seller has interests in licensee of KLZK(FM) Farwell, TX, and WMKB(FM) Ridgebury, PA. Buyer is headed by Thomas D. Hodgins, and has no other broadcast interests. Filed April 2.

■ **WKAB(FM) Berwick, PA** (BAPH920326GK; 103.5 mhz; 2.1 kw; ant. 393 ft.)—Seeks assignment of CP from Robert J. Moisey to 4M Broadcasting Inc. for \$350,000. Moisey owns 4M Broadcasting; company will reimburse him for sale of station. Moisey has no other broadcast interests. Filed March 26.

■ **WWCS(AM) Canonsburg (Pittsburgh), PA** (BAL920331EE; 540 khz; 7.5 kw-D; 500 w-N)—Seeks assignment of license from WARO Broadcasting Inc. to Birch Broadcasting Corporation for \$475,000. Sale of station last year for \$750,000 did not close ("Changing Hands," May 13). Seller is headed by Jeffrey D. Warshaw, and is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Warshaw is partner with wife Miriam and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, NC. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, NY; WNDZ(AM) Portage, IN and WVVX(FM) Highland Park (Chicago), IL; WCBW(FM) Columbia, IL (St. Louis), and

KPPC(AM) Pasadena, Calif. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Buyer is headed by Sima Birach, and is licensee of WNZK(AM) Dearborn Heights, MI. Filed March 31.

■ **WEHN(AM) North East, PA** (BAL920331EF; 1530 khz; 1 kw-D, 250 w-CH)—Seeks assignment of license from Rambaldo Communications Inc. to Heart Broadcasting Inc. for \$155,831. Seller is headed by Richard F. Rambaldo, and is licensee of WRKT(FM) North East, PA. Rambaldo also has interests in WUHF(TV) Rochester, NY. Buyer is headed by Christopher Hagerty, and has no other broadcast interests. Filed March 31.

■ **WVVO(AM)-WDXZ(FM) Dorchester Terrace-Mt Pleasant, SC** (AM: BAL920330GN; 910 khz; 500 w-U; FM: BALH920330GO; 104.5 mhz; 28 kw; ant. 656 ft.)—Seeks assignment of license from Equico Capital Corporation to Dixie Communications Inc. for \$900,000. Seller is headed by Laurence C. Morse. Principal James D. Corbin owns CP for new station WYBJ(FM) Greenville, MS. Principal John R. Lee is licensee of WJYZ(AM) Albany, GA. Buyer is headed by William G. Dudley III, and has 75% and 90% interest, respectively, in licensees of WTMA(AM) and WSUY(FM), both Charleston, SC. Filed March 30.

■ **WKXT-TV Knoxville, TN** (BALCT920327KJ; ch. 8; 316 kw-V; 31.6 kw-A; ant. 1,290 ft.)—Seeks assignment of license between partners of licensee Knoxville Channel 8 Ltd. for \$5,772,620. John D. Engelbrecht and South Central Communications Corp., limited partners of licensee, are selling interests to Phipps Television of Tennessee, which will become 70% general partner of licensee. South Central Communications is licensee of WIKY-AM-FM Evansville, IN; WEZK(FM) Knoxville and WZEZ(FM) Nashville, both Tennessee. Phipps Television of TN Inc. is headed by John H. Phipps, who has interests in licensee of WCTV(TV) Thomasville, GA, and permittee of WPBF(TV) Tequesta, FL. Filed March 27.

■ **KPUR-AM-FM Amarillo, TX** (AM: BAL920326EA; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920326EB; 107.1 mhz; 5 kw; ant. 300 ft.)—Seeks assignment of license from Alfred Broadcasting Inc. to Steven A. White for \$850,000. Seller is headed by A.W. Lair, and has no other broadcast interests. Buyer has no other broadcast interests. Filed March 26.

■ **KLVI(AM)-KYKR-FM Beaumont, TX** (AM: BTC920325EB; 560 khz; 5 kw-U; FM: BTCH920325EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Seeks transfer of control of licensee Gulfstar Broadcasting pending consummation of purchase of station, granted last year ("For the Record," Dec. 2, 1991). Transferor R. Steven Hicks is transferring 80% of his 100% interest to his brother Thomas O. Hicks. R. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Capstar is part of merger of new company CF Media, headed by Robert F.X. Sillerman (see "For the Record," April 6, under KKCW(FM) Beaverton, OR). R. Steven and Thomas Hicks have interests in licensee of WTAU(AM)-KTSR(FM) College Station and KVET(AM) Austin, both Texas. Filed March 25.

■ **WCHS(AM)-WVNS(FM) Charleston, WV** (AM: BAL920331EC; 580 khz; 5 kw-U; FM: BALH920331ED; 96.1 mhz; 50 kw; ant. 360 ft.)—Seeks assignment of license from West Virginia TV and Radio Inc. to West Virginia Radio Corp. for \$1,743,836. Seller is headed by G. Russell Chambers, who has 100% interest in licensee of KYKZ(FM) Lake Charles, LA, and in WIIN(FM) Vicksburg, MS. Buyer is headed by Dale B. Miller, and is licensee of WAJR(AM)-WVAQ(FM) Morgantown, WV. Filed March 31.

#### Actions

■ **WDAU(TV) Ozark, AL** (BAPCT920211KK; ch. 34; 500 kw; ant. 1,000 ft.)—Granted assignment of CP of licensee Judah Broadcasting Systems Inc.; application requests recapitalization of station in

order to operate as corporation, and to afford station to convert debt to equity. Licensee is headed by Samuel D. Judah Sr. Judah, who currently controls 100% of licensee, will own 25% of corporate stock; remaining stock is distributed among six local physicians, who will pay \$.10 per share plus cancellation of his outstanding debt claim against station. Action April 2.

■ **KEEF(TV) Los Angeles** (BAPET890322KH; ch. 68; 2198 kw-V; 219.8 kw-A; ant. 2,884 ft.)—Dismissed assignment of CP from Black TV Workshop of Los Angeles to Hispanic Christian Communications Network for \$1.75 million. Seller is headed by Booker Wade, and has no other broadcast interests. Buyer is headed by Raimundo Jimenez, and has no other broadcast interests. Action March 5.

■ **KXDE(FM) Merced, CA** (BAPH911024HP; 107.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Great Scott Broadcasting to John Neuhoof for \$5,000. Seller is headed by Faye Scott, and is licensee of WPAZ(AM) Pottstown, WCHR(AM) Yardley and WKST-AM-FM New Castle, all Pennsylvania; WTTM(AM) Trenton, NJ; WMBO(AM)-WPCX(FM) Auburn, NY, and WSSR(AM)-WZBH(FM) Georgetown, DE. Buyer is 51% shareholder in Eastern Media Inc., licensee of WESO(AM)-WQVR(FM) Southbridge, MA. He is also 80% equity partner in permittee of KZQB(AM) Davenport, WA. Action March 30.

■ **KCRT-AM-FM Trinidad, CO** (AM: BAL920213EA; 1240 khz; 250 w-U; FM: BALH920213EB; 92.7 mhz; 3 kw; ant. 150 ft.)—Granted assignment of license from International State Bank to Phillips Broadcasting Inc. for \$235,000. Seller is headed by Ronald L. Schmeits, and has no other broadcast interests. Buyer is headed by Anita Phillips, and has no other broadcast interests. Action March 30.

■ **WAVO(AM) Decatur, GA** (BAL920213EC; 1420 khz; 1 kw-D)—Granted assignment of license from Bible Broadcasting Network Inc. to Curriculum Development Foundation Inc. for \$150,000. Seller, non-profit, non-stock corporation, is headed by Lowell Davey, and recently purchased WSOC(AM) Charlotte, NC ("Changing Hands," Jan. 27). It is also licensee of KPAC(FM) San Antonio, TX; WYFW(FM) Wichita, KS; WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Buyer is headed by Paul L. Walker, and is licensee of noncommercial educational WVEV(FM) Cumming, GA. Bill Watkins, director emeritus, controls licensee of WFDR(AM)-WVFJ-FM Manchester, GA. Action March 30.

■ **WZAL(AM) McDonough, GA** (BAL920214EB; 1410 khz; 2.5 kw-D)—Granted assignment of license from De Van-Moore Communications Inc. to Henry County Broadcasting Co. Inc. for \$65,000. Seller is headed by James W. De Van, and has no other broadcast interests. Buyer is headed by Susanne M. Earnhart and Donald W. Earnhart. Donald Earnhart is 100% owner of WJGA-FM Jackson, GA. Action March 30.

■ **KSOF(FM) Wichita, KS** (BALED910729HK; 91.1 mhz; 100 kw; ant. 345 ft.)—Granted assignment of license from Friends University to New Life Fellowship Inc. for \$205,000. Seller is headed by Richard Felix and 29 other board members, and has no other broadcast interests. Buyer is headed by David G. and Tammie L. Brace, husband and wife, and purchased KSPG(AM)-KBUZ(FM) El Dorado, KS for \$1.05 million last year ("Changing Hands," Aug. 5, 1991). Assignee is nonprofit corp., and is licensee of noncommercial educational KZZD(FM) Wichita, KS. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, KS. New Life also has applications pend-

ing for new FM's in Topeka, KS and Minneapolis. Action April 1.

■ **WLAS(AM) Jacksonville, NC** (BAL920214ED; 910 khz; 5 kw-U)—Granted assignment of license from Seaboard Broadcasting Corp. to Eckhardt Broadcasting Corp. for \$160,000. Seller is headed by Shirlee D. Popkin, and has application for new FM at Jacksonville, NC. Buyer is headed by Barry K. Eckhardt, and has no other broadcast interests. Action March 30.

■ **WJMR(FM) Fredericktown, OH** (BALH920106HH; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Ohio Broadcasting Stations Inc. to Bohmar Communications Inc. for \$325,000. Seller is headed by John McKinley, and has no other broadcast interests. Buyer is headed by Arlene D. Bohach, and has no other broadcast interests. Action March 30.

■ **KZRC(AM)-KXYQ(FM) Milwaukee-Salem (Portland), OR** (AM: BAL920113EE; 1010 khz; 4.5 kw-D; FM: BALH920113EF; 105.1 mhz; 100 kw; ant. 1,840 ft.)—Granted 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 KZRQ(AM)-KIVA-FM Albuquerque, NM ("Changing Hands," Dec. 23, 1991). Buyer is headed by Edward S. Leffler and members of rock band Van Halen. Action March 31.

■ **WPTJ(TV) Johnstown, PA** (BAPCT910904KF; ch. 19; 1,660 kw-V; 166 kw-A; ant. 1,190 ft.)—Dismissed app. of assignment of CP from WFAT Inc. to Penn Highlands Communications Corp. for \$100,000. Seller is headed by Richard J. Bedford, trustee, and has no other broadcast interests. Buyer is headed by Harry J. Hain (40%); he also has interests in Nittany Media, Inc., which owns cable systems in Pennsylvania. Shareholder J. Thomas Connors (10%) is sole shareholder of JOTOCOM Comm. Inc., licensee of WBEM(AM) Windber, PA. Action April 6.

■ **WEMX(FM) McConnellsburg, PA** (BAPH910618GQ; 103.7 mhz; 210 w; ant. 1,187 ft.)—Dismissed app. for assignment of CP from WCBG Inc. to Fulton County Radio Inc. for \$36,740. Seller is headed by W. Ronald Smith and Lois Jane Smith, husband and wife, and owns WCBG(AM) Chambersburg, PA. Buyer is headed by Arthur K. Greiner (90%) and William P. Bernton (10%), and is licensee of WVFC(AM) McConnellsburg, and WSHP(AM) Shippensburg, PA. Action March 31.

■ **WRXR(FM) Aiken, SC** (BALH920205HR; 96.3 mhz; 50 kw; ant. 699 ft.)—Granted assignment of license from Guardian Corporation to J & L Broadcasting Inc. for \$1.5 million, \$900,000 in assumption of liabilities ("Changing Hands," Feb. 17). Seller is headed by Leon A. Dunn Jr., who also owns WMGR(AM)-WJAD(FM) Bainbridge-Albany, GA. Buyer is headed by Donald L. Wilks, and has interests in WHYN-AM-FM Springfield, MA; WFBL(AM)-WKFM(FM) Syracuse-Fulton, NY; WSRZ-FM Sarasota, FL; WWBB(FM) Providence, RI; WWKY(AM)-WVEZ-FM Louisville, KY; KKGK(FM) Oklahoma City, and WNVZ(FM) Norfolk, VA. Action March 30.

■ **WKXB(AM) Smyrna, TN** (BAL920218EC; 710 khz; 250 w-D)—Granted assignment of license from Smyrna Broadcasting Corp. to B & E Broadcasting of Rutherford County Inc. for \$11,500. Seller is headed by Jack Bursack, who is also selling WYPE(FM) Smyrna, TN ("For the Record," Mar. 2). He also has interests in KKLK(FM) San Angelo, CP for KFXJ(FM) Abilene, both Texas, and has application for new FM in Hartford, MI. Buyer is headed by Ernie Ashworth, and is also licensee of WSLV(AM) Ardmore, TN. Action March 30.

■ **KLSF-FM Amarillo, TX** (BALH900112GZ; 96.9 mhz; 100 kw; ant. 668 ft.)—Dismissed app. for assignment of license from Bakcor Broadcasting Inc. to ADCOMM of Amarillo Inc. for \$4 million. Seller is headed by George Bakke, and has interests in KLIK(AM)-KXTQ(FM) Lubbock, TX. Buyer is headed by Stephen M. Adams, son of group owner Stephen Adams, who sold group of television stations earlier this year to Paul Brissette ("For the Record," Jan. 27). Stephen M. Adams has interests

in licensees of KLAU(AM)-KMBY-FM Monterey, CA; WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan. Action March 9.

■ **KCFP(TV) Austin, TX** (BAPCT901011KH; ch. 54; 500 w-D)—Granted assignment of CP from Balcones Broadcasting Co. to 54 Broadcasting Inc. for assumption of liabilities and payments to Balcones partners to cover permit costs. Seller is headed by Edna Ramon Butts, Ronnel H. Oliveira and Paz Goldberg. Buyer is headed by Mark Goldberg, Ronnell H. Oliveira, Mark Cohen, Billy B. Goldberg, Rosalie Goldberg, and Mitchel Levy. Mark Goldberg and Oliveira have interests in KCFP(TV), the seller. Billy B. Goldberg, Rosalie Goldberg, and Mitchel Levy have interests in 21st Century Corp. Action March 26.

■ **WXGZ(TV) Appleton, WI** (BALCT911031KK; ch. 32; 1070 kw-V, 107 kw-A, ant. 1,220 ft.)—Granted app. of assignment of license from Appleton Midwestern Television Ltd., debtor, to Appleton Acquisition Corp. for \$300,000 plus assumption of debt. Seller is headed by Richard D. Ellenberg, trustee in bankruptcy, and has no other broadcast interests. Buyer is headed by Martha D. Kent, and has no other broadcast interests. Action March 27.

## NEW STATIONS

### Applications

■ **Stamps, AR** (BPH920401MB)—Lafayette County Broadcasting Inc. seeks 95.5 mhz; 3 kw; ant. 100 m. Address: Route 1, Box 179, Stamps, AR 71860. Applicant is headed by Vance Strange, and has no other broadcast interests. Filed April 1.

■ **Harrisburg, NC** (BPH920327MI)—Toddjdn Inc. seeks 92.7 mhz; 6 kw; ant. 100 m. Address: 121

West Trade St., Suite 1500, Charlotte, NC 28201. Applicant is headed by Todd Robinson, and has no other broadcast interests. Filed March 27.

■ **Harrisburg, NC** (BPH920326MA)—Victory Christian Center Inc. seeks 92.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 240433, Charlotte, NC 28224. Applicant is headed by Robyn J. Gool, and is licensee of WOGF(AM) Charlotte, NC. Filed March 26.

■ **Harrisburg, NC** (BPH920327ML)—Saturday Communications Ltd. seeks 92.7 mhz; 6 kw; ant. 100 m. Address: 9929 Elm Creek Lane, Charlotte, NC 28277. Applicant is headed by David C. Belton, and has no other broadcast interests. Filed March 27.

■ **\*Sandusky, OH** (BPED920331MB)—The Moody Bible Institute of Chicago seeks 89.5 mhz; 2.12 kw-H, 5.36 kw-V, ant. 21 m. Address: 820 N LaSalle Dr., Chicago, IL 60610. Applicant is headed by Joseph M. Stowell, and is licensee of WMBI-AM-FM Chicago; KMBI-AM-FM Spokane, WA; WDLN-AM-FM East Moline, IL; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon's Mills, AL; WXYB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida; WGNR(FM) Grand Rapids and WGNB(FM) Zeeland, both Michigan, and WUSO(FM) Pikeville, KY. Filed March 31.

■ **\*Clinton, TN** (BPED920331MC)—Cumberland Communities Communications Corp. seeks 89.9 mhz; 2 kw; ant. 597.7 m. Address: Route 1, Box 808, Duff, TN 37729. Applicant is headed by Tony Lawson, and has no other broadcast interests. Filed March 31.

■ **\*Point Pleasant, WV** (BPED920327MH)—Positive Alternative Radio Inc. seeks 88.1 mhz; 3 kw; ant. 90 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is also licensee of WPAR(FM)

Claremont, NC, and WPVA(FM) Waynesboro, WPMV(FM) Culpeper and WPIB(FM) Salem, all Virginia. Filed March 27.

### Actions

■ **Zolfo Springs, FL** (BPH910430MD)—Granted app. of Teddy Bear Communications Inc. for 106.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 908, Wauchula, FL 33873. Applicant is headed by Ted L. Hite, and has no other broadcast interests. Action March 31.

■ **Zolfo Springs, FL** (BPH910503MQ)—Dismissed app. of Zolfo Springs Bcg Ltd. for 106.9 mhz; 6 kw; ant. 100 m. Address: 2521C Maryland Ave., Tampa, FL 33629. Applicant is headed by general partner Deidra W. Humphrey, and has no other broadcast interests. Action March 31.

■ **Zolfo Springs, FL** (BPH910502MF)—Dismissed app. of John L. Norman for 106.9 mhz; 6 kw; ant. 100 m. Address: 3520 19th Ave. SW, Naples, FL 33964. Applicant is general manager of WSGL(FM) Naples, FL. Action March 31.

■ **Keokuk, IA** (BPH891227MF)—Granted app. of David M. Lister for 105.9 mhz; 50 kw; ant. 150 m. Address: 847 Todd Preis Dr., Nashville, TN 37221. Applicant has no other broadcast interests. Action April 2.

■ **Stuart, IA** (BPH900924MN)—Granted app. of Coon Valley Communications for 107.9 mhz; 2.75 kw; ant. 144 m. Address: RR2 Box 106A, Lacrescent, MN 55947. Applicant is headed by Patrick J. Delaney, who is 100% shareholder of licensee of WOSX(FM) Spencer, WI. Action April 2.

■ **Stuart, IA** (BPH900928MI)—Dismissed app. of Vicki Taylor and Alan Taylor for 107.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box D, Stuart, IA 50250. Applicants have no other broadcast interests. Action April 2.

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## FACILITIES CHANGES

### FM's

- **Marathon, FL** WGMX(FM) 94.3 mhz—Granted app. of Great Marathon Radio Company (BMPH-910523G) for mod. of CP (BPH-8809011I) to make changes: ERP: 50 kw (H&V) ant.: 4 m., TL: Boot Key, within Marathon. Action March 16.
- **Macon, GA** WVPI(FM) 92.3 mhz—Granted app. of Radio Macon Inc. (BMPH-910820IE) for mod. of CP (BPH-880421MD) to change TL: just west of Old Gaule City Rd., .7 km south of intersections of Guy Paine and Mead Roads; Macon, Bibb County, GA. Action March 13.
- **West Point, GA** WCJM(FM) 100.9 mhz—Granted app. of Radio Valley Inc. (BPH-910801IE) for CP to change ERP: 6 kw H&V; ant.: 54 m.; other: correct coordinates: 32 53 48 - 85 09 24. Action March 20.
- **Kealakekua, HI** KAOY(FM) 101.5 mhz—Granted app. of Visionary Related Entertainment Inc. (BPH-911107IK) for CP to make changes: ERP: 6.1 kw (H&V), change to channel 268C3. Action March 12.
- **Pekin, IL** WBNH(FM) 88.5 mhz—Granted app. of Central Illinois Radio Fellowship Inc. (BPED-910805IF) for CP to change ERP: 7 kw H&V. Action March 16.
- **Nashville, IN** WVNI(FM) 95.1 mhz—Granted app. of Brown County Broadcasters Inc. (BMPH-911107IM) for mod. of CP (BPH-891011ML) to make changes: ERP: 1.70 kw (H&V), ant.: 187 m., TL: 213 m. (700 ft.) E of Mt. Gilead Rd., 6.9 km NE of Bloomington, IN; address: 5370 N. Mt. Gilead Rd., Bloomington, Monroe Co, IN. Action March 13.
- **Winfield, KS** KWKS(FM) 107.9 mhz—Dismissed app. of Cowley County Communications Inc. (BMLH-900418KF) for mod. of license to increase ERP: 3 kw H&V (per docket #88-375). Action March 24.
- **Winchester, KY** WLFX(FM) 100.1 mhz—Dismissed app. of Premier Broadcast Group Inc. (BPH-890929IA) for CP to change ERP: 50 kw H&V, ant.: 150 m.; TL: 1.1 km SW of Russel Cave Rd. and Ironworks Rd intersection, Fayette County, KY (near Lexington); change class from 261A to 261C2 (per MM docket #88-31); informal objection dismissed 3-25-92. Action March 25.
- **Takoma Park, MO** WGTG-FM 91.9 mhz—Dismissed app. of Columbia Union College BCing Inc. (BPED-890921NQ) for CP to change ERP: 50 kw H&V; ant.: 100 m.; Carroll Avenue, Takoma Park, behind Takoma Academy; change antenna pattern. Petition for reconsideration granted 5-11-90. Action March 23.
- **Northfield, MA** WNMH(FM) 91.5 mhz—Returned app. of Northfield Mount Hermon School (BPED-911113MB) for CP to change ERP: .65 kw H (only), ant.: .92 m. H (only). Action March 24.
- **Orange, MA** WFUB(FM) 97.3 mhz—Granted app. of Deane Brothers Broadcasting Corp. (BMPH-910920ID) for mod. of CP (BPH-880815MW) to change ERP: 5.8 kw (H&V); ant.: 30 m.; TL: off north side of Rte.2, Erving, MA. approx. 1000 ft. north of paper mill. Action March 20.
- **South Yarmouth, MA** WATB(FM) 103.9 mhz—Granted app. of Cape Cod Radio Inc. (BMPH-911122IA) for mod. of CP (BPH-880107MD) to change ant.: 96 m. Action March 24.
- **Niles, MI** WAOR(FM) 95.3 mhz—Granted app. of Niles Broadcasting Company (BMLH-910606KB) for mod. of license to increase ERP: 3.3 kw H&V (per to MM docket #88-375). Action March 19.
- **Canton, MO** KBXB(FM) 102.3 mhz—Granted app. of Bick Broadcasting Company (BPH-900926IA) for CP to change ERP: 12.5 kw H&V, ant.: 94 m.; and change class: C3 (per docket #89-427). Petition for reconsideration is granted, reinstated nunc pro tunc and returned to pending status 12-13-91. Action March 13.
- **Palmyra, MO** KICK-FM 97.9 mhz—Granted app. of Bick Broadcasting Company (BPH-910611IC) for CP to make changes: ERP: 26.5 kw (H&V), ant.: 181.77 m., TL: Rensselaer Rd, 1.9 km W of Hwy HH, 6.2 km WSW of Oakwood, Ralls County, MO. Action March 13.
- **Gardnerville-Minden, NV** KGVM(FM) 99.3 mhz—Granted app. of Carson Valley Radio Inc. (BPH-910610ID) for CP to make changes: freq.: 99.1 mhz; class: C3 (per MM docket #90-461), ERP: 6.9 kw (H&V).
- **Lawrenceville, NJ** WRRG(FM) 100.1 mhz—Granted app. of Board of Trustees of Rider College (BPED-910422MB) for CP to change ERP .02 kw H&V; ant.: 11 m.; TL: student center of Rider College, Lawrenceville; freq. 107.1. Action March 23.
- **Owego, NY** WGRG(FM) 101.7 mhz—Dismissed app. of WEBO Radio Inc. (BPH-910724IG) for CP to change ERP: 1.4 kw (H&V). Action March 27.
- **Chapel Hill, NC** WUNC(FM) 91.5 mhz—Dismissed app. of University of North Carolina (BPED-910719IE) for CP to change coordinates only: 35 52 00 - 79 10 00. Action March 27.
- **Concord, NC** WNDN-FM 102.5 mhz—Dismissed app. of New Horizons Foundation Inc. (BPED-910510MB) for CP to change freq.: 87.9, change ERP: .01 kw (H&V), change TL: 2613 Craig Avenue, Cabarrus County, Concord, 28027; change main studio location; change other: amend to channel where station can operate (per 73.509 of rules) change channel to 2000 (per MM docket #20735). Action March 24.
- **Conneaut, OH** WGOJ(FM) 105.5 mhz—Granted app. of Bible Broadcasting Inc. (BPH-900312IA) for CP to change ERP: 6 kw H&V. Action March 19.
- **Crooksville, OH** WYBZ(FM) 107.3 mhz—Granted app. of Y Bridge Broadcasting Inc. (BMPH-910927IF) for mod. of CP (BPH-870910OH) to make changes; ant.: 92 m. Action March 19.
- **Newport, OR** KYTE(FM) 102.5 mhz—Granted app. of Central Coast Broadcasting Co. Inc. (BPH-910424ID) for ERP: 64.75; ant.: 268.5 m. Action March 13.
- **Nyssa, OR** KGZH(FM) 98.7 mhz—Granted app. of Robert M. Mason (BMPH-910506IE) for mod. of CP (BPH-890324MH, new station); ERP 100 kw H&V; ant.: 108 m.; TL: approx 1 mile NE of French John Hill, .05 mile W of Rte 95 near Hot Springs, Owyhee County, ID, 43 25 03 - 116 51 15; class C1 (per MM docket 90-304). Action March 24.
- **Bedford, PA** WAYC-FM 107.5 mhz—Granted app. of Cessna Communications Inc. (BMLH-910827KE) for mod. of license to increase ERP: .37 kw H&V; (pursuant to docket #88-375). Action March 26.
- **Harrisburg, PA** WIMX-FM 99.3 mhz—Granted app. of Gemini Broadcasting Corporation (BPH-910909IE) for CP to make changes: ERP: 6 kw (H&V) (per docket #88-375). Action March 18.
- **Philadelphia** WMMR(FM) 93.3 mhz—Granted app. of Group W Radio Inc. (Phil.) (BMPH-920121IG) for mod. of CP (BPH-871015ID) to change ERP: 18 kw; ant. 252 m. Action March 9.
- **South Williamsport, PA** WZXR(FM) 99.3 mhz—Granted app. of P.A.C. Communications Inc. (BPH-910909IC) for CP to change ERP: 4.2 kw (H&V); ant.: 120 m.; TL: 1000' east of Rte. 552, 300' south of junction with Rte. 589, 9 miles NE of city (Lycoming County). Action March 18.
- **Elloree, SC** WORG(FM) 100.3 mhz—Dismissed app. of Clarence E. Jones (BPH-91105IG) for CP to make changes: ERP: 25.0 kw (H&V), TL: 75 miles NE of Bowman, SC, on SC State Rd. 536-692, channel class to 262C3 (per docket #90-32). Action March 12.
- **Morristown, TN** WMXK(FM) 95.9 mhz—Granted app. of Franklin Communications Inc. (BMLH-900502KD) for mod. of license to increase ERP: 1100 kw H&V (pursuant docket #88-375). Action March 26.
- **Brownfield, TX** TX KLCU(FM) 103.9 mhz—Dismissed app. of Southwestern Broadcasting Corp. (BPH-891026IC) for CP to change frequency: 104.3 mhz; (per MM docket #87-603); ERP: 50 kw (H&V); ant.: 150 m.; TL: .30 km south of Busterville, TX, on

southeast side of Farm to Market Rd 41; change to class C2. Action March 17.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—Granted app. of Matthew C. Trub (BMPH-910403IF) for mod. of CP (BPH-851216NE) to change TL: Port Isabel Turning Basin, Cameron County, TX. 26 03 43 - 97 12 55. Action March 19.

■ **Bridgewater, VA** WRDJ-FM 105.1 mhz—Granted app. of WRDJ Inc. (BPH-911022ID) for CP to change ERP: 6 kw (H&V). Action March 19.

■ **De Pere, WI** WJLW(FM) 95.9 mhz—Granted app. of American Communications Company (BPH-910703IG) for CP to change ERP: 17.8 kw (H&V); ant.: 119 m.; (H&V); TL: northwest corner of SE quarter of section 11. Action March 18.

■ **Minocqua, WI** WMQA-FM 95.9 mhz—Granted app. of Raven Broadcasting Corporation (BMPH-910830IF) for mod. of CP (BPH-890626IB) to change ERP: 25 kw (H&V), ant.: 100.0 m., TL: 7380 Hwy 51, Minocqua, Oneida County, WI, change from C2 to C3 petition to deny dismissed 3-27-92. Action March 27.

■ **Plymouth, WI** WXER(FM) 104.5 mhz—Granted app. of Sheboygan Broadcasting Corporation (BPH-911107IN) for CP to make changes: ERP: 6.0 kw (H&V). Action March 13.

■ **Waunakee, WI** WYZM(FM) 105.1 mhz—Granted app. of Dale A. Ganske (BMPH-920109ID) for mod. of CP (BPH-881212MB) to change ERP: 6 kw (H&V). Action March 19.

### TV's

■ **Jellico, TN** WPMC(TV) ch. 54—Granted app. of Pine Mountain Christian BCng Inc. (BMPCT-911230KF) for mod. of CP (BPCT-870327KN) to change ERP (vis): 20 kw; ant.: 395 m.; TL: atop Walnut Mountain, 5.7 km northwest of La Follette, TN; antenna: Antenna Concepts ACB16C-54(DA)(BT) 36-24-36 - 84-10-38. Action March 30.

■ **El Paso, TX** KJLF-TV ch. 65—Granted app. of UN2JC Communications Ltd. (BPCT-920114KH) for CP (BPCT-850611KE) to change ERP (vis): 1,600 kw. Action March 27.

■ **Galveston, TX** KLTJ(TV) ch. 22—Granted app. of Faith That Pleases God Church Inc. (BPET-911023KE) for CP to change ant.: 566 m.; TL: near Stringtown Road, 6.4 km southeast of Stringtown Road and Highway 35; 12.9 km south of Alvin, Brazoria County, TX. 29-17-56 - 95-14-11. Action March 18.

■ **Houston** KZJL(TV) ch. 61—Granted app. of Urban Broadcasting Systems (BMPCT-910830KF) for mod. of (BPCT-820510KR) to change ERP (vis): 2740 kw; ant.: 552 m.; TL: .8 km northeast of Senior Road Near Mustang Bayou, Fort Bend County, TX (29-33-40 - 95-30-04), antenna: Andrew ATW 30H2-HSC2-615, (DA)(BT). Action March 27.

■ **Sturgeon Bay, WI** WRAH-TV ch. 42—Cancelled app. of Sonora S. Wray, DBA Shenandoah Broadcasting (BPCT-870323KL) for CP, per section 73.3534(e), 73.3536, and 73.1620(a)(1) of FCC'S rules; call sign is deleted.

## ALLOCATIONS

■ **East Brewton, AL** Proposed allotting channel 239A to East Brewton as its first broadcast service. Comments are due May 22, replies June 7. (MM docket 92-58 by NPRM [DA 92-333] adopted March 17 by the Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Bradenton, FL** Proposed substituting channel 278C for channel 277C and modifying the license of WDUV(FM) accordingly. Comments are due May 22; replies June 17. (MM docket 92-59 by NPRM [DA 92-356] adopted March 20 by Acting Chief, Allocations Branch.)

■ **Yankeetown, FL** Proposed allotting channel 242A to Yankeetown as its first broadcast service. Comments are due May 22; replies June 17. (MM docket 92-60 by NPRM [DA 92-357] adopted March 20 by Acting Chief, Allocations Branch.)

# Fifth Estater

## DEAN PHILIP SORENSON

**D**ean Sorenson was 18 years old, just out of high school and playing golf with friends, when he told them he didn't have time to play the back nine. "I've got to get a job," he remembers telling his friends. "And they said, 'What are you going to do?' I turned to them and said, 'I'm going to the radio station.' It was as simple as that."

That was in 1957 in Mitchell, S.D., and Sorenson soon had his first job, making \$1 an hour working the 4 p.m.-to-midnight shift as disc jockey and transmitter operator at KORN(AM).

Actually, Sorenson had been dreaming of working at a radio station long before he left his friends on the golf course. "I had this dumb dream of running a group of small-market stations way back in my high school days," Sorenson says. He ran a make-believe station in his bedroom, spinning 45's on his RCA turntable and reading ads he had ripped out of *Reader's Digest* and arranged in a schedule. "My folks thought I was nuts."

But 35 years later, Dean Sorenson is right where he always wanted to be: owning and operating radio stations in five small Midwestern markets, frequently barreling across the prairie in his black Lincoln Continental, and loving every minute of it. "The truth of the matter is, running a small-market radio station is a great job. You walk down the street and everybody in town wants to talk to you, to have a cup of coffee with you, to ask you your opinions. That's fun."

Sorenson took a few interesting detours along the road to ownership. During his college years he continued at KORN, briefly working at KORN-TV while acting as news director on the radio side. He never did finish college, probably because he enjoyed working at the radio station so much that he didn't always find time to attend classes. He moved into sales at KEZU(AM) Rapid City, S.D., and made the jump to management as station manager of KGFX(AM), Pierre, S.D., in 1963.

While managing KGFX, he was twice elected to the South Dakota legislature, in 1966 and 1968, and at one



time left broadcasting to work on the congressional campaign of his friend and business partner, Jerry Simmons.

But radio called Sorenson back, and he was soon managing and then buying KCCR(AM) and KLXS(FM) in Pierre in 1972. Over the next 11 years, he added AM-FM combos in Yankton, S.D.; Watertown, S.D.; Red Wing, Minn., and Jamestown, N.D.

The pressures of managing a broadcasting company finally forced Sorenson to give up his morning show in 1979 to become a full-time manager, but he never considered moving into bigger markets.

"I've always wanted to stay in the markets we're in," Sorenson says. "We've made a specialty of being the local station wherever we are. And we don't mind that role at all. We don't have ratings services in our markets, and frankly that's OK with me. But we have merchants who own their own businesses, and they want results when they spend their money. We don't deal with middlemen."

Sorenson Broadcasting Corp. doesn't employ many middlemen itself. It's not uncommon for Sorenson

to act as a one-man delivery service when he travels from station to station, hauling packages and small equipment in the back seat of his car as he crisscrosses the prairie.

"He's an absolute breath of fresh air in this day and age of corporate expansion," says one of Sorenson's friends and competitors, Tom Simmons, vice president and general manager, KELO-Land Radio Group. "He still walks up and down the street selling his radio stations in those towns."

Sorenson is especially proud of his stations' reputations for news and community service. "I think it's important that when the city council meets, we have somebody from our station sitting right there in the front row," he says. "I love that."

An active member of the National Association of Broadcasters and the Radio Advertising Bureau, Sorenson's

enthusiasm for broadcasting sometimes seems limitless. But he also has some concerns about the industry. He worries that expanded ownership limits "won't do a single thing for diversity of local programming." He's also concerned that the industry isn't keeping pace with competing media, especially outdoor and cable, in the battle for dwindling advertising dollars.

"I think the radio people need to get a kick in the butt in terms of being more professional in their sales presentations,"

Sorenson says. "We've got to clean up our act. We all have a tendency to compare ourselves to other radio stations. But our clients are comparing us to outdoor, to cable."

Still, Sorenson says he can't imagine a better career than the one he chose on a golf course 35 years ago. ■

**President, Sorenson Broadcasting Corp., Sioux Falls, S.D.; b. July 17, 1939, Rapid City, S.D.; graduated from Mitchell, S.D., High School, 1957; night disc jockey, KORN(AM) Mitchell, 1957-58; news director, 1958; Brown Institute of Broadcasting, Minneapolis, 1958-59; news director, KORN, 1959-61; sportscaster, weatherman, KORN-TV, 1959-60; salesman, announcer, KEZU(AM) Rapid City, S.D., 1961-62; salesman, announcer, KGFX(AM) Pierre, S.D., 1962-63; station manager, KGFX, 1963-69; elected to South Dakota state legislature, 1966 and '68; with Jerry Simmons election campaign, 1969-70; station manager, KCCR(AM)-KLXS(FM) Pierre, 1970-72; formed Sorenson Broadcasting, 1972; divorced; children: Debby Flynn; Dan; Darry Wermers.**

# Fates & Fortunes

## MEDIA

**James H. Knight**, VP and general manager, Scripps Howard Broadcasting's WEWS(TV) Cleveland, announced his retirement, effective May 15.

**Jackie Alexander**, from Touche Ross & Company, joins BBC Enterprises Ltd., London, as director of resources.

Appointments at Harron Communications Corp., Frazer, Penn.: **Gregory J. Raymond**, regional manager, Delaware Valley-Pennsylvania division, named VP, operations; **Joel C. Cohen**, senior VP, United Artists Entertainment Co., named chief financial consultant, and **Greg Bicket**, senior VP, United Artists Cable, named executive VP and chief operating officer.

**Karen Wolff**, general sales manager, KMIX-AM-FM Turlock, Calif., and Western region sales director, Radio Associates, adds duties as manager, KMIX.

## SALES AND MARKETING



Mullins

Time Warner CityCable Advertising and New York 1 News, New York, as director of marketing.

**Robert N. Chenoff**, account executive, Action Media Group, New York, named director of sales.

**Nan Diley**, from Avery Knodel Television, Minneapolis, joins KARE (TV) there as local sales manager.

**Ray Hopkins**, account executive, CNBC, Fort Lee, N.J., named region-

**Ellen Mullins**, executive director of marketing and promotion, *New York Post*, and international sales director, *The Institutional Investor Magazine*, joins

al manager, affiliate relations, Southwest. **Heidi Zweck**, intern, CNBC, Fort Lee, N.J., named account executive.

**Robert D. Rose**, VP, product operations, Children's Television Workshop, joins Courtroom Television Network, New York, as VP, regional sales.

**Jo Chase**, owner, Chase Haven Broadcasting Inc., joins WBRE-TV Wilkes Barre-Scranton, Pa., as national sales manager.

**Tim Gilbert**, president and general manager, WTWO(TV) Terre Haute, Ind., joins WKBW-TV Buffalo, N.Y., as VP, sales and marketing.

**Michael Kaufman**, sales assistant, KCOP(TV) Los Angeles, joins National Cable Advertising there in same capacity.

**Peter J. Nadel**, from Pageland, Charlotte, N.C., joins WKFT(TV) Fayetteville, N.C., as general sales manager.

**Larry Harding**, director, advertising sales, ESPN, Detroit, joins Discovery Networks there in same capacity.

**Stephanie Saunders Fouch**, executive VP, Soghigian & Macuga, forms The Fouch Group, Chevy Chase, Md., and will offer clients full range of services.

**Darnell Washington**, from KOKI (TV) Tulsa, Okla., joins Prevue Networks Inc. there as manager, national advertising sales.

Appointments at Katz Continental Television, New York: **Scott Schirmer**, assistant media buyer, Saatchi & Saatchi Advertising, named sales executive, Southeast station group; **Tom Fiore**, research manager, West, West Central and South Central station groups, named sales executive, West station group; **Janet May**, program director, KESQ-TV Palm Springs, Calif., named director of programming; **Helene Montagna**, senior media analyst, programming department, named research manager, West, West Central and South Central station groups; **Susan Harty**, me-

dia supervisor, Leo Burnett, Detroit, named sales executive, Detroit; **Gary Bronson**, from Petry Television, named sales executive, West and West Central sales groups; **B. Ronald Speck**, sales executive, Katz Television American division, named sales manager, Katz Television, Houston. At Katz Radio Group Marketing, New York: **B.J. Hucke** and **Ann Leary**, regional marketing managers, named VP's. At Eastman Radio: **Julie Joyce**, group sales specialist, Entertainment Publications, named account executive, Boston, and **Rob Myers**, radio specialist, Target and Response, named account executive, Chicago.

**Claudia Hindman**, comptroller, DDB Needham Worldwide, Denver, named business manager, Washington. **Tom Daly**, senior account executive, DDB Needham, Washington, named account supervisor.

## PROGRAMING



Herne

distribution and development.

**Art Frankel**, senior VP, business affairs, Spelling Television Inc., Los Angeles, named executive VP, business affairs.

Appointments at Children's Television Workshop, New York: **Nathan Rose**, associate director, production supervision department, named director; **Kathy Lee**, product manager, marketing services group, named director of product development, international operations; **David Jacobs**, VP, international licensing for Pacific Rim, named VP, marketing and program-development, interna-

**Mary E. Herne**, managing director, Public Television International, joins Playboy Entertainment Group, Hollywood, as senior VP, international

tional TV group, and **Pamela Green**, national director, *Sesame Street*, named VP, community education services division, succeeding **Evelyn Payne Davis**, who retired after 23-year tenure.

**Jan Meshon**, manager, affiliate training, Showtime Networks Inc., New York, named director, field and affiliate training.

**Michael Kelso**, executive VP, chief operating officer, Viacom Broadcast Group, New York, named executive VP, operations, entertainment and operations group. **Susan Kolar**, VP, Viacom International Inc., and assistant treasurer, named senior VP, chief financial officer, Viacom Entertainment Group.

**Suzanne M. Donino**, VP, traffic services, Turner Entertainment Networks (TEN) and Turner Network Television, Atlanta, named VP, network operations, TEN.

**Bert Salke**, director, feature division, Winkler/Daniel Productions, joins Fox Broadcasting Co., Los Angeles, as director, current programming.

Divisional VP's appointed at National Geographic Television, Washington: **Todd Berman**, director, marketing and distribution, named VP, marketing and distribution; **Susan Borke**, director, business operations, named VP, business affairs; **Julia Mair**, director, TV division and co-executive producer, *Explorer*, named VP, programing development; **Tom Simon**, executive producer, specials and *Explorer*, adds duties as VP, programing and production, and **Lowell Soffer**, director of development and special projects, named VP, finance and planning.

**Dan Kletzky**, former VP, merchandising business affairs, Warner Bros., Burbank, Calif., forms Entertainment Licensing Associates licensing/merchandising company, located at 10850 Wilshire Blvd., Los Angeles.

**Mary Holley**, from C-SPAN, Washington, joins The Discovery Channel's Educational Television department, Bethesda, Md., as outreach manager.

**Bernard Macleod**, general manager, program sales and marketing, Telso, joins Granada Television International, London, as head of sales,

succeeding **Jane Small**, who resigned.

**Marlene Wilson**, from KPNX(TV) Mesa, Ariz. (Phoenix), joins KNXV-TV Phoenix as special projects coordinator. **Dolly Love**, national sales manager, KNXV-TV Phoenix, named program coordinator.

**Mia Mendoza Wiggins**, assistant program manager, WTXF-TV Philadelphia, joins WTGI-TV Wilmington, Del. (Philadelphia), as program director.

**Tony Kornheiser**, columnist, *Washington Post*, and contributor to *The Sports Reporters*, ESPN, joins WGMS(AM) Bethesda, Md. (soon-to-be WTEM(AM)), as host.

**Ed Teachout**, from KDRV(TV) Medford, Ore., joins News Travel Network, San Francisco, as reporter, *Impact Environmental Reports*.

## NEWS AND PUBLIC AFFAIRS



Smith

**Mark D. Smith**, former executive producer, CNN, Atlanta, and consultant, The Associated Press, Washington, joins AP there as director of international television.

**Brian Trauring**, news director, WTOV-TV Steubenville, Ohio, joins co-owned WRDW-TV Augusta, Ga., as VP, news and operations.

**Greg Sherlock**, regional bureau chief, WKBN-TV Youngstown, Ohio, named weekend anchor.

Appointments at WTOV-TV Steubenville, Ohio: **Katherine Boyd**, reporter, wwCP-TV Johnstown, Pa., named weekend co-anchor; **Phil Dawson**, morning anchor, WDSY(FM) Pittsburgh, adds duties as midday co-anchor; **Lisa Kick**, part-time reporter, WHIO(AM) Dayton, Ohio, named midday co-anchor and producer, and **Peter Standing**, from Boston Neighborhood Network News, Boston, named reporter.

**Robert Mak**, general assignment reporter, WISC-TV Madison, Wis., and **William Prasad**, reporter, KFOR(TV) Oklahoma City, join KING-TV Seattle as reporters.

**Rhonda Hensley**, writer and photographer, WLTX(TV) Columbia, S.C., joins WXII-TV Winston-Salem, N.C., as reporter.

**Georgianne Bode**, writer and desk assistant, KTVU(TV) Oakland, Calif., joins KWTX-TV Waco, Tex., as anchor.

**Ken Smith**, reporter and fill-in anchor, WRBL(TV) Columbus, Ga., joins WSAV-TV Savannah, Ga., as weekend anchor and reporter.

## PROMOTION AND PR

**Neil Tepper**, director, creative services, MCA TV, Los Angeles, named VP, creative services.

**Julie Fields**, director, advertising and promotion, Columbia Pictures Television, joins E! Entertainment Tonight, Los Angeles, as director, creative services.

**Ted Nekic**, senior writer and producer, KARE(TV) Minneapolis, named promotion on-air manager.

**Laurel Day**, program coordinator,

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## OHIO STATE HONORS BROADCASTERS

**T**he 1992 Ohio State Awards were presented to broadcasters at a dinner ceremony at Washington's National Press Club April 9. Introductions were made by Dale K. Ouzts, director, Institute for Education by Radio-Television, and the awards were presented by Dr. E. Gordon Gee, president, Ohio State University; Cokie Roberts, National Public Radio and ABC News, and John Frohmayer, chairman, National Endowment for the Arts.

The competition received a total of 539 entries in three categories: Social Sciences and Public Affairs, Natural and Physical Sciences, and Performing Arts and Humanities. Due to the amount of coverage of the Persian Gulf War, the Ohio State Awards office created a separate category for Desert Shield/Desert Storm programing.

Above are award recipients (l-r) Hank Phillippi Ryan, investigative reporter, and Kate Shaplen, senior news producer, WHDH-TV Boston, whose program *Signed, Sealed and Suckered* won in the Social Sciences and Public Affairs category. The Ohio State Awards annually recognizes excellence in educational, informational and public affairs broadcasting with programing intended to educate rather than entertain.

KNXV-TV Phoenix, named promotion coordinator.

**Eric Futrell**, part-time videographer, WDAF-TV Kansas City, Mo., named videographer, promotion department.

**Carol Planchon**, producer, WSAAV-TV Savannah, Ga., joins KWTX-TV Waco, Tex., as promotion manager.

## TECHNOLOGY

**Trish Walsh**, director, Program Booking Center, joins IDB Communications Group, Los Angeles, as VP, broadcast services.

**My Chung**, VP, domestic sales, Telecommunications Techniques Corp., Germantown, Md., named president, fireberd division.



**Allen**  
consultant to Editel, Chicago.

**Murray Allen**, former president, Universal Recording, and who more recently formed Allen & Associates audio design consultants, has been named audio

## ALLIED FIELDS

**Richard M. Firestone**, chief of Common Carrier Bureau, Federal Communications Commission, and former chief counsel, National Telecommunications and Information Administration, joins Arnold & Porter

law firm, Washington, as partner.

**Howard D. Fabrick**, entertainment labor law specialist, Proskauer, Rose, Goetz & Mendelsohn law firm, Los Angeles, named partner-in-charge.

**Thomas E. Wheeler**, former president and CEO, National Cable Television Association, and who helped launch Request Television, joins Cellular Telecommunications Industry Association, Chicago, as president.

**Steven M. Lucas**, partner, Shaw, Pittman, Potts & Trowbridge law firm, joins Wiley, Rein & Fielding law firm, Washington, in same capacity.

**Robert MacNeil**, executive editor, and **James Lehrer**, assistant editor, *MacNeil/Lehrer NewsHour*, Washington, awarded Georgetown University Institute of Diplomacy's Weintal Prize for distinguished reporting on foreign policy and diplomacy.

**Michael H. Bader**, senior partner, Haley, Bader & Potts law firm, Washington, received Lorenzo award from Jack Straw Memorial Foundation in Seattle for 31 years of service to foundation in establishing three public radio services.

**Jeffrey Custer**, assistant press secretary, "Kerry for President," joins American Advertising Federation, Washington, as director of media relations.

**Paul Duke**, senior correspondent and moderator, *Washington Week in Review*, WETA-TV Washington, inducted into Virginia Communications Hall of Fame.

## DEATHS

**James Brown**, 72, TV actor, died of lung cancer April 11 in Los Angeles. Brown was best known for portraying Lt. Rip Masters in ABC-TV series *The Adventures of Rin Tin Tin* in 1950's. Additional TV appearances include *Dallas*, *Murder, She Wrote* and *Gunsmoke*.

**Parviz Raein**, 68, Associated Press bureau chief, died April 11 of heart ailments in Bethesda, Md. Raein worked at AP bureau in Tehran from 1953 to 1979. Survivors include his wife, Sarieh; son, Mohammad, and daughter, Faezeh.

# Monday Memo

## *“Smaller agencies can provide a better product that costs less.”*

In the 1980's, the trend in advertising was toward mergers and mega-mergers on the theory that “bigger is better.” In the 1990's, however, the question is, “better for whom?”

The real question is: What has been the net effect on the basic product of the industry, the advertising itself? Plus or minus?

The giant ad agencies proclaim they have worldwide capabilities, scores of integrated services, armies of experts. But what does this actually mean to the advertiser seeking a stronger, more competitive strategy and a better, more effective commercial? No matter the size of the agency, the basic creative unit that develops advertising ideas is still two or three people. And in crowded markets and with cutthroat competition, the old saying still goes: “It ain't the size of the dog in the fight, it's the size of the fight in the dog.”

Today, mobility, aggressiveness, innovation and quick turnaround are more necessary than ever.

In television and radio promotion and advertising, where speed and turnaround time are often critical, the big companies often prove to be lumbering giants.

Years ago, all advertising was relatively small. It was mobile, aggressive and quick to respond to the client's needs. As business grew, so did the agencies, but as with any creative enterprise, bigger does not necessarily mean better. In advertising, the idea or concept is the key to the commercial, and its production is crucial to its success.

Turning out a Big Mac spot is not the same process as turning out a Big Mac. Concept and execution are equally important—but 50 cooks don't improve the burger.

All of that is why more and more clients are turning to smaller shops and alternative creative services to help create sharper strategies, concepts and executions.

That puts more strategic control into the hands of the people who bear the ultimate responsibility for the performance of advertising. And maybe that's why small agencies are getting bigger and bigger assignments every day.

This is particularly true of television networks, syndicators and regionalized advertisers and national advertisers looking for a regional focus. Smaller agencies and creative groups can provide a better, faster, sharper product that costs less. And that's the whole idea, isn't it?

Just as the computer, fax machine and new advances in telecommunications have changed the way corporations do business, new technologies in film, tape and music production, editing and finishing have made it possible for

a small shop not only to provide the creative services of an advertising agency, but to combine them with the services of independent production companies, too.

In television, where both speed and quality are important, it is much easier for a small creative house to move into a project and complete it quicker than the usual “committee” operations of large advertising agencies.

This isn't for every advertiser, of course. Many clients' broad communications and marketing needs are best met

by the range of services provided by large, integrated advertising agencies.

But many others are simply looking for the best, most effective advertising to put on the air. And, in doing that, smaller is equally good, and often better. In fact, that's not just the case in 1991—it's been true for years. The best agencies in the business today began as small, two- or three-“star” shops.

Creative by committee is an impossibility. But a special spirit, enthusiasm and aggressiveness pervade these smaller shops. Smaller creative groups can work much more directly with the client-side people who form strategy.

At most large ad agencies the sales department usually runs the show. The

salesmen who bring in the accounts are the stars of the agency. It is rare that you find a creative person at the head of a large or even medium-size agency. In terms of business, the creative are the hired help. And yet, accounts are won or lost on the creative concept.

Large agencies pride themselves on their ability to negotiate better buys because of their quantity of business with a network. In some cases this is true, but in an environment where the competition for the advertiser's dollar is getting tighter every day, and where the cable systems are breathing down the backs of the networks with better deals and increasing Nielsen numbers, the game is changing. Almost anyone can work out a good TV package if they know the ropes.

Advertisers must share the responsibility and take a more active role in creating their company image. No one knows their product better than they do. When the creative shop has access to the decisionmakers at the corporation, and the corporation accepts its responsibility, the creative shop can function at its highest level, providing quality, speed and commitment to the product at a reasonable cost.

To sum it up, you can't run an ad agency as if it were a bank or a factory. Making a great commercial requires creative thought, enthusiasm and energy and the courage to astonish the public with that creative idea. ■



*A commentary by John Larkin, president,  
The John Larkin Co., New York*

# Broadcasting In Brief

**CBS said its television network had flat revenue for the first quarter**, excluding \$275 million that the Winter Olympics and Super Bowl brought in incremental revenue—above what the regular schedule would have sold. In its first-quarter earnings statement last week, CBS also suggested that the Olympic games telecast broke even for the TV network. With rights fees for the games of \$243 million, and estimated production and promotion costs of \$75 million-\$80 million, that implies that total revenue for the games was roughly \$320 million. But the Olympics helped CBS improve its overall operating performance—from a loss of \$55 million in last year's first quarter to a profit of \$20 million—by boosting sales and profits at the

owned TV stations. Radio operating profits were down "due primarily to sales weakness in the FM stations group." Also helping operating results was the absence of news costs from last year's Persian Gulf conflict and "vigorous efforts to reduce overhead costs." The day of its earning announcement, CBS stock reached a 52-week high, at 135½.

**Home Shopping Network Inc. and QVC Network Inc. cut off exploratory talks** on a possible business combination less than two months after initiating the conversation. Neither company would offer details on the failed talks.

**Two former employees of ABC News won a racial discrimination**

## SERVODIDIO NEW MULTIMEDIA PRESIDENT

**M**ultimedia Broadcasting has named Pat Servodidio as its new president. He is vice president and general manager of Multimedia's WKYC-TV NBC affiliate in Cleveland. He will oversee the division's five network-affiliated TV stations, eight radio stations, and Cincinnati-based mobile video production unit.

Servodidio joined WKYC-TV in June 1991, six months after Multimedia acquired the station. Previously he was president of RKO General from 1987 to 1991, and served as president of RKO television from 1982 to 1987. He had been with RKO since 1966.

William Grimes, vice president and corporate group executive, Multimedia Inc., has been overseeing the broadcasting division's operations since last October, when former Multimedia Broadcasting President William Bolster departed unexpectedly. Servodidio will report to Grimes, who will work on other undisclosed corporation-wide projects.

Bill Scaffide, WKYC-TV general sales manager, has been named to succeed Servodidio as general manager. Servodidio will remain based in Cleveland for now, but is expected to eventually move to the company's South Carolina headquarters.



*New Multimedia President Servodidio*

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 5. Numbers represent aggregate rating average/stations/% coverage)

|                                     |             |
|-------------------------------------|-------------|
| 1. Wheel Of Fortune .....           | 13.8/222/96 |
| 2. Star Trek .....                  | 13.0/237/98 |
| 3. Jeopardy! .....                  | 12.0/214/96 |
| 4. Oprah Winfrey Show .....         | 10.9/226/99 |
| 5. Entertainment Tonight .....      | 8.8/186/96  |
| 6. Married...With Children .....    | 8.1/174/95  |
| 7. Current Affair .....             | 7.8/175/95  |
| 8. Nat'l Geographic-Assign. ....    | 7.1/169/95  |
| 9. Cosby Show .....                 | 6.9/206/97  |
| 10. Inside Edition .....            | 6.8/130/86  |
| 11. Donahue .....                   | 6.60/225/98 |
| 12. Hard Copy .....                 | 6.0/171/92  |
| 12. WKRP in Cincinnati .....        | 6.0/233/97  |
| 14. Warner Bros. Prem. Ed. II ..... | 5.8/124/92  |
| 15. Sally Jessy Raphael .....       | 5.5/206/97  |

**suit against the network** in a U.S. District Court last week. In his opinion, Judge Royce Lamberth said ABC and its counsel concealed evidence and deceived the court. The suit was filed in 1986 by two graphic artists seeking \$10 million in damages. Damages will be determined later. An ABC spokesperson called the judge's ruling "a mistake."

**ABC has given a 13-episode renewal to Paramount for *The Young Indiana Jones Chronicles*.** Produced by George Lucas's Lucasfilm Ltd. in association with Paramount, the producers had asked ABC to give them a decision early because of the intense production schedule.

**ABC has also scheduled *Jack's Place*, a new series starring Hal Linden and Finola Hughes, in the Tuesday 10-11 time slot effective May 26.** *Civil Wars* is currently in that slot, but its run ends later this month, and the network will schedule specials in that period until the new series debuts.

**The top-rated syndicated programs from the February 1992 *Cassandra* ratings: *Wheel of Fortune*, 18.9 rating, up 6% over its Feb-**

## COMMON CARRIER BUREAU GETTING NEW CHIEF

**C**heryl A. Tritt will become bureau chief of the FCC's Common Carrier Bureau, replacing Richard Firestone, effective June 1. Firestone is leaving the commission to join the law firm of Arnold & Porter as a partner.

Tritt has served as telecom-



munications adviser to FCC Chairman Alfred Sikes since September 1989. Prior to joining the FCC, Tritt was an assistant vice president of regulatory affairs at GTE. She has also worked as an attorney for the National Labor Relations Board in Chicago and as a newspaper reporter.

*Darkwing Duck*, 3.6 (first season); *Roggin's Heroes*, 3.6, -2%; *Tiny Toon Adventures*, 3.6, -16%; *American Gladiators*, 3.5, +21%; *Love Connection*, 3.5, +13%; *World Wrestling Federation*, 3.4, -17%; *The Arsenio Hall Show*, 3.2, -14%.

**Warner Bros. Domestic Television Distribution proclaimed its *Jenny Jones* talk show strip a firm go** for second-year production, with NBC O&O's KNBC-TV and WMAQ-TV Chicago (which will extend its agreement to provide studio facilities for the series) and Pinelands Inc. superstation WWOR-TV New York headlining renewals in the top markets.

**Richard Colino**, Intelsat director general from 1983 to 1986 who has served three years in prison for fraud, last week was ordered to pay Intelsat \$25.8 million in damages by the U.S. District Court. Colino was convicted of defrauding Intelsat through a kickback plan involving construction companies making bids on the organization's then-new offices. Colino claims he has no

money to pay the fine.

**Channel America**, a 112-affiliate, 24-hour commercial TV network, **sold its 14 LPTV's to Star Resources LPTV Holdings of South Carolina** for \$2.3 million. Channel America Chairman Elvin Feltner said proceeds from the sale will help reduce debt. Star Resources President Gerald Arthur, a former cable and radio station operator, said the stations will continue as Channel America affiliates, broadcasting movies, sports and viewer participation game shows, as well as original programming.

***Silk Stalkings***, the Stephen J. Cannell-created series that airs weekly on both CBS and USA, **has been renewed** by both networks for an additional 22 episodes.

The Awards for Cable Excellence, also known as **the ACE Awards**, **has changed its name to CableACE**. The awards, which honor original cable programming, are presented annually by the National Academy of Cable Programming.

## FOX, COALITION ATTACK FINSYN RELAXATION

**T**he FCC's relaxation of the financial interest and syndication rules last May came under fire from all sides last week in the form of briefs filed at the U.S. Court of Appeals in Chicago (7th Circuit), which is the venue for appeal.

Fox Broadcasting said comparisons of itself and major program syndicators and cable networks "graphically illustrate the arbitrary and capricious nature of the rules." For example, Paramount, Fox said, "exhibits all the characteristics commonly associated with traditional broadcast networks." (It retains and sells ads in shows it distributes, it determines selection and content and requires stations to devote promotional resources.) Said Fox: "Regulations whose application is dependent on as meaningless a criterion as the rubric by which functionally similar program distributors are labeled can hardly be said to reflect reasoned decisionmaking on the part of the FCC."

Claiming the FCC did not go far enough in adopting safeguards, the Coalition to Preserve the Financial Interest and Syndication Rule said it was limiting its challenge of the rules to two narrow aspects—the legitimacy of a 30-day separate negotiation safeguard and the failure to adopt an in-house subcap for television movies and miniseries.

Jerry Leider, coalition co-chair, said the "two biggest flaws in the FCC's new order concern the 30-day separate negotiation and the refusal to adopt a subcap on network airing of in-house, non-episodic programming that is the creative hallmark of independent entrepreneurial producers."

All three networks and Fox took the FCC to task for claiming that if the networks were allowed to compete more freely in program financing, syndication and production, their economic power would threaten the economic viability of program producers, distributors and outlets. Said ABC: "But the majority [of the FCC's 3-2 vote on relaxation] does not [and could not] find that any network has market power, in any relevant program buying or syndication market." The majority, ABC said, failed to analyze whether such power exists.

-JF

ruary 1992 ratings; *Jeopardy*, 15.4, +3%; *The Oprah Winfrey Show*, 13.9, +11%; *Star Trek: The Next Generation*, 12.9, +6%; *Entertainment Tonight*, 9.9, +8%; *A Current Affair*, 8.7, +6%; *Donahue*, 7.7, +4%; *Cheers*, 7.6, -5%; *Golden Girls*, 7.3, +49%; *The Cosby Show*, 7.2, -23%; *Inside Edition*, 7.2, +12%; *Sally Jessy Raphael*, 6.8, +24%; *Married...with Children*, 6.6 (first season); *Hard Copy*, 6.5, +17%; *Who's the Boss?*, 5.7, -17%; *Night Court*, 5.6, -20%; *Live with Regis & Kathie Lee*, 5.1, -13%; *WKRP*, 5.1 (first season); *Geraldo*, 4.9, +9%; *The Maury Povich Show*, 4.8 (first season); *Star Search*, 4.6, -10%; *Full House*, 4.5 (first season); *M\*A\*S\*H*, 4.2, -13%; *Family Feud*, 4.0, -15%; *Growing Pains*, 3.9, -25%; *People's Court*, 3.8, -14%;

# Editorials

## HARD CALL

**T**hings used to move too slow in over-the-air TV. Now they're moving almost too fast. Suddenly, broadcasters have a lot of decisions to make, and soon.

That's the good news, of course. Better to have tomorrow's alternatives than to be stuck with yesterday. The bad news not only is that some of these choices come with a cost, but that the pace of technological development is so swift that innovations are beginning to trip over each other.

The centerpiece is HDTV, which has been on the come for so long that many have forgotten what all the shouting was about. But now it's here—or almost—and broadcasters must soon put up or shut up: \$10 billion against \$100 billion for the audience. Worse still, the broadcasters' 10 has to come first, before the audience shows its hand.

At the same time, there's increasing awareness that the miracle of digital compression that makes HDTV transmission possible also makes possible still other alternatives for the over-the-air broadcaster. For example, it's possible to transmit four standard NTSC channels in the bandwidth assigned to HDTV. Or a massive amount of data. Or, given the scalable transmission technique, a TV station could broadcast audio. Or, wilder still, six existing stations in a TV market could produce 48 channels of programing, as many as a cable system.

That's not to say that any of these possibilities are better than others, and there's no assurance at all that the FCC would permit existing broadcasters to develop them. But the whole point of inventing HDTV was to insure that the United States not enter the 21st century with the same broadcast system it's been using for the last half century, and that incentive remains as valid at the race's end as at its beginning.

Ironically, the priority of broadcasters has changed while all this invention was going on. They've become less interested with the enhancement of their medium than with its survival. That concern has to be factored into the run for the roses.

## THE SKY ISN'T FALLING!

**A**dyspeptic John Dingell (D-Mich.) is preparing to call the FCC commissioners to the Hill to explain to Congress the agency's motives in proposing a revision of the radio rules that would increase the ownership caps and otherwise give the industry a shot in the bottom line, although still short of the open market standard used for newspapers, magazines and other media.

The FCC has been contemplating a change in both radio

and TV ownership rules for some time as part of Sikes's general deregulatory agenda. In addition, the commission has been recently charged, as have all government agencies, with reviewing its regulations with a view toward removing obstacles to competitiveness. The breast-beating in Congress notwithstanding, the rule changes are no more likely to lead to a radical centralizing of radio power or a diminution of localism than did the radio-television cap increase from 7-7-7 to 12-12-12. It is survival, not domination, that is at the heart of these deregulatory initiatives.

We can expect more Chicken Little-like agitation from the Hill as Sikes and company prepare a plan for moderate revamping of the TV ownership rules. As with the radio rule changes, the TV proposals represent a realignment of policy to reflect the competitive challenges of the real world, a world with which some in Congress appear woefully unfamiliar.

## MARTIGATE

**W**ord about the futility, waste of money and political embarrassment that is TV Marti is getting around. This from a front page story in the *Washington Post* last week: "In 1990, the Bush administration launched a propaganda project meant to crack Fidel Castro's near monopoly on news and information inside Cuba.... Two years, \$47 million and 1,300 hours of broadcasting later, there's just one glitch with TV Marti: virtually no one in Cuba has ever seen it." The paper quotes the service's Miami chief, who defends the expense this way: "We always have the faith that someone—somewhere—is able to see us. Even if it's just one person, that's compensation enough." No, it isn't.

It's past time to stick a pin in this balloondoggle and put the money where it can do some good, which is just about anywhere else.



Drawn for BROADCASTING by Jack Schmidt

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