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- TV OWNERSHIP RULES: THE FCC'S MULTIPLE CHOICE / 3
- 'PASSIVE' PEOPLEMETER: THE NEXT GENERATION / 8
- SEVEN NEW SHOWS POWER ABC'S 'SAFE' FALL SCHEDULE / 20

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**RADIO
SYNDICATION**
Page 28
Vol. 122 No. 21

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Today's global marketplace is getting more and more complex and competitive. It's tougher than ever to produce quality television programming. But, believe it or not, it's happening.

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Top of the Week

FCC TAKES FIRST STEP TO RAISE TV LIMITS

Commission puts out number of options for comment, including 20, 24 stations and 35% coverage, 18/30%, or raising stations but keeping current 25% cap

By Joe Flint

The FCC appears to be taking a much more cautious approach to relaxing its television ownership rules than it did with its radio ownership rules two months ago. Last week the commission issued proposals instead of specific recommendations for relaxing the rules, to be followed by a comment period. No definite time line for changing the rules has been established, but FCC Chairman Alfred Sikes said he would like to have the matter concluded by the end of the year.

The commission also adopted a policy on broadcast hoaxes (see page 5) and further clarified its political broadcasting rules (see "In Brief").

The more cautious approach to deregulating TV ownership is probably partly an attempt by the commission to avoid the backlash from Capitol Hill that followed the relaxing of the radio ownership rules. Indeed, FCC Commissioner Ervin Duggan asked in his remarks on the proposals that "people on Capitol Hill who have an intense interest in what we are doing take advantage of the comment period before we act so the benefit of their thinking will come to us before we act rather than after."

That approach goes beyond just the rule changing process. Unlike the radio changes, some of the proposals for television (see box) are more modest than had been expected and include minority incentives that were not part of the radio rules.

Still, there is enough there to probably keep most broadcasters busy thinking about ways to expand their reach. The commission issued two proposals on raising the national TV

ownership caps from the current 12 station/25% audience and significantly relaxing the duopoly rule.

Right now, few broadcasters own

more than 10 stations, and only one—HSN Communications—owns 12. However, the ABC-, NBC- and CBS-owned stations all reach more than



FCC'S NEW TV PROPOSALS

National: Options include increasing attributable interest cap from 12 stations or 25% of TV households to 20 or 24 stations/35% or 18 stations/30%. Commission will also seek comments on just raising station limit and retaining 25% cap and whether minority incentives should be part of new rules.

Local: Change current Grade B contour overlap to narrower Grade A overlap. FCC also wants comments on relaxing rules to allow combinations of two stations with overlapping Grade A contours where at least one is a UHF and at least six independently owned stations remain in market's Area of Dominant Influence. Commission also asked for comments on whether VHF-UHF combinations should be allowed or only UHF-UHF combinations.

Radio-TV crossownership: Commission asked whether rule should be eliminated or only modified to permit crossownership of TV station and AM station.

Dual network rule: Commission seeks comment on whether rule prohibiting TV station from affiliating with network that operates more than one network simultaneously and serves overlapping areas should be eliminated or modified to allow multiple network channels to be provided to individual affiliated stations.

Network station ownership: Commission is considering eliminating or modifying rule prohibiting network from owning station in markets where there are few stations or where owning station would restrain competition.

Multiple network affiliation: Commission is considering eliminating rule that forbids network without affiliate in particular market to bypass an independent and let two affiliates cherry-pick unaffiliated network's programming.

-R

20% of the national audience, and Tribune and HSN are not far behind—leaving them little room to expand—and a handful of group owners are over 10% in audience reach.

With regard to duopoly, the commission is considering whether to permit ownership of two UHF stations or a UHF-VHF combination in a single market as long as there are at least six independently owned stations remaining in the market after the combination.

While on the surface that sounds like only a few markets would qualify, that is not necessarily the case, since "market" means the entire Area of Dominant Influence (ADI). For example, a market such as Cleveland has five stations located in the city. However, the Cleveland ADI—which includes Akron, Canton and Sandusky, Ohio—has a total of 13 TV stations. There are dozens of ADI's with at least eight TV stations.

So far, broadcasters showing the greatest interest in taking advantage of the duopoly rules are mid-sized group owners of Fox and independent stations.

Groups previously expressing interest in owning two stations in a market include ABRY Communications, Clear Channel Television and River City Broadcasting. All have cited the need to cover their overhead with more than one revenue stream and—since many don't see retransmission consent as the answer—feel this may be the most effective way. Broadcasters also point out that incremental costs would be lower and backroom costs could be shared.

Left unclear is how the commission's plans on giving broadcasters another channel to convert to high-definition television down the road mesh with a relaxed duopoly rule.

All five commissioners expressed a willingness to revisit the rules. Said Commissioner Sherrie Marshall: "We are not lamenting the growing competition that broadcasters now face, rather we are savoring the public benefits of numerous and diverse viewing choices for all consumer choices. It is the result of this success—that allows us to recognize that competition is now performing much of the diversity-protection role of several of our broadcast ownership rules, and that is the basis of our proposals here."

TV OWNERSHIP RULES PROPOSED / 3

The FCC issued a variety of proposals last week for relaxing TV ownership restrictions, asking for comment rather than pushing specific changes.

FALL IN PLACE / 10

As NBC, CBS and Fox follow ABC's lead in announcing their fall schedules this week and next, attention focuses on last-minute, competitive fine-tuning as well as opportunities for Thursday night.

WEDNESDAY 'IMPROVEMENT' / 20

Seven of last season's newcomers made the cut in ABC's fall schedule. The network moved *Home Improvement* in an effort to shore up Wednesdays, and hopes it has a shot at post-*Cosby* Thursday.

KIDS NIGHT / 25

Saying the broadcast networks abandon kids after Saturday morning, Nickelodeon will bump two hours of *Nick at Nite* on Saturday nights to fit in a block of children's programming. A \$20-million campaign will accompany the Aug. 15 launch.

SYNDICATORS DIVIDE TO CONQUER / 28

The continuing fragmentation of radio



NBC is next up with fall lineup; among the renewals: 'Wings' (p. 10)

formats presents new opportunities for program suppliers, but the audiences they reach, concentrated into ever-smaller niches, are often not as big as advertisers demand.

FIN-SYN AGREEMENT / 35

The Justice Department tentatively agreed to modification of the decrees barring the big three broadcast networks from financial interest in and syndi-

ABC's 'Hangin' with Mr. Cooper' has 'Full House' lead-in (p. 20)



cation of programming they acquire from outside producers.

MALRITE RESTRUCTURES / 38

A restructuring at Malrite Communications, said to include a \$10-million loan from the company's chairman and a \$25-million bank loan, may require the sale of one or more stations to meet subsequent cash flow obligations.

THE GREENING OF PRODUCTION / 40

Project Charlie, an effort to recycle videocassette housings and create jobs for the disabled in the bargain, launches Tuesday with 33 big companies on board.

NEWS DEPARTMENTS

Business	38
Cable	25
Radio	28
Technology	40
Television	20
Top of the Week	3
Washington	35

FEATURE SECTIONS

Bicoastal	19
By the Numbers	51
Changing Hands	39
Closed Circuit	18
Datebook	42
Editorials	66
Fates & Fortunes	60
Fifth Estate	59
For the Record	52
In Brief	64
Monday Memo	63
Open Mike	41
Ratings Week	24

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Television* introduced in 1946, *Television* acquired in 1961, *Cablecasting* introduced in 1972, *Broadcasting/Cable* introduced in 1989. *Broadcasting* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

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Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016. Is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95; special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

FCC ADOPTS \$25,000 FINE FOR HOAXES

Commission says it tailored new policy narrowly; it will punish stations for 'knowingly broadcasting false information' that 'results in substantial public harm'

By Joe Flint and Peter Viles

Broadcasters will have to think about their checkbooks the next time someone at their station considers airing a hoax.

The FCC voted 5-0 last week to adopt a rule that will "prohibit a broadcast license or permittee from knowingly broadcasting false information concerning either a crime or a catastrophe if it is foreseeable that broadcast of such information will cause substantial public harm, and broadcast of the information does in fact directly cause such harm."

Said the commission: "In deference to First Amendment concerns, the commission crafted the rule narrowly, thus restricting only those hoaxes that result in substantial public harm."

The new rule will allow the commission to levy fines on stations. Until now, the commission reaction to hoaxes was limited to either a slap on the wrist or license revocation. Stations that violate the broadcast hoax rule can be fined up to \$25,000. For each day a station continues a hoax, another \$25,000 fine will be levied up to a maximum of \$250,000.

The commission felt a need to adopt such a rule after several high-profile hoaxes (see box) over the last two years which, the commission said, "alarmed the public, and resulted in the needless diversion of public safety and law enforcement resources."

Commissioner James Quello, a former broadcaster, said a rule on hoaxes "is a tough one...but the item is done well." Commissioner Ervin Duggan added: "There is something that stands between broadcasters and the regulatory process—decent self-restraint."

National Association of Broadcasters President Eddie Fritts said: "We have already made clear to the commission our concerns about the possible 'chilling effect' on programming of a hoax rule. Now that they have decided to move forward, we hope they will be sensitive to this concern in their application of the rule."

The reaction from broadcasters

was mixed. While several expressed concern about an FCC rule regulating content, most group operators contacted by BROADCASTING said the recent round of hoaxes simply went too far.

implies something untruthful. And no broadcaster should engage in something untruthful and misleading."

But Steven Lerman, a Washington attorney who represents several station groups before the FCC, said the

A HOAX HISTORY

March 1989: KSLX(FM) Phoenix announces station has been taken hostage. Local police race to station to help.

March 1990: WCCC-AM-FM Hartford reports volcano has erupted near suburban Avon, Conn.

June 1990: KROQ(FM) Los Angeles airs "Confess Your Crime," during which anonymous caller (actually Arizona DJ) says he murdered his girlfriend. Police launch extensive investigation, and NBC features crime on *Unsolved Mysteries*.

January 1991: KSHE(FM) St. Louis broadcasts report of nuclear attack. Station is later fined \$25,000 by FCC for broadcasting false emergency alert.

July 1991: WALE(AM) Providence, R.I., reports that talk show host has been shot outside station while on cigarette break. Police and emergency crews rush to scene. Morning personality, news director and producer are later fired.

April 1, 1992: WNOR-AM-FM Norfolk reports that local dump, "Mount Trashmore," is about to explode because of methane buildup. Fearful residents' calls flood police phone lines.

-PV

"It sounds pretty fair to me," said John Beck, vice president and general manager, KSHE(FM) St. Louis. "It sounds like the FCC passed a ruling that protects the public from harm without taking the fun out of your local radio station."

"I'm sorry that the FCC feels that they have to step in, but maybe they do," said Jim Champlin, president, Beck-Ross Communications. "Obviously, I don't like to see any government intervention, and we've certainly had enough already from the FCC. But I think the hoax situation in our industry has gotten out of hand. I'm afraid that we probably haven't policed ourselves well."

William Stakelin, president, Apollo Radio Group, said he supports the FCC's ruling, partly because he views the issue as a question of serving the public interest, separate and distinct from First Amendment issues relating to freedom of speech and obscenity on the air.

"I would fight all day for our First Amendment rights. But a hoax, to me,

new rule "seems to be overkill. To their credit, the FCC has tried to craft a narrow rule," Lerman said, "but I still think that, given the lack of a widespread problem, to adopt any kind of content regulation is probably overkill. Any content rule inevitably has a chilling effect on First Amendment rights."

Paul Fiddick, president of Heritage Media Corp.'s radio group, said the "journalist and the First Amendment in me wants to get its back up. The politically correct position to take is probably to be offended by this. But truthfully, it is not an issue to 99.9% of the radio stations in the country. I am embarrassed that the FCC even found it necessary to do this. I'm embarrassed that our industry brought it on."

First Amendment attorney Tim Dyk of Jones, Day, Revis & Pogue said he did not think this rule could be imposed on the print press and added that "if it leads to broader consequences, it is something to worry about."



Beverly Hills 90210 outgrows them all.

TOP TEN NETWORK GAINERS FOR 91-92*

1	BEVERLY HILLS 90210	FOX	+86%
2	48 Hours	CBS	+46%
3	Cops	FOX	+39%
4	Cop 2	FOX	+35%
5	Evening Shade	CBS	+32%
6 th	Quantum Leap	NBC	+24%
6 th	Wings	NBC	+24%
8	Top Cops	CBS	+21%
9	Prime Time Live	ABC	+20%
10	Seinfeld	NBC	+19%

FEMALE TEENS DISCOVERED IT FIRST. THEN GUYS STARTED WATCHING. SOON, PARENTS RESPONDED TO THE APPEALING CHARACTERS AND TIMELESS THEMES OF TV'S HOTTEST PROPERTY. AND THE AUDIENCE CONTINUES TO GROW.

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*Figures for 1990-91 season are from Sept. 17-March 24. Figures for 1991-92 season are from Sept. 15-March 22. From Nielsen Media Research Data.



WORLDVISION ANNOUNCES BEVERLY HILLS 90210
IS NOW AVAILABLE FOR SYNDICATION

NEW NIELSEN SYSTEM IS TURNING HEADS

Peoplemeter that reads faces, and where they're looking, raises specter of Big Brother

By Steve McClellan

Less than a decade after the implementation of the peoplemeter, Nielsen Media Research hopes to introduce the next generation of ratings technology: a meter that will record who's watching what and require viewers to do nothing but turn on their sets.

The peoplemeter was introduced in 1987, and one company executive said Nielsen is aiming to have a so-called passive metering system up and running within two to four years.

Arbitron is also developing passive meter technology, and Ken Wollenberg, the company's executive vice president, sales and marketing, said Arbitron could have a system up and running in the same timeframe. Whether it does, he said, "will be something the marketplace tells us."

In the meantime, a slew of issues have to be addressed to the satisfaction of key industry segments before such a system could be adopted.

But in theory at least, programmers and advertisers seem to agree that a passive system, which automatically identifies viewers when the set is turned on, would improve the accuracy of ratings measurements.

The current peoplemeter records viewing and identifies each viewer, but viewers are required to push buttons each time they begin and stop watching television. Many viewers, especially children, fail to do that. Researchers also complain the sample is distorted because many households initially contacted simply refuse to cooperate and others fail to log in properly. As a result, researchers claim, on a daily basis no more than 50% of the data, on average, from the peoplemeter sample is usable.

Nielsen's passive meter system identifies viewers through what the company calls "computer image recognition" technology, similar to the scanning technology used at supermarket checkout counters. Initially, an image of the face (front and side views) of each family member is stored in the meter. When the TV set is on, the meter constantly scans the room for viewers. How the meter

would address guest viewing is still being determined.

The meter can detect if a person is looking directly at the set or is merely in the room but looking away. What Nielsen goes to great lengths to play down is the privacy issue, or, as some call it, the "big brother" issue.

roughly \$5 million a year for people-meter service; advertising agencies pay less.

"Obviously it's going to be more expensive," said a Los Angeles-based television executive. "Eventually that cost will be passed on to subscribers, who have to decide whether it is worth



These two screens demonstrate the computer imaging process that will take place inside the passive meter box in the home; the system will create and store data allowing it to identify individual viewers in a room

"I think that issue has been overstated," said John Dimling, executive vice president, Nielsen Media Research. Nielsen provided a demonstration of its passive meter technology last week to fellows participating in the Freedom Forum Media Studies Center and to a group of reporters.

Not unexpectedly, many were curious to know exactly what behavior the meter could detect beyond television viewing. According to Dimling, the answer is none. "We're not installing cameras in the meters," he said. "All the meter measures is whether there is a face turned toward the set."

Nevertheless, many viewers may resist a device in their bedrooms that monitors any behavior, be it TV watching or something else.

Dimling responded that, according to an ongoing viewer cooperation study, that doesn't appear to be a problem. "The cooperation rates in the study are a little bit higher than for the current peoplemeter," he said.

The cost of the system, if much higher than the peoplemeter, could prove a hurdle to industry acceptance. Broadcast networks now pay

it or not."

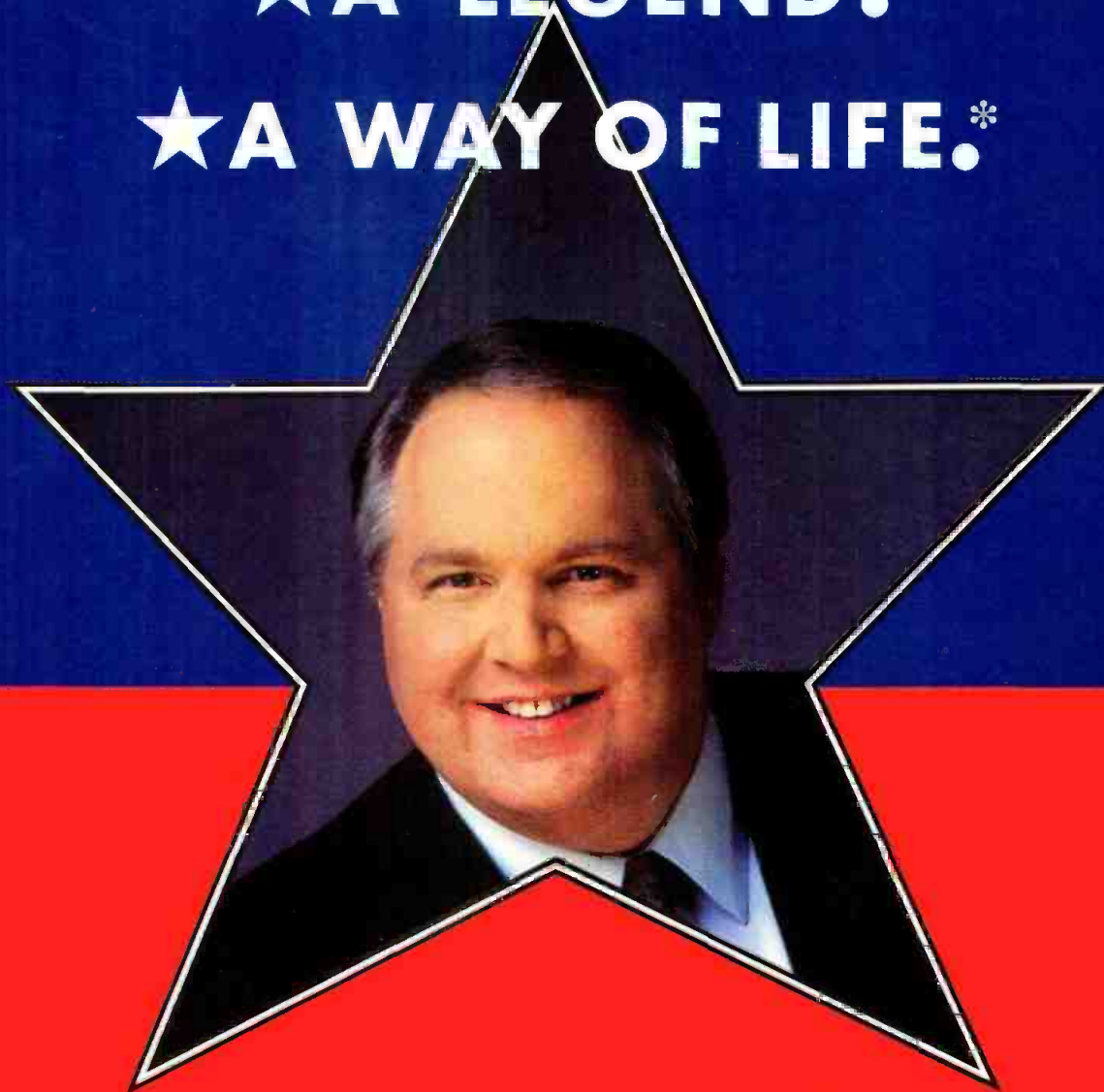
Perhaps the most critical issue is how television watching would be defined under the new system. Currently, viewing is defined by how many minutes a set is tuned to a given channel. The passive system will know not just the channel but also whether the viewer is watching or not.

"What if I am watching a program and turn away to talk to my wife—does that viewing get knocked out?" asked David Poltrack, senior vice president, marketing and research, CBS. "As far as I'm concerned, it would have to be an in-the-room measurement standard."

The passive system will almost certainly usher in the era of commercial ratings, because it will measure second-by-second viewing as opposed to the current minute-by-minute viewing. "If we do get the system in place, I think the potential and the interest [in commercial ratings] would be substantial," said Dimling. "It would almost be hard to ignore."

Some agencies have been clamoring for commercial ratings for some time.

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★ A LEGEND.
★ A WAY OF LIFE.*



*He said it. And with **125** stations picking him up, everyone's starting to believe it.

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NETWORKS JOCKEY FOR PRIME POLL POSITIONS

CBS's 22-episode renewal of 'Brooklyn Bridge' late last week precedes the network's full schedule announcement, due this week

By Steve Coe

With NBC's schedule due to be released today, May 18, CBS's later this week, and Fox's next week, network executives are scrambling to make last-minute deals and analyze strategies for rebuilding sagging nights. Perhaps the night commanding the most attention from the three networks is Thursday, which is being viewed as an opportunity for the other networks for the first time in more than seven years due to the end of the *Cosby* run.

Heading into the fall schedule releases of the remaining three networks, following ABC's announcement last week, each of the networks has at least a couple of high-profile series that have not been notified of their fate. Last week, CBS sent good news to producer Gary David Goldberg and Paramount in the form of a 22-episode renewal order for the moderately rated but critically acclaimed *Brooklyn Bridge*. There is no word yet on where the show will be scheduled, but it has been assumed since its debut that CBS would eventually work the series into its Monday night lineup.

Other programs that have been given the green light by CBS for next season include *Evening Shade*, *Northern Exposure*, *Murphy Brown*, *Knots Landing*, *Murder, She Wrote*, *Rescue: 911* and *Major Dad*. In addition, the network has picked up *Golden Palace*—the *Golden Girls* spinoff minus actress Bea Arthur—and *In the Heat of the Night*, both dropped by NBC.

Despite CBS's woeful development crop from last season, which will in all likelihood yield only the *Brooklyn Bridge* renewal, Paul Schulman, president, The Paul Schulman Company, says the network's task may not be as daunting as it appears. "CBS has four shows in development: the new Bob Newhart show [*Bob*], the new Diane English project [*Love Is Hell*], the new Linda Bloodworth-Thomason show and *Picket Fences* from David Kelley, which, assuming they get picked up, are very hot properties, at least on

paper. They could fit in very well on a Sunday, which is already working well for them; a Monday, which is working well, or Wednesday. "Their biggest problem," Schulman says, "is whether to go with a movie on Saturday night or with series, but they have the building blocks already in place."

At NBC, the biggest problem is replacing the building blocks that were lost this season. This year, the network has lost *The Cosby Show*, *Golden Girls*, *Matlock*, *In the Heat of the Night* and *Night Court*, all of which helped anchor a night, with the possible exception of the last. Thursday and Saturday were undoubtedly built around *Cosby* and *Golden Girls*, and *Matlock* and *Heat* were almost always time-period winners. "NBC is in the unenviable position of having to program five out of seven nights at 8 p.m.," says Schulman. "The only 8 p.m. shows coming back are *Fresh Prince* and *Unsolved Mysteries*. They want to lower their demographic profile but they're trying to do it all at once."

NBC has renewed 12 series thus far: *Blossom*, *Cheers*, *A Different World*, *Sisters*, *Empty Nest*, *Law & Order*, *Nurses*, *Quantum Leap*, *Seinfeld*, *Fresh Prince*, *Wings* and *Unsolved Mysteries*. Others not yet renewed but considered probable returnees are *L.A. Law*, *Dateline* and *I Witness Video*. Shows on the bubble include *Reasonable Doubts*, *I'll Fly Away* and *Mann & Machine*. Among the shows on the



'Brooklyn Bridge' got a renewal nod from CBS last week



'Wings' will return to NBC for its third season



Freshman series 'Herman's Head' heads back to Fox

bubble, but not expected to return, are *The Torkelsons*, *Eerie, Ind.*, *Nightmare Cafe*, *The Fifth Corner* and *Hot Country Nights*.

With most of its schedule stabilized, Fox executives are expected to make minimal changes to their lineup for the second year in a row. Their efforts will be concentrated on launching Wednesday night, for which they have already slotted the *Beverly Hills, 90210* spin-off *Melrose Place*. To date, Fox has renewed 10 shows from last season: *In Living Color*, *Herman's Head*, *Married...with Children*, *The Simpsons*, *Beverly Hills, 90210*, *Roc*, *America's Most Wanted*, *Parker Lewis* and *Cops*. *True Colors* is considered a probable renewal, although the recent death of co-star Nancy Walker could affect its future.

Possible renewals for Fox include *Drexell's Class*—although *Parker Lewis* is taking over its 8:30-9 Thursday slot this summer—*Totally Hidden Video*, *Sunday Comics*, *Comic Strip Live* and *Get a Life*. The last is on hiatus and its prospects are considered dim.

With NBC looking to target the key younger demographics, following a similar strategy by ABC and Fox, Schulman says that only CBS remains "in the circulation business. It [NBC's strategy] lets CBS almost have a license to steal the audience above 49, and that leads me to believe they will win among households."

If You Can Make It There...

NEW YORK 7:00-8:00 PM

	Married With Children/ The Cosby Show WWOR	A Different World/ A Different World WPIX	A Different World % rating advantage
Households	7.1/12	9.0/15	+ 27%
W18-34	5.4/12	10.4/24	+ 93%
W18-49	5.3/12	7.8/18	+ 47%
W25-54	5.0/11	6.5/14	+ 30%

Not only is A Different World a clear access winner among households in New York, it's an even bigger hit across all key women demos, dramatically outperforming Married With Children and The Cosby Show.



Source: Nielsen,
cbs, Feb. 1992

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PRE-EMPTIONS UNLIKELY FOR NEW FIRST-RUN

Big-ticket syndicated hours remain primarily province of indies and Fox affiliates

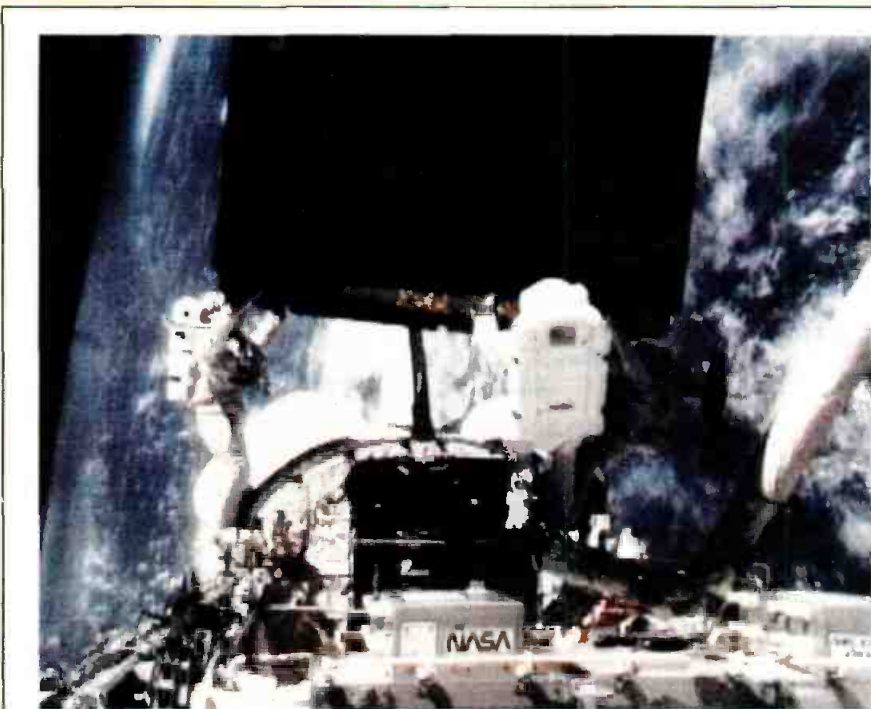
By Mike Freeman

Network programmers can rest easier. Not just because the 1992-93 schedules are being finalized, but also because affiliates are not planning pre-emptions of prime time programming for the influx of high-profile syndicated hour dramas.

Sporting network-level production budgets of up to \$1.4 million per episode, Paramount Domestic Television's highly anticipated *Star Trek: Deep Space Nine* and *The Untouchables* have attracted affiliate clearances, but those stations do not appear to be planning to buck the network fare to program the January 1993 syndication entries in prime time.

The allure of the *Star Trek* brand name helped propel sales of *Deep Space Nine*, with 91 markets representing over 76% of the U.S. closed in the first six months. However, most of the *Star Trek: The Next Generation* incumbents, who are almost entirely independents, exercised their right of first refusal on *Deep Space Nine*. Out of the top 30 markets, in fact, only WCIX-TV Miami and WCPX-TV Orlando represent non-Fox affiliate clearances, according to Joel Berman, Paramount's executive vice president, domestic television.

Although incumbent *Star Trek: TNG* independents in some cases did not feel compelled to pick up *The Untouchables*, Paramount evidently knew there was going to be an affiliate market going into its sales launch. Although most of *The Untouchables'* 85 markets (75% U.S. coverage) are independents, such top-50 market affiliates as WJBK-TV (CBS) Detroit, KDKA-TV (CBS) Pittsburgh, WCPX-TV (CBS) Orlando, WYFF-TV (NBC)



Two years after it was launched, Intelsat 603 was finally on its way into a useful orbit over the Atlantic Ocean last week. The first three-man spacewalk saw NASA astronauts recover the bird by hand and attach a motor which carried it toward 325.5 east longitude. The largest satellite ever built should be operational in time to carry NBC's coverage of the summer Olympics from Barcelona, Spain, in July. Intelsat costs came to \$427 million—\$157 million to Hughes Aircraft to build it, \$120 million for the 1990 Martin Marietta launch and \$150 million for the NASA recovery.

Greenville, S.C., and WPRI-TV (ABC) Providence stepped up for the revived series.

Carolyn Worford, program director for Gillett Communications-owned WJBK-TV, said it was "a matter of clear preference" for the CBS affiliate to schedule *The Untouchables* in late fringe next January because of the "strong after-hours audience" in Detroit, particularly after Paramount's *The Arsenio Hall Show* at 12:30 a.m. (averaging a top-ranked 3 rating/25 share in the market). She also said weekend early fringe and prime access are other likely dayparts for the Elliott Ness crimestopper.

"Clearly, for an affiliate to feel that it is going to pre-empt a network hour, the evening or the hour would have to be a complete ratings disaster to consider such a move to syndicated programming," Worford said. "I just don't think there is much of a case where an affiliate would jeopardize its relationship with the network. Besides, we can still make hefty revenues with syndicated programming running in prime access or late fringe."

Paramount's Berman believes

some Fox affiliates are considering scheduling *DSN* and/or *The Untouchables* in prime time on Tuesday nights, the only night free of Fox programming with its addition of a sixth night in the fall. Even so, it is expected that most Fox affiliates will slot both series in weekend prime access or late-night berths. It is also possible that Fox affiliates will sandwich both series on weekday evenings, one at 7 p.m. and another at 10 p.m. To date, nearly half of Warner Bros.' action-adventure block's 84 stations (over 74% U.S. coverage) are Fox affiliates, and the remaining stations are almost entirely independents. (The initial impetus behind the January 1993 entry of *Kung Fu: The Legend Continues* and *Time Trax* came from Warner Bros.' deal with The Television Consortium, an ad hoc group of 30-plus independent stations.) Carriage lists dominated by Fox and independent stations are also the norm for other high-profile fall 1992 first-run hours: Cannell Distribution's *The Renegade*, Claster Television's *Catwalk* and Rysher Entertainment's *The Highlander*. ■

You Can Make It Anywhere!

**A DIFFERENT WORLD FEBRUARY 1992 % NATIONAL GROWTH
OVER FEBRUARY 1991 TIME-PERIOD PROGRAMMING**

W18-34

+88%

W18-49

+60%

W25-54

+46%

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Source: Nielsen, based on aggregate
MSI 000's, Feb. 1992, Feb. 1991

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ROBERTSON BIDS \$6 MILLION FOR UPI

Evangelist pays \$10,000 a day to keep news service operating while he makes decision

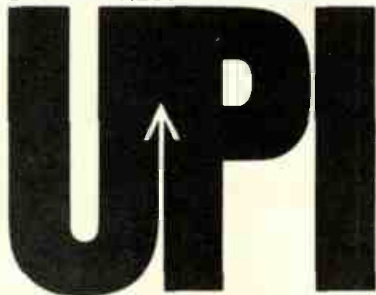
By Rich Brown

Teleevangelist Pat Robertson moved to expand his burgeoning media empire last week by offering a \$6-million surprise bid for the beleaguered United Press International news wire and radio service.

Robertson—whose media interests already include The Family Channel cable network, a religious TV show called *700 Club*, a radio network and a soon-to-be-launched game show cable network—agreed last week to pay \$10,000 a day to operate UPI while deciding whether or not to go ahead with the purchase.

Robertson struck a deal through U.S. Bankruptcy Court that would give him 30 days to make a final decision on the purchase. During that time, he has agreed to pay UPI \$300,000 to cover the salaries of its 500 employees and other expenses. He has also put an additional \$900,000 deposit on the service. The \$1.2 million will come from U.S. Media Corp., a for-profit subsidiary of Robertson's Christian Broadcasting Network (CBN).

UNITED PRESS INTERNATIONAL



Robertson would be the latest in a list of UPI owners that has included Scripps-Howard Newspapers and Infotechnology, parent company of the late FNN cable network. Founded 85 years ago, UPI now services 2,000 media outlets as well as a number of radio stations through its UPI Radio Network. The service currently has \$60 million in liabilities.

Robertson's biggest media interests include The Family Channel, a family-oriented basic cable network that reaches 55.2 million households nationally and has recently shown strong ratings gains. Family Channel executives are busy preparing a sec-

ond ad-supported cable network, The Game Channel, which they hope to launch in January 1993, and a third service, The Cowboy Channel, which they are also eager to get off the ground. Robertson owns a sizable chunk of the cable operations, run by International Family Entertainment Inc., which went public a month ago.

On the radio side, CBN provides satellite-delivered programming 24 hours a day to 450 religious radio stations in exchange for commercial air time or barter. Its programming includes features, Christian music, live call-in talk shows and non-religious hourly newscasts. Other radio holdings include the Orlando-based Florida's Radio Network. Virginia Beach, Va.-based CBN also produces the *700 Club* TV show, a conservative Christian program that airs nationally via The Family Channel and syndication.

Robertson met with UPI staffers in Washington on Wednesday and dismissed any speculation that he would use the news service to spread a message of Christian conservatism, according to Steve Geimann, UPI executive editor. "His words were:

"I want quality," said Geimann. "He's committed to quality reporting and writing, balanced and fair news coverage and professionalism in what we provide to our subscribers."

UPI has won nine Pulitzers over the years for writing and photography, and its alumni include Walter Cronkite and David Brinkley. Despite its editorial successes, the news service has reportedly been losing money for more than two decades and was forced to file for bankruptcy last year.

Robertson, who had surprised reporters at least once before by announcing his unsuccessful bid for the 1988 Republican Presidential nomination, once again caught reporters off-guard when he arrived at the federal bankruptcy hearing on Tuesday. Robertson called himself a "white knight" who wanted to return UPI to some of its former glory. ■

NBC DRAFTS MILLER

The May sweeps are seeing from NBC and Miller Lite what the network is calling the "first ever" network/advertiser sweeps promotion. The campaign makes use of on-air announcements promoting a half-dozen shows such as a *Best of Saturday Night Live* special and season finales of *Cheers*, *L.A. Law* and *Quantum Leap*. In addition, NBC said posters, banners and cards have been distributed in taverns and restaurants in about 40 cities, covering close to half of the country. The campaign, building on the beer company's theme of "It's It and That's That," also involved an ad buy from Miller, said Alan Cohen senior vice president, marketing. The promotion is the second for network and Miller, following up the "What's on tap" effort last year.

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- Wednesday, May 20, 10:00PM
Seasonal premiere and season finale of "Quantum Leap"
- Thursday, May 21, 10:00PM
Big season climax for "L.A. Law"
- Friday, May 22, 11:35/10:35PM
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NEWSPAPERS LEAD CHARGE ON RBOC BILL

By Randy Sukow

The Bell companies' entry into the information-services market could "drown out a rich mix of voices" already providing those services, said Cathleen Black, president, American Newspaper Publishers Association (ANPA) during a Media Institute luncheon in Washington last Thursday (May 14). "If the Bells receive unfettered entry into their own markets, without appropriate antitrust safeguards, smaller information providers will not survive the onslaught."

The regional Bell operating companies (RBOC's) reacted in unison and forcefully to denounce the Antitrust Reform Act (H.R. 5096), introduced two weeks ago by House Judiciary Chairman Jack Brooks (D-Tex.). The bill was labeled, in the words of Ron Stowe, vice president, Washington operations, Pacific Telesis, "nothing but a flat prohibition in disguise. It is a slap in the face to American consumers."

Black and others attempted last week to counter the RBOC charges and demonstrate widespread support for H.R. 5096—enough to pass the legislation in 1992 in spite of the short time left before the Congress adjourns in October.

H.R. 5096 would delay RBOC entry into information services in their own local telephone service areas for three years, seven years for electronic publishing. The bill would reverse



ANPA's Black: unrestrained Bells will "drown out a rich mix of voices."

the effects of 1991 court decisions lifting a restriction in the modified final judgment (MFJ), the AT&T breakup consent decree. RBOC entry into the cable television business (considered an information service), which is currently blocked by a provision of the 1984 Cable Act, could conceivably be delayed longer by H.R. 5096 if the Cable Act barrier is lowered.

Broadcast and cable trade organizations, currently occupied by lobbying on the cable TV reregulation bill (H.R. 4850) have participated with the ANPA in past attempts to halt RBOC information-services entry, but are staying in the background during consideration of the Brooks bill.

The Brooks bill would also prolong MFJ restrictions on RBOC entry into telephone equipment manufacturing for five years and long-distance services for seven years.

Just before the Black speech, a coalition of private businesses and trade associations representing newspapers, consumers, business communi-

cations users, equipment manufacturing, long-distance carriers (including AT&T) and electronic publishing held a press conference to endorse H.R. 5096.

In the first week following the bill's introduction, the coalition claimed it had collected 300 endorsements of H.R. 5096 from business nationwide, a number the group expects will eventually reach 1,400.

"We often face these battles of consumer groups versus a very massive industry. It is very unusual for us to have a friendly alliance of these industries helping us out," said Gene Kimmelman, legislative director, Consumer Federation of America, one of the coalition members.

But coalition members admitted passage in 1992 will be difficult given the little time remaining. The process is further complicated by the possibility of a jurisdictional dispute between Brooks and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) over H.R. 5096 and other bills that overlap antitrust and copyright provisions and communications regulation (see page 36).

ANPA and other RBOC foes support simultaneous passage of the Brooks antitrust bill and H.R. 3515/S. 2112, regulatory legislation introduced earlier by House Telecommunications Subcommittee member Jim Cooper (D-Tenn.) and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Movement on both bills on separate tracks could head off the need for a jurisdictional dispute, they say. ■

**For More Late-Breaking
News, See "In Brief,"
Pages 64 and 65**

CHANCELLOR TO RETIRE IN '93

John Chancellor, NBC News senior commentator, said last week that he will retire sometime in the next year to lecture and write books. An NBC spokesman said Chancellor agreed to stay on at least until the presidential inauguration next year, adding that he will have a "visible role" in the network's political coverage.

Chancellor started with NBC in 1950, and spent much of his career abroad as a foreign correspondent.

He was anchor of the network's evening newscast for 12 years, relinquishing the seat in 1983.

Michael Gartner, NBC News president, offered this tribute: "For years John Chancellor has brought wisdom and class to NBC News." —SM



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BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

SECOND SUBPOENA?

The word from Los Angeles news directors is that federal authorities are still considering serving a second subpoena for *unaired* footage of the L.A. riots, although there is also the feeling they may ultimately back off from that course of action. All seven TV stations in Los Angeles have complied with an initial subpoena of copies of *aired* broadcast footage from the April 29-May 3 riots (BROADCASTING, May 11).

Warren Cereghino, news director of Tribune-owned independent KTLA-TV, says he received notification last week from the FBI (on behalf of the Attorney General's Office and the Justice Department) that such a subpoena may be issued for "out-takes." Cereghino says, however, that "almost everything" his station—and others—shot of the riots was aired in its entirety and that nearly all of the raw tape has already been "recycled" (erased) for re-use later. That lack of raw, unaired footage and news directors' vow to fight a second subpoena, was said to be giving the U.S. Attorney's Office second thoughts.

INVITATION ONLY

In a sign that the major Hollywood studios are continuing to trim their sails, Paramount Domestic Television's senior vice president of advertising and promotion, Meryl Cohen, sent an "open letter" to registrants of next month's Broadcast Promotion and Marketing Executives (BPME) convention (set for June 14-17 in Seattle) that Paramount is going to "strictly limit" its annual party to "invitation-only" guests. The letter noted that last year's party was attended by 1,800 people, even though Paramount mailed less than 700 invitations. "We are facing a time when fiscal responsibility is a concern to which we must all respond, and Paramount is no exception,"

EXECUTIVE SHUFFLE AT BLAIR

Executive suite reshuffling is imminent at John Blair & Co. Tim McAuliff, president and chief operating officer of Blair Television, will become president of the parent company. James Rosenfield will probably continue to keep the chairman's title but as of Friday, the most interesting question was which of the two would end up with the chief executive officer's mantle. The impression was given by one source that Rosenfield would be "pursuing a number of things" outside of the company's main rep business. Some clients had already picked up rumors last week, although the company had yet to inform them of expected changes. With almost \$800 million in estimated 1991 billings, Blair is the third-ranked television rep firm. In recent years it has struggled not only with the recession, but with debt incurred during a Rosenfield-led buyout in 1987. Rosenfield told BROADCASTING "There are changes coming, but I can't say more since there are still some important things to be resolved. Tim [McAuliff] will have more responsibility but there is nothing earth-shattering about the announcements."

wrote Cohen in the letter.

NEW YORK

RUFFLING FEATHERS

Cable systems preempting regular channels to accommodate upcoming summer Olympics pay-per-view Triplecast could create friction with subscribers, say some operators. One Viacom executive says there will be a fair number of preemptions on the company's systems and says they expect to "take some heat."

SADDLING UP

The Family Channel, which unveiled its rollout plans for The Game Channel at the NCTA convention in Dallas two weeks ago, hopes to be able to outline launch plans for the much-delayed Cowboy Channel at the Western Cable show in December.

CHICAGO

KEEPING OUT OF IT

The Justice Department, which last week tentatively agreed to proposed modifications of the consent decrees prohibiting the networks from syndicating and acquiring financial interest in network programs (see sto-

ry, page 35), is expected to stay neutral in a fin-syn appeals proceeding brought by a number of petitioners, including the networks and the Coalition to Preserve the Financial Interest and Syndication Rule, currently ongoing in the U.S. Court of Appeals in Chicago (7th Circuit). Observers say the low profile is consistent with the department's practice of not filing briefs inconsistent with positions taken by federal agencies.

DES MOINES

SECURING CITADEL

A decision to take WOI-TV Des Moines off the block won't take place if Mario Gabelli has his way. Last Thursday Gabelli, a New York-based money manager with a \$6-billion portfolio, called up the president of current licensee Iowa State University to say he would personally guarantee the \$14-million offer for WOI-TV made by Citadel Communications. University President Martin Jischke said last week he had concerns over the financial soundness of offers for the ABC affiliate. Gabelli, through Lynch Entertainment Company, is already partners with Citadel in nearby WHBF-TV Rock Island, Ill.

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□ Advertising 212-340-9860

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

C-W's got another secret

Carsey-Werner Distribution Co. has apparently taken its acquisition of *I've Got a Secret* to heart. Although C-W Distribution and Mark Goodson Productions have refused to confirm or deny it, word has it that Goodson also sold C-W the format to another library series holding. *What's My Line?* This latest deal would count as the third veteran game show format acquisition for the privately held production company, with C-W also buying the rights (from NBC Productions) to this fall's highly anticipated Bill Cosby vehicle, *You Bet Your Life*.

Comings & goings

Chuck Vincent, who directed many *Cosby* Show episodes, has been retained by Carsey-Werner Distribution Co. to direct episodes of fall 1992 game show *You Bet Your Life*, which began production last week in Philadelphia. Vincent will fill director's seat on days that supervising producer and director Bill Carruthers has off, according to Carsey-Werner Co. CEO Stu Glickman.

Marketing sources from the Hollywood studios said last week that Paramount Domestic Television's senior vice president of advertising and promotion, Meryl Cohen, removed herself from consideration to be senior vice president of marketing at Twentieth Television by recommending WCBS-TV New York's creative services director,

David LaFountaine, who reportedly has been hired to replace Fred Bierman next month. Word has it that Bierman is being considered for a programming position, but Twentieth officials did not return calls last week. It had been widely rumored that Cohen, before renewing her contract with Paramount recently, was being wooed by Twentieth Television Chairman Lucie Salhany, formerly president of Paramount Domestic TV.

Meanwhile, Paramount Domestic Television has named VP and Eastern division manager John Nogawski to post of general sales manager for the company, sources said last week. Post became vacant when Greg Meidel jumped to the presidency of Twentieth Television earlier this year. Nogawski, currently based in New York, will relocate to California. Nogawski is the second recent Paramount Domestic Television executive to relocate to the West Coast from New York. Earlier this month Joel Berman, who had been national sales manager, moved to LA to become executive vice president, sales and marketing, filling the spot vacated by current president Steve Goldman.

'Star' heads for Florida

Star Search, which goes to strip next fall, is moving from Hollywood to the Disney-MGM Studios in Orlando, Fla. The show, entering its 10th season, is being renamed *Ed McMahon's Star Search*.

'Safe sex' for access

Highly acclaimed sitcom *Dream On*, making its first-run run on HBO, will get a fall 1995 syndication launch aimed at prime access time periods, according to MCA TV President Shelly Schwab. Since *Dream On* will be an off-cable syndication vehicle, it will be exempt from Prime Time Access Rules barring 6-8 p.m. airings on top-50 market affiliates. Although some topless sex scenes appear on the adult-skewing sitcom, Schwab said that "alternate shots" were made during the two seasons of production to edit in "safe-sex" scenes for syndicated strip version. He said the show will be targeted toward access, but will also include late fringe.

Together

CBS and NBC have agreed, along with PBS and Univision, to simulcast a one-hour special this fall dealing with child abuse. *Scared Silent: Exposing and Ending Child Abuse* is set to air on those networks at 10-11 p.m. Sept. 4. The special is being produced by Arnold Shapiro Productions, and the idea to go after multiple network airing for the project apparently stems from the effort two years ago when the networks teamed up on Saturday morning to air a short anti-drug message. There is no word yet from Fox and ABC as to whether they will also be participating, but those two networks have recently placed the highest priority on attracting younger viewers.

Television

ABC NETWORK 1992-93 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-9 <i>The Young Indiana Jones Chronicles</i> † 9-12 <i>Monday Night Football</i>	8-8:30 <i>Full House</i> 8:30-9 <i>Hangin' With Mr. Cooper</i> * 9-9:30 <i>Roseanne</i> 9:30-10 <i>Coach</i> 10-11 <i>Going to Extremes</i> *	8-8:30 <i>The Wonder Years</i> 8:30-9 <i>Doogie Howser, M.D.</i> 9-9:30 <i>Home Improvement</i> † 9:30-10 <i>Laurie Hill</i> * 10-11 <i>Civil Wars</i> †	8-8:30 <i>Delta</i> * 8:30-9 <i>Room for Two</i> † 9-10 <i>Homefront</i> † 10-11 <i>PrimeTime Live</i>	8-8:30 <i>Family Matters</i> 8:30-9 <i>Step By Step</i> 9-9:30 <i>Dinosaurs</i> 9:30-10 <i>Camp Bicknell</i> * 10-11 <i>20/20</i>	8-9 <i>Covington Cross</i> * 9-10 <i>Crossroads</i> * 10-11 <i>The Commish</i>	7-8 <i>Life Goes On</i> 8-8:30 <i>America's Funniest Home Videos</i> 8:30-9 <i>America's Funniest People</i> 9-11 <i>The ABC Sunday Night Movie</i>



Hangin' with Mr. Cooper

* New program † New time



Covington Cross

ABC'S FALL: TRIED AND TRUE PLUS SOME NEW

Network brings back seven shows from the class of '91-'92; 'Home Improvement' moves to Wednesday, Iger calls Thursday strategy aggressive in wake of 'Cosby'

By Steve Coe

What a shock," was how one advertiser described ABC's fall schedule announcement last week, "not so much for the shows that are on the schedule but for the ones that were left off." Bob Iger, president, ABC Entertainment, said seven new series would be joining the schedule, in addition to what is probably the best news for the network, that seven series that debuted last season would be returning. It is expected that ABC, when all of the fall schedules

are announced, will come out on top in terms of returning shows that were developed for last season.

"It's a very safe, very easy schedule to sell," said Tom DeCabia, senior vice president, The Paul Schuman Co. "This isn't a schedule that is going to draw negative reaction. You'll be able to sell any show. If you work in the ABC Sales division, you're very happy today," he said.

Monday

The only controversy surrounding the release of the lineup had more to do

with what was left off the schedule than what was added. Starting with Monday, a night that most people figured would be left untouched, the network decided to bench their two solid reality shows, *FBI: The Untold Stories* and *American Detective*, in favor of *The Young Indiana Jones Chronicles*. The reality shows skew heavily to young men, delivering the ideal audience for *Monday Night Football*. *Indiana Jones* skewed somewhat younger this past season, and some observers have speculated that football viewers on the West Coast won't flow into the

action series as readily as they did with the reality shows.

Tuesday

The only surprise on Tuesday was ABC's keeping *Coach* in the post-Roseanne 9:30-10 slot, which most people assumed would be handed to *The Jackie Thomas Show*, starring Roseanne Arnold's husband, Tom Arnold. However, Iger has apparently assuaged the volatile couple by committing to debut the show in mid-season in the coveted post-Roseanne slot.

Iger also listed other mid-season shows that will be waiting in the wings. Joining *Jackie Thomas* are *Sirens*, about the personal and professional lives of three rookie police officers; *Where I Live*, a half-hour comedy about a 17-year-old who views the world from his front doorstep, and *Home Free*, a half-hour comedy about a young reporter who lives at home with his mother and is soon joined by his sister and her two children. Those new shows are in addition to veteran shows such as *American Detective*, *FBI: The Untold Stories*, *Perfect Strangers* and *Matlock*, which have been given new orders.

Tuesday boasts two new shows, both from Lorimar, which supplied ABC with three of the seven new shows that make up the fall lineup. *Hangin' with Mr. Cooper* stars Mark Curry in a half-hour comedy that appears to mix elements of last year's *Teech*—a young man returns to his old school to teach—with elements of *Three's Company*, as Cooper shares an apartment with two women. *Full House*, which leads in to *Mr. Cooper*, should supply the ideal audience to the new comedy. The other new Tuesday night show is *Going to Extremes*, which the network hopes will do for them what *Northern Exposure* has done for CBS on Monday night. Both shows are produced by Joshua Brand and John Falsey, with *Extremes* about a medical school in the Caribbean that is home to an eclectic group of students.

Wednesday

As expected, last season's lone new hit, *Home Improvement*, was moved to Wednesday to anchor the night at 9. The network is hoping the show will continue to grow and be used, much as *Roseanne* has and *Who's the Boss?* did before it, to launch new shows in the preceding time slot. That's what will

happen in the fall as the new series from Neal Marlens and Carol Black, *Laurie Hill*, debuts at 9:30-10. Also notable for Wednesday is the return of *The Wonder Years*, for which New World was apparently unwilling to accept only a 13-episode order from ABC. It held out for a full season order of 22. Evidently the producers accepted a 13-episode order with an open option for the network to order more. Steven Bochco's *Civil Wars* returns at 10-11 after showing slight but steady improvement in its last four airings on Tuesday, 10-11.

Thursday

Calling ABC's scheduling of Thursday night "very, very aggressive" due to the exit of *The Cosby Show*, Iger said the opportunity exists for ABC to make strides on a night where it has struggled. To that end, only the 10-11 slot of *Primetime Live* remains untouched. The night opens at 8 p.m. with *Delta*, starring Delta Burke who leaves her husband and moves to Nashville to pursue a career as a country-western singer. The executive producers of the show are Barry Kemp (*Coach*) and Burke. One advertiser suggested that NBC will still control the evening and that *Delta* may be being sacrificed in the time period. "How strong could it be to go in at 8 p.m.? It must either be very strong or very weak."

Room for Two returns from this past season at 8:30-9, leading in to *Homefront*, whose return was no doubt

helped by the massive write-in campaign staged by fans. Iger noted that he had received more than 20,000 letters and *TV Guide* had received more than 100,000 urging the network to keep the show on the air.

Friday

As expected, ABC left its young demo franchise of Friday night almost untouched, with *Baby Talk* the lone victim. The network chose to insert *Camp Bicknell* in the post-*Dinosaurs* 9:30-10 slot. The half-hour show from ABC Productions is about a house that serves as home-base for most of the kids in the neighborhood.

Saturday

Saturday sees the return of *The Commish*, which turned out to be a pleasant surprise in the tough 10-11 time period this past season. From 8 to 10 the network is banking on two new dramas, one about 14th Century England and the other featuring perennial network star Robert Urich. *Covington Cross* features a medieval look at a widower, his three high-spirited sons and headstrong daughter. The show is produced by Reeves Entertainment and Gil Grant as executive producer. *Crossroads*, in the 9-10 slot, features Urich as a star New York prosecutor who leaves his job and sets out on a cross-country motorcycle trip with his estranged son in an effort to steer his son away from a life of crime.

The surprise omission from Saturday's lineup was *Matlock*, which ABC

ABC'S LONG-FORM LINEUP

In addition to the series schedule for fall, ABC released details of its long-form plans for next season. The lineup contains three 4-hour miniseries and 10 made-for-TV movies. It is the first long-form slate overseen by Judd Parkin, VP, movies and miniseries, who succeeded Allen Sabinson last year.

The miniseries set to air next year: *The Jacksons: An American Dream*, which details the rise of the singing family; *Family Pictures*, starring Angelica Huston as the mother of an autistic child, and Stephen King's *The Tommyknockers*, based on his best-selling novel. Among the two-hour

made-fors on the schedule are an animated *Flintstones* movie and a project starring Roseanne and Tom Arnold titled *Graced Land*, based on the novel about a woman whose worship of Elvis Presley takes on a literal character after her husband leaves her. Actors set to star in other projects include Bonnie Bedelia in *A Mother's Right*, Peter Falk in a *Columbo* movie, Suzanne Somers in *Exclusive*, Shannen Doherty (*Beverly Hills, 90210*) in *Obsession* and Susan Dey in *Sad Inheritance*. Oprah Winfrey's Harpo Productions will produce two movies on the slate, with Winfrey serving as executive producer. *Overexposed* is based on an incident that was the topic of one of Winfrey's talk show episodes; *There Are No Children Here* is about a black family in Chicago's ghetto who must overcome gang violence and bigotry.

acquired from NBC, and a show many figured would be used on Saturday or Thursday. In his presentation Iger made it clear the network's strategy in setting the new schedule was to continue to aggressively pursue younger demographics with younger-skewing comedies and quality dramas. Network executives are apparently count-

ing on the ability of the two new Saturday night dramas to pull in a broad-based audience rather than depending on *Matlock*, which has an almost exclusively older viewership.

Sunday

Sunday's lineup was notable for the absence of the new ABC News maga-

zine show that Forrest Sawyer has been picked to host. Apparently the news division needed more time to fine-tune the project, which will go head-to-head with CBS's *60 Minutes*, giving *Life Goes On* the opportunity to continue going on, at least for half the season. The new magazine show is slated to debut in January at 7-8. ■

TELEVISION TARGETING TEENS

The demo turns hot as producers and distributors hope to emulate the success of 'Beverly Hills, 90210' and other younger-skewing shows

By Steve McClellan

From soap operas and episodic dramas to sitcoms, talk shows and magazines, producers and distributors are programming to the teenage TV audience more than ever before. In large part, Fox has led the way with such teen-driven hits as *Beverly Hills, 90210*, *The Simpsons* and *Married...with Children*.

In fact, those four shows are among the 10 most watched programs by teenagers, according to a poll by Northbrook, Ill.-based Teen Research Unlimited covering January-February 1992. Other shows making the cut were NBC's *Fresh Prince of Bel Air* and *Cosby*, while ABC was represented with *Full House*, *America's Funniest Home Videos* and *Funniest People*, and *Family Matters*. CBS wasn't represented in the top 10 and had just one program in the top 20—*Rescue 911*.

Teens have been one of the most difficult audiences for over-the-air broadcasters to capture. "There aren't that many shows out there, and it is very difficult to reach the teen audience," says Dan Mulholland, executive vice president, Muller Media, which syndicates a teen/young adult magazine, *Scratch*. Produced by KXTV(TV) Sacramento, Calif., and the recent winner of two Northern California Emmy's, *Scratch* is entering its second year in syndication next fall.

The number of first-run teen-driven shows is on the rise. Claster Television has cleared a new weekly drama, *Catwalk*, in 76% of the country. It's Claster's first effort to distribute a non-children's program since the 1970's *Bowling for Dollars*.

In addition, Twentieth Television is said to be very close to making a decision about taking *Jane* into syndica-

tion. The show, a talk strip every bit as intense—and sometimes as silly—as *Oprah* or *Donahue*, is currently being tested on Fox flagship WNYW(TV) New York. Greg Meidel, president of Twentieth Television, says a decision to take the show into syndication will be made in the "very near future."

But Garth Ancier, the show's producer, says he has "no doubt" the show will enter syndication, through Fox or some other distributor. "The viewer response has been incredible," says Ancier. "We did one poll asking people to call if they'd ever been 'dumped' by someone, and got over one million calls in seven hours."

Ancier says he expects the show to be rolled out slowly, with a full national rollout accomplished over the

next year and a half.

In July, Sachs Family Entertainment will test a new soap opera strip, aimed at kids and teens, called *Swans Crossing*. The show has cleared close to 90% of the country, including KCAL-TV Los Angeles and WPIX-TV New York.

Just about everybody in the teen programming business stresses, however, that their shows can't and don't appeal just to that age group. "There is not enough teen targeted money out there just to reach teens" in any given show, says Betsy Frank, senior vice president at Saatchi & Saatchi Advertising.

"Marketers see a value to reaching teens where they are taking on a growing importance as decision makers,"

CARSEY-WERNER HAS A 'SECRET'

Carsey-Werner Distribution has acquired the worldwide television rights to the vintage panel game show *I've Got a Secret*, and will do a first-run revival of the show for syndication starting September 1993. The company acquired the program outright from Mark Goodson Productions, the original producer (then known as Goodson-Todman Productions). Not included in the deal, however, is the library of past episodes of *Secret*, which ran on CBS in prime time and other dayparts from 1952 to 1967. Another version was produced in 1976. Those episodes could show up on a cable game show channel, and Goodson is exploring opportunities in that area.

I've Got a Secret, originally hosted by Gary Moore, and then Steve Allen, will be the second game show revival project for C-W in as many years. In September, the company is launching the new *You Bet Your Life*, hosted by Bill Cosby.

Bob Jacobs, president, C-W Distribution, says *Secret* will not be a "companion" program to *You Bet Your Life*. "Sure, there may be some instances where the two shows run together," says Jacobs, "but it's really not designed that way."

The idea for *Secret*, says Jacobs, evolved from the same research that inspired the company to revive *You Bet Your Life*. "It told us people were missing this kind of show, which is more celebrity-driven entertainment than it is game."

Details on the host, panel and producer are still to come.

—SM



Claster's 'Catwalk'

says Frank. "They want to reach people while their brand loyalties are being formed. The trick for the producer is keep the shows from becoming too narrow."

John Claster, president of Claster Television, says the audience appeal for *Catwalk* will be up to age 30, "although I think teens are a big part of it." The show has a substantial music element, because it involves teens who form a band.

The show, which has been picked up by WWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago, is a joint production venture of Los Angeles-based Franklin Waterman Productions and several European partners, including Germany's Kirsch Group, a production arm of Silvio Berlusconi's media empire, and France's Initial Group. It starts production in Toronto in July (at a cost of \$850,000 per episode) and debuts the week of Sept. 28.

"This is a major step for us," says Claster. "I think Fox has shown that teens will watch—it's just a matter of the right show."

On the off-network side, teens are frequently drawn to younger-skewing sitcoms. According to Petry Television, the top-drawing sitcoms in the last sweep period were *Full House* (11/36), *A Different World* (10/23), *Growing Pains* (8/27), *Who's the Boss?* (7/27) and *Saved by the Bell* (7/23).

Beverly Hills is due to enter syndication in 1994, and Worldvision (the distributor of the Spelling-produced show) is expected to announce its marketing plan within the next few weeks.

According to Worldvision President John Ryan, it was teens who "discovered" the show when it debuted on Fox. "But the demographics have broadened." ■

TOUGH TIMES, CREATIVE TERMS

Off-net deals structured to keep customers satisfied

By Mike Freeman

The prices of such upper-tier off-network sitcoms as *Roseanne* and *Murphy Brown* may be approaching or surpassing the million-dollar-per-episode range, but the heady days when stations opened their wallets for big-ticket shows like *The Cosby Show* (in 1988) are not likely to be duplicated anytime soon. In fact, with the worsening economy, syndicators have relied more heavily on "creative dealmaking" through a variety of marketing approaches to woo cash-starved stations.

Going into the final stretch of its fall 1992 launch, Viacom's *Roseanne*, according to station rep and syndication sources, is projected at a market-high \$1.8 million per episode (including presale of the barter inventory to Buena Vista Television). Another top-tier off-network sitcom in the 1992-93 crop, Warner Bros. Domestic Television's *Murphy Brown*, is estimated to have achieved approximately \$1 million per episode.

Estimates for the remaining crop of fall 1992 sitcoms has Turner Program Services' teen- and kid-skewing *The Wonder Years* at \$700,000 per episode and Paramount Domestic Television's adult-oriented *Dear John* at \$600,000.

Viacom Enterprises, which was responsible for achieving record \$800 million-plus sales of *Cosby* (reportedly \$4 million per episode), took heed of tight market conditions by tagging *Roseanne* with 30 seconds of national advertising time each episode during its initial 4½-year first-cycle (contracts are to be extended six months for each season ABC renews the network run). At a time when syndicators were extracting up to one minute of national barter time (on top of the license fee) from stations, industry observers generally applauded Viacom's revised barter approach with *Roseanne*. With 140 stations sold (92% U.S. coverage) to date, the marketing strategy has apparently paid off.

This past season, Viacom triggered *A Different World*—which met with a cool station reception when it was marketed with the second cycle of *The Cosby Show*—in 31 markets, using a staggered market introduction to sell

rating stories to other prospective stations. On WPIX-TV New York during last February's sweeps, *A Different World*'s double runs at 7-8 p.m. scored a coup in the market with a top-ranked 9.1 rating average. Viacom's president of domestic sales, Dennis Gillespie, says that another 70 markets have signed for fall 1992 launches.

In the case of female-skewing *Designing Women*, Columbia Pictures Television took the unorthodox approach of offering it on a straight barter basis in syndication, and sales took off in 190 markets representing 95% of the U.S. Warner Bros. followed suit with teen- and kid-skewing *Family Matters*, which launches a season later in 1993-94. Both are offered for unusually flexible, two-year terms.

Major Dad is another sitcom rumored to be destined for cable. Shelly Schwab, president of MCA TV, insists that a USA deal has not been done, but does not discount the possibility that a cable window may "supersede" the standard syndication window.

MCA TV, however, had immediate interest from major station groups for the launch of *Coach*, with Tribune Broadcasting-owned stations leading a list of groups with an appetite for an adult-oriented sitcom that could attract the strong male demographics that *Cheers* and *M*A*S*H* were known for. Schwab fed those appetites by offering *Coach*, an expected fall 1994 launch vehicle, for an early trigger next season, free of the one minute of barter for its first season. Schwab says the ABC sitcom has been sold in approximately 100 markets representing over 80% of the U.S. Several station reps estimate that its per-episode fee is approaching \$1 million.

After more than six months of intensive negotiating, Buena Vista Television's *Empty Nest* has been picked up in 70 markets representing 60% U.S. coverage (BROADCASTING, May 11). Marketing the series on a short-term three-year cash-plus-barter term (30 seconds of barter time per episode) or an alternative six-year licensing term (barter-free during the last three years), BVT President Bob Jacquemin recently estimated that the license fee is "on par" to exceed \$1 million per episode. ■

Broadcasting's Ratings Week May 4-10

	ABC	CBS	NBC	FOX
MONDAY	10.2/16	16.9/27	13.3/21	NO PROGRAMING
8:00	57. FBI: Untold Str. 9.9/17	23. Evening Shade 14.1/24	27. Fresh Prince 13.6/23	
8:30	46. Amer Detective 10.7/17	15. Major Dad 15.6/25	28. Blossom 13.5/21	
9:00		2. Murphy Brown 19.6/29		
9:30	54. ABC Monday Night Movie—Stormy Weathers 10.2/16	6. Designg Wmn 17.7/27	29. NBC Monday Night Movie—Trial: Price of Passion, Pt. 2 13.2/21	
10:00		9. Northern Exposure 17.1/28		
10:30				
TUESDAY	17.1/27	11.4/18	12.8/20	NO PROGRAMING
8:00	11. Full House 15.9/26		19. NBC Movie of the Week—Perry Mason: The Case of the Reckless Romeo 14.7/23	
8:30	3. Home Improvmt 19.3/30	39. CBS Tuesday Movie—Coming to America 11.5/18		
9:00	1. Roseanne 20.8/31		63. Dateline NBC 9.1/15	
9:30	5. Coach 17.9/27			
10:00	22. Peter Jennings Reporting 14.2/24	46. Rescue: 911 10.7/19		
10:30				
WEDNESDAY	11.2/19	12.2/20	11.6/19	NO PROGRAMING
8:00	36. Wonder Years 12.1/22	69. Royal Family 7.4/13	10. Unsolved Mysteries 16.3/28	
8:30	42. Doogie Howser 11.1/18	66. Davis Rules 7.9/13		
9:00	26. Home Improvmt 13.7/22	31. Jake and the Fatman 12.9/20	40. Seinfeld 11.4/18	
9:30	37. Coach 12.0/19		52. Seinfeld 10.4/16	
10:00	64. Whitney Houston: My Life 9.0/16	11. 48 Hours 15.9/28	68. 1st Person with Maria Shriver 7.6/13	
10:30				
THURSDAY	12.3/20	7.8/13	14.0/23	13.3/21
8:00		55. Top Cops 10.0/18	49. Cosby 10.5/18	35. Simpsons 12.4/22
8:30	42. Columbo 11.1/18		32. A Diffmt World 12.7/21	33. In Living Color 12.5/21
9:00		69. CBS Thursday Movie—Sea of Love 7.4/12	7. Cheers 17.4/27	23. Beverly Hills 90210 14.1/21
9:30			16. Wings 15.1/23	
10:00	20. Primetime Live 14.6/24		23. L.A. Law 14.1/23	
10:30				
FRIDAY	10.5/19	8.4/16	14.6/27	5.4/10
8:00	40. Family Matters 11.4/23	74. Mom Knows Best 6.4/13	60. I Witness Video 9.5/19	76. America's Most Wanted 6.1/12
8:30	45. Step By Step 10.8/21			78. Sightings 5.8/10
9:00	57. Dinosaurs 9.9/18	61. Miss Universe Pageant 9.4/17	8. Matlock 17.2/30	83. Hidden Video 2 3.6/6
9:30	57. Baby Talk 9.9/17			
10:00	49. 20/20 10.5/19			
10:30				
SATURDAY	7.2/14	6.6/13	14.9/29	6.8/13
8:00			4. Golden Girls 18.9/38	76. Cops 6.1/13
8:30	79. ABC Saturday Night Movie—Caddyshack II 5.7/11	73. CBS Saturday Movie—Major League 6.8/13	13. Empty Nest 15.8/30	69. Cops 2 7.4/14
9:00			21. Empty Nest 14.5/27	72. The Last Godfather: John Gotti 6.9/13
9:30			49. Dame Edna's Hollywood 10.5/20	
10:00	53. The Commish 10.3/20	75. Trials of Rosie O'Neill 6.3/12		
10:30				
SUNDAY	9.5/17	15.4/28	10.9/20	7.4/13
7:00	67. Life Goes On 7.7/16	17. 60 Minutes 15.0/31		82. Payback 3.9/8
7:30			65. NBA Playoff—Chicago at New York 8.6/18	81. Parker Lewis 4.3/9
8:00	37. Am Fun Hme Vid 12.0/22	17. Murder, She Wrote 15.0/26		55. In Living Color 10.0/18
8:30	46. Am Fun People 10.7/18			44. Simpsons 11.0/19
9:00		13. CBS Sunday Movie—In My Daughter's Name 15.8/27		33. Married w/Childn 12.5/20
9:30	61. ABC Sunday Night Movie—Sexual Advances 9.4/16		30. Saturday Night Live: All the Best 13.1/22	65. Herman's Head 8.4/14
10:00				79. Std by Your Man 5.7/10
10:30				83. Get a Life 3.6/6
WEEK'S AVGS	11.1/19	11.4/20	13.1/22	8.1/14
SSN. TO DATE	12.1/20	13.5/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

SATURDAY NIGHT'S ALL RIGHT FOR NICKELODEON

Saying broadcasters ignore kids, network will extend children's programing to evening

By Rich Brown

Nickelodeon, charging that its core audience of 8- to 15-year-olds is currently being underserved by the broadcast networks on Saturday nights, will launch its own prime time block beginning Aug. 15.

"The broadcast networks have virtually ignored our audience on Saturday nights," says Geraldine Laybourne, president, Nickelodeon/Nick at Nite.

"The kids and families are there, but they aren't being served."

Nickelodeon will bump out two hours of its Nick at Nite schedule on Saturday nights to accommodate the block, which will include two Nickelodeon staples (*Clarissa Explains It All* and *The Ren & Stimpy Show*) and two new series (*Roundhouse* and *Are You Afraid of the Dark?*). The block will be launched with a \$20-million marketing campaign similar to the one that was used to kick off Nickelodeon's successful Sunday morning cartoon block.

The broadcast networks, which have consistently tried family programming on Saturday nights, responded quickly last week to charges that the children's audience was being underserved.

"The general feeling that children aren't watching television on Saturday night because there is nothing to watch is wrong," says David Poltrack, senior vice president, planning and research, CBS. "They are watching, but they're distributed over a wide range of alternatives."

Poltrack says Nickelodeon's prime time lineup will have to compete with the same alternatives that the broadcast networks have to compete with for that audience, such as The Disney Channel and movies on independent stations.



Nickelodeon's 'Ren & Stimpy' cartoon, part of network's two-hour Saturday night block

Poltrack says CBS, which has not yet released its fall schedule, is looking at pilot alternatives that could go toward children or older adults.

Initial reaction to Nickelodeon's Saturday block from some ad agency executives was positive.

"I think it's an intelligent move," says David Marans, senior vice president, J. Walter Thompson.

"Surely, there are millions of viewers at home on Saturday nights, especially kids who are clearly not being entertained by the broadcast networks. Based on network ratings, Saturdays 8 p.m. to 10 p.m., there's wonderful potential."

There was some speculation by members of the advertising community that Nickelodeon's prime time entry could be a defensive move against Turner Broadcasting's upcoming Cartoon Network, the 24-hour service that launches on Oct. 1. But Nickelode-

on's Laybourne says the plans for the Saturday night expansion have been on the drawing board for more than a year.

Asked whether Nickelodeon could eventually expand to other nights of the week, Laybourne responded: "We have hopes of all different kinds, but this is our first night out and we'll see how it goes."

Laybourne emphasized that the Saturday night move does not represent any waning interest in Nick at Nite, MTV Networks' classic sitcom network. Nick at Nite recently acquired additional programming and kicked off a promotional tour featuring comic Dick Van Dyke.

"We are not taking our foot off the gas on Nick at Nite at all," says Laybourne.

The four Saturday night series will be shown only in that time slot, except for *Ren & Stimpy*, an offbeat cartoon

series about a Chihuahua and a cat, which will also run in its current Sunday morning time slot. Nickelodeon has ordered 13 episodes of each of the four series, and some of the older episodes from the returning series will likely be rolled into Saturday night as well. Laybourne declined to discuss

any costs associated with Nickelodeon's move into Saturday nights.

The weekly block will open at 8 p.m. ET with *Clarissa Explains It All*, the critically acclaimed sitcom about the life of a teenager. That will be followed at 8:30 by the new teen-oriented variety show *Roundhouse*, creat-

ed by former *In Living Color* head writer Buddy Sheffield. Starting at 9 p.m. will be *Ren & Stimpy*, and closing out the night will be a new half-hour anthology series, *Are You Afraid of the Dark?*, about a group of kids who gather around a campfire to tell ghost stories. ■

AD REVENUES DROP IN 1ST QUARTER

By Rich Brown

Cable network ad sales for first-quarter 1992 showed an uncharacteristic drop compared with the same period last year. Major categories showing some of the greatest declines included magazines, newspapers and other media; audio and video recordings, and imported cars.

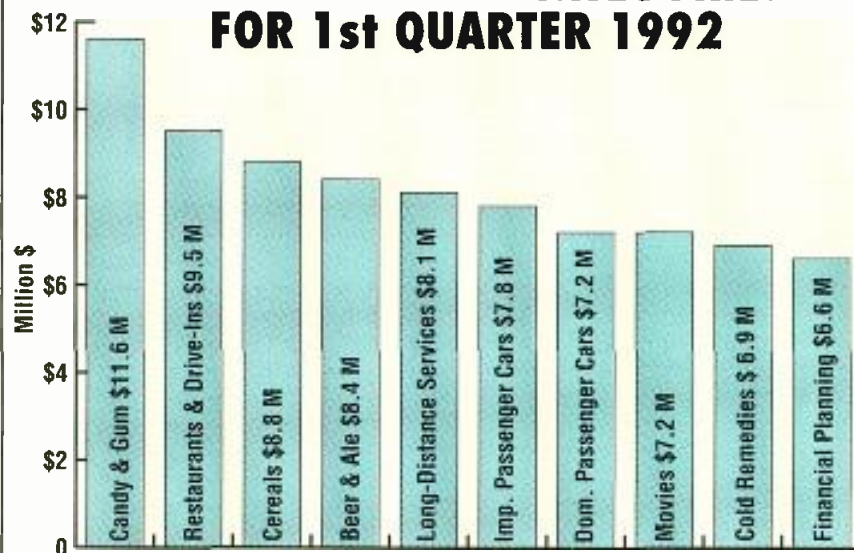
Total cable network advertising for the first quarter was \$280 million, down from \$284 million for the same period last year, according to Arbitron's MediaWatch, which tallies commercials aired on six top cable programming services (CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA).

Although the first-quarter decline was not dramatic—the drop was about 1.5%—it marked a turn from last year's success, when cable networks saw their ad revenue for the year jump from \$1.8 billion to \$2.1 billion. And the just-released results would not appear to support industry growth projections, such as those supplied by the Cabletelevision Advertising Bureau factbook, which show cable network ad sales rising to \$2.5 billion by the end of the year.

"Any comparison to first quarter last year is going to be a little dicey because it was such an anomaly," says Erica Gruen, senior vice president, associate director of TV Information and New Media, Saatchi & Saatchi Advertising, pointing to CNN's success in covering the Persian Gulf conflict.

Among those categories showing declines, magazines, newspapers and other media cut spending on cable net-

TOP-10 CABLE AD CATEGORIES FOR 1st QUARTER 1992



Source: Arbitron's MediaWatch

works to \$3.7 million, down from \$12.1 million in first-quarter 1991. Among other sizable drops was spending by the audio and video recording industry, which fell from \$8.2 million to \$4.6 million. (The category increased its spending by 40% on spot TV advertising, however; see BROADCASTING, May 11.) Also marking a sharp cut in cable network ad spending was the imported car category, which

cut back from \$11.1 million to \$7.8 million.

There was considerable growth in cable network ad spending in some major categories, however, including long-distance telephone companies, which jumped from \$3.3 million to \$8.1 million, and financial planning services, which doubled their cable network ad buys from \$3.3 million to \$6.6 million. ■

SWAP MEETS IN CABLE'S FUTURE

Multiple system operators looking to cluster their holdings will likely move to swap systems in the near future, according to a panel of top cable financial executives speaking at a panel at the NCTA convention in Dallas.

"You will see some meaningful trades in a short period of time," said Alan Gerry, chairman and CEO, Cablevision Industries. But he acknowledged that differences in corporate cultures can present a roadblock to such swap deals.

Swaps are a logical step to follow the growing success of interconnects, said James S. Cownie, chairman and president, New Heritage Associates.

"Many, many trade talks are going on," said Rick Davies, senior vice president of finance for ATC. "They just seem to be virtually impossible to get to the final agreement."

On other topics, the panelists said that the cable industry should not fear taking on leverage as it looks to implement new technology.

"The prudent use of leverage certainly was the reason why the people who built this business were able to build the business," said Gerry. —RB

MAKING WAY FOR BARCELONA

Viewers Choice, Request find room for Triplecast

By Pete Lambert

Viewers Choice and Request TV will each drop one service for 16 days in July to make room for summer Olympics Triplecast pay-per-view satellite distribution.

Just over two months prior to the Barcelona Olympics, NBC completed arrangements for satellite interconnections involving a total of 12 domestic and international satellite frequencies and the unprecedented short-term transponder leases from the 24-hour cable pay-per-view services.

More than 2,000 cable operators will find all three (Red, White and Blue) Triplecast satellite feeds aggregated on Satcom F1R for a 24-hour test followed by 15 days of coverage beginning 5 a.m. Saturday, July 25. To make room on that bird, Request II will go dark and CNBC and Cinemax will move to their permanent replacement bird, Galaxy V, which began operations May 8.

Viewers Choice II will go dark on Galaxy III to make room for a backup Red feed, and Graff will move from one transponder to another on Satcom F4 to accommodate a composite feed. NBC reserved seven Intelsat transponders for combined NBC network and Triplecast backhauls.

A possibly heartening note to Triplecast programmers and distributors: The International Channel and Netlink attracted more than 7,500 buys in March with three World Cup Cricket championship events on home satellite and 60 cable systems in New York, San Francisco, Los Angeles and other major markets. Time Warner Brooklyn/Queens reported 900 buys per event. Only one-third of the systems were International Channel affiliates. TCI-owned Netlink reported 600 home dish buys.

George Leitner, senior vice president for International Channel, said he expects cable operators will now see strong "subscriber potential in the ethnic enclaves of their franchise areas." Netlink, which coordinated the live feeds from Australia, is seeking U.S. PPV rights to European soccer. ■

HEADENDINGS

IN 'STEP'

The Discovery Channel and NBC affiliate KRON-TV San Francisco are teaming to co-produce a weekly science and technology series, *The Next Step*, which will air on both the cable network and the station. The half-hour, to be hosted by KRON-TV reporter Richard Hart, marks the first co-production between a broadcast station and Discovery. Plans call for 13 episodes, with a possible expansion to 78 shows over three years. The series will debut this fall on Tuesday at 9:30 p.m. on Discovery, and will air on KRON-TV at a time to be announced later.

DIGITAL DEALS

Times Mirror Cable has become an equity partner in Digital Cable Radio, the 24-hour cable audio service transmitted to subscribers' stereos via the cable system. Other equity partners include Comcast Cable Communications, Continental Cablevision, Cox Cable Communications, Adelphia Cable Communications and Jerrold Communications. In other DCR

developments, the company has signed a deal with GE Americom to be carried on SATCOM C-3 when the satellite launches in September.

'LOVE' OF A LIFETIME

Lifetime Television has acquired exclusive off-network rights to 56 half-hour episodes of *Anything but Love* from Twentieth Television, beginning this fall. The network also unveiled plans last week for a special, *The Last Laugh*—a comedy special set to debut in September—which was designed to raise awareness for the National Coalition Against Sexual Assault.

FROM FRANCE

French entertainment company Chargeurs has become what was described as a "major" investor in Action Pay Per View, the Los Angeles-based company that reaches 3 million homes. Chargeurs owns production companies and holds financial stakes in British Sky Broadcasting, Pathe Television and AMLF, France's leading distributor of feature films last year.

GI COMPETITORS POISED AT STARTING GATE

Although General Instrument believes it will beat everyone to market with digital satellite video compression hardware by six or more months, several heavy-hitting competitors say they are hot on GI's tail.

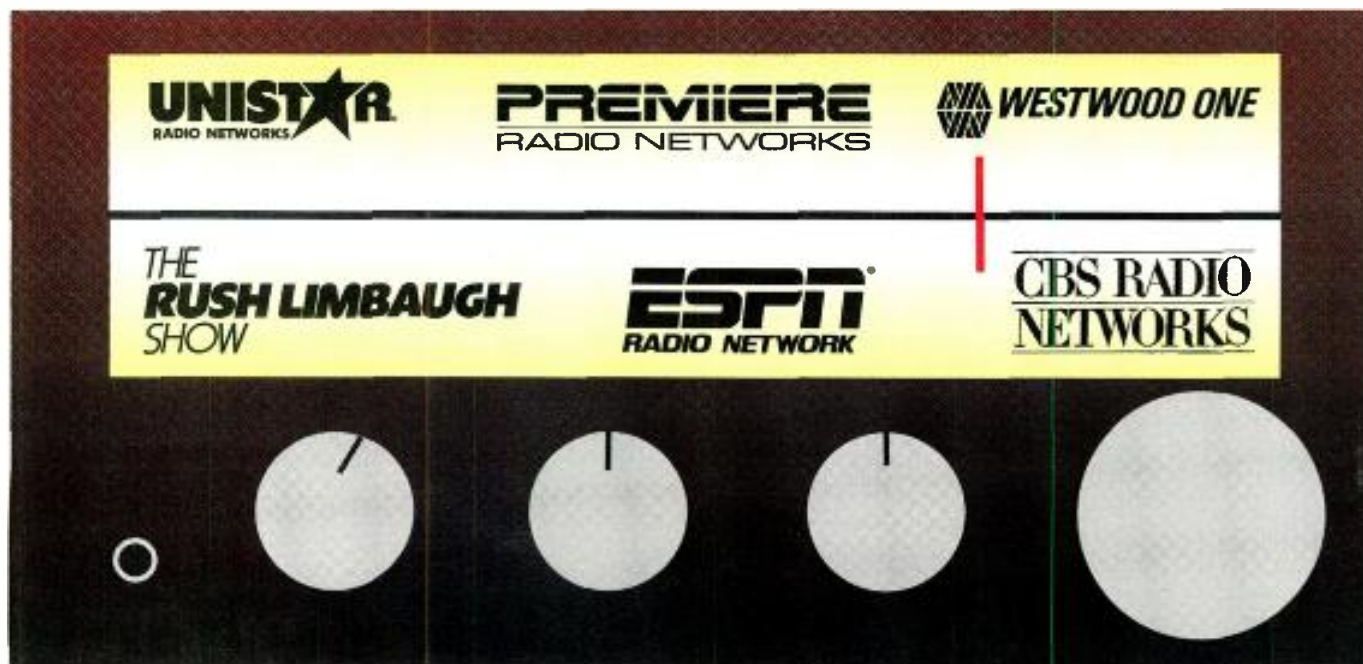
AT&T will supply cable operators with an end-to-end pay-per-view and video-on-demand (VOD) system based on the digital compression system developed with Zenith for HDTV. AT&T will test digital headend-to-converter-box equipment this summer in a Denver suburb with TCI and US West. VOD tests there will allow subs to order from a selection of 1,000 movies and events by remote control.

Compression demonstrations at the NCTA convention came from General Instrument's VideoCipher Division; partners AT&T, Zenith and Scientific-Atlanta, and partners Philips Broadband Networks (formerly Magnavox CATV Systems) and Thomson Consumer Electronics.

Only GI delivered compressed video through a cable system at NCTA. But the Philips-Thomson and the AT&T-Zenith-S-A groups expect to deliver a satellite product by early next year, about six months behind GI, and plan to catch up with a cable compression system by mid- to late 1993.

The systems present distinct differences to CableLabs as it makes its way to recommending industry satellite compression parameters later this summer (BROADCASTING, Oct. 28, 1991). GI uses a proprietary discrete cosine transform system; S-A has developed a significantly different vector quantization system (which leaves more error correction and other signal processing to the receiver); Zenith-AT&T proposes another DCT variation, and Thomson-Philips proposes a system more closely based on the Motion Picture Experts Group's proposed computer standard. —PML

Broadcasting Radio



SYNDICATORS HEAD FOR THE NICHEs

Format fragmentation poses risks for program suppliers, especially small start-ups

By Peter Viles

Facing tough economic times and increased competition from each other, radio syndicators and program networks are struggling to keep pace with the fragmentation of radio formats.

While fragmentation appears to have given syndicators new opportunities, the syndication and network business is by no means booming. Figures compiled by the Radio Advertising Bureau show that network advertising revenue, one measure of the health of program suppliers, was down 6.9% in the first quarter of 1992 from 1991's weak levels. In March alone, network revenues were down 9.2%, RAB reported.

Ed Salamon, president of programming for Unistar Radio Networks, says the uncertain economic climate, combined with the splintering of radio formats, has made the programming mar-

ketplace riskier than ever for suppliers, especially those who are just starting out.

"I think that it's harder to start new programming and easier to fail than it has been at any other time," Salamon says. "You really have to pull together a critical mass of advertising support and station support. And the stations have more choices than they've ever had before, and so do the advertisers."

Gary Landis, vice president, programming at Westwood One, says the trend toward fragmentation presents both obstacles and opportunities for suppliers. The chief obstacle: fragmentation means smaller slices of the audience for each station, which makes it difficult for suppliers to guarantee the audience that advertisers demand. But major programming producers such as Westwood One have an advantage there: they can combine several complementary programs into

one package that delivers the audience an advertiser wants.

For example, Westwood One offers three varieties of concert programs that, put together, provide advertisers with one vehicle. The programs are *In Concert*, a mainstream, album-oriented rock show; *In Concert: New Rock*, which leans toward alternative music, and *In Concert: High Voltage*, which leans toward hard rock.

Similarly, Westwood One now markets two complementary versions of Casey Kasem's weekly countdown program, one for contemporary hit stations and another for adult contemporary stations.

"Competitively speaking, there are many companies that can produce alternate versions with one or two of their programs," Landis says. "But there are very few who have the capacity to handle this across their entire menu of programming."

"Companies like Westwood One



Them.



Us.

PREMIERE

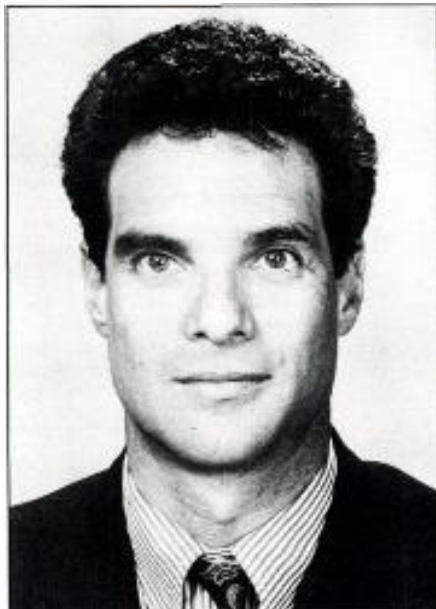
RADIO NETWORKS

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American Comedy Network's Maggie Dugan: "We've had fewer drops in the last 12 months than we had in the previous 12 months, but we've had fewer replacements too, because it's been more difficult for stations to find the cash for programming."



Premiere Radio Networks' Steve Lehman: "In tough economic times, the last thing radio owners are going to do is pay cash for a product when they can barter it."



Satellite Music Network's David Kantor: "Satellite services still have not made many inroads in the top 10 markets, although that's starting to change. New Orleans clearly shows that the right format in the right marketplace can perform if it's executed correctly."

are in a position to do that universally," Landis says. "When you start talking about smaller companies, I think they are capable of doing it on a boutique basis, maybe with one or two of their programs."

One such smaller syndicator, the American Comedy Network, is responding to the tight market and fragmentation by producing interactive comedy programming that stations can tailor to their own formats and their own needs.

"We're doing a lot more material now that radio stations can customize," says Maggie Dugan, president

and general manager of the network. "We're trying to create as many opportunities as possible for the disk jockeys to put their own stamp on it and mold what we do into their own format."

The network's interactive programming ranges from song parodies that can be tailored to fit a specific market to jokes that come in two versions, "hot" and "mild."

Like many small- to medium-sized syndicators, American Comedy Network sells its programming for cash only—a true challenge at a time when stations are seeking to cut costs and

would rather trade unsold inventory for programming. Dugan says ACN's affiliate list has stabilized at about 300, but the marketplace remains soft for cash programming.

"We've had fewer drops in the last 12 months than we had in the previous 12 months, but we've had fewer replacements too, because it's been more difficult for stations to find the cash for programming," she says, adding: "I don't think that's any secret to anybody."

Steve Lehman, president, Premiere Radio Networks, says the trend toward fragmentation of formats has fundamentally altered the way stations shop for syndicated programming.

"In general terms, radio stations are no longer looking for long-form programming to fill a daypart, particularly in major markets," he says. "The programming has to really fit and answer the needs of the individual niche that the station happens to be in, even within formats."

In addition, he says, most stations don't want to pay cash. "In tough economic times, the last thing radio owners are going to do is pay cash for a product when they can barter it," he says.

Several observers of the programming



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marketplace agreed that cost-cutting at stations, combined with the development of niche formats, has created new demand for 24-hour, satellite formats, even in larger markets.

"In the past, the 24-hour formats were perceived as being for stations that had no money, that were essentially losers," says Corinne Baldasano, vice president, programming, ABC Radio Networks. "I don't think anybody perceived those formats as being anything other than that. But Satellite Music Network [a Capital Cities/ABC Inc. company] has been getting some major successes in some major markets."

SMN and Unistar have been quick to trumpet the successes of some of their 24-hour formats. Unistar now raves about its "Hot Country" format and its country countdown programs, which have benefited from country's current boom. SMN, meanwhile, points to the surprising success of two of its 24-hour "niche" formats in certain large markets, notably "The Touch" at KMEZ(FM) New Orleans and "Z-Rock" at KJZY(FM) Dallas.

In New Orleans, "The Touch," an urban adult-contemporary format, helped KMEZ increase its 12-plus share from 3.2 in the fall 1991 Arbitron ratings to 6.3 in the winter 1992 book, good for 6th place in the market. In the key 25-54 demographic, KMEZ was tied for the highest share in the market in the winter book.

In Dallas, meanwhile, SMN's "Z-Rock," a younger-skewing, current-rock programming format, helped KJZY vastly increase its 12-plus share from 0.4 in the fall 1991 book to 2.6 in winter 1992.

"In major markets, the fragmentation is helping us," says SMN President David Kantor, referring to market sizes 15 to 50. He adds: "Satellite services still have not made many inroads in the top 10 markets, although that's starting to change. New Orleans clearly shows that the right format in the right marketplace can perform if it's executed correctly."

Unistar's Salamon, meanwhile, says the rush to niche formats may be somewhat overstated. "In most cases," he says, "the best opportunity for a station is still with a major format. Most of the popular stations are following what I would call standard formats."

Media broker Tim Menowsky says several factors point to continued

CBS TURNS TO TALK FOR FIRST TIME

CBS Radio announced last week it is entering the burgeoning field of talk radio for the first time. CBS's first foray into nationwide talk will be *The Gil Gross Show*, a three-hour program that will air Monday through Friday evenings, beginning late this summer.

The move will finally allow CBS to compete against talk shows aired by ABC Radio Networks and Westwood One's Mutual Broadcasting System.

Gross, a substitute anchor for ABC's Paul Harvey since 1988, has worked in radio for 25 years, recently as afternoon drive host on WOR (AM) New York from 1989 to 1992, and as host of morning *Newstalk* broadcasts on WABC(AM) New York from 1986 to 1988.

Robert Kipperman, vice president and general manager of the CBS Radio Networks, said Gross's show "adds a new dimension to the CBS Radio Networks programming schedule."

"We couldn't be more pleased to have Gil join our staff," Kipperman said. "He is an intelligent, inquisitive, perceptive individual whose years of success in our business are easily measured by the accolades and awards he's received."

-PV

growth of satellite formats, among them the cost-cutting mentality at the station level and the trend toward consolidation within the industry, either through local marketing agreements or through multiple ownership under the FCC's new ownership limits.

Further, he said, increased fragmentation plays into the hands of syndica-

tors, because stations are increasingly willing to accept smaller shares.

"Another trend I see is that, with the phenomenal number of stations out there today, you just don't have enough talent to go around—on-air talent, sales talent and management talent. We just don't have enough of it."

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WILL OWNERSHIP CHANGES BOOST SYNDICATORS?

Networks aggressively pitch satellite formats to stations with local marketing agreements

By Peter Viles

Radio syndicators and program networks are keeping a close eye on changes in radio ownership limits, hoping that consolidation of ownership will result in increased demand for syndicated programming.

Already, the proliferation of local marketing agreements, or LMA's, has demonstrated that syndicators can capitalize as station owners enter joint ventures and look to cut costs.

"All of us in the format syndication business are looking at multiple ownership as an area in which we can really help, especially where the multiple ownership is being done sort of like LMA's, where there's a cost factor involved," says Tom Casey, vice president, programming at Broadcast Programming, a Seattle-based syndicator.

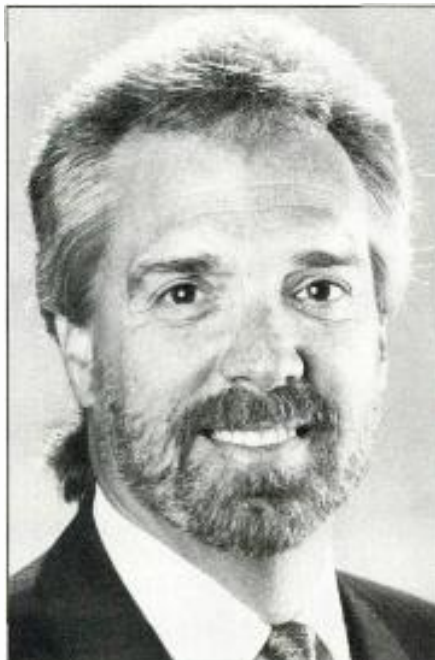
While the suppliers of 24-hour satellite programming say they see opportunities in the new ownership rules, other observers aren't so sure. Norm Pattiz, chairman and chief executive officer of Westwood One, maintains the ownership changes will have little effect on the demand for programming.

Pattiz sees increased competition at the local level, which would leave little room for 24-hour formats to make inroads in major markets.

Consolidation means "local broadcasting is going to become more competitive," Pattiz says. "Just because you're selling stations in combination doesn't mean that the programming isn't still what you're ultimately selling."

The Satellite Music Network has moved aggressively to take advantage of LMA's, pitching its 24-hour niche formats as the best way for a controlling station to program a second. SMN President David Kantor says the network usually advises stations to use niche programming to pursue one of two strategies: program the LMA partner to strengthen the first station's hold on a particular demographic group or to strengthen the first station's hold on a broad-based musical format.

SMN is trumpeting the success of a three-way LMA in New Orleans in which one of the stations, KMEZ(FM), nearly doubled its 12-plus share after switching to SMN's urban adult-con-



Westwood One's Norm Pattiz: "Just because you're selling stations in combination doesn't mean that the programming isn't still what you're ultimately selling."

temporary "The Touch." SMN points to even more dramatic gains within certain demographic groups.

"It no longer matters in the market whether you're number one 12-plus," Kantor says. "What matters is whether you're competitive within a certain demographic."

Kantor says the network plans a similar marketing blitz to take advantage of syndication opportunities created by multiple ownership within a single market.

"Once duopolies exist, hopefully in August, we will fully market our formats as a duopoly strategy," he says.

"We've seen a lot of interest in our formats from companies either involved in LMA's or looking for joint ownership opportunities," says Ed Salamon, president of programming for the Unistar Radio Networks. Partly because of LMA's, Salamon says, "the 24-hour satellites are probably the fastest-growing segment of the network business right now."

Media broker Tim Menowsky says satellite formats work perfectly in LMA's where the controlling station is looking to bring a new niche format into the market at minimal cost.

"Let's say you're a full-service



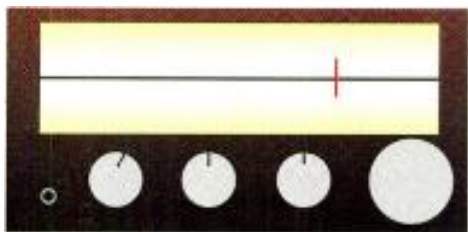
Media broker Tim Menowsky: "A satellite format is a very good way to [fill a gap in the market]....And in many cases, the networks are paying compensation, too."

adult-contemporary station and you want to fill a lite AC hole in your market," he says. "A satellite format is a very good way to do that with very low overhead. And in many cases, the networks are paying compensation, too. That's a pretty good deal for a station."

Corinne Baldassano, vice president, programming at ABC Radio Networks, says the changing landscape of radio ownership will probably cause some affiliate relations problems for networks as they try to take advantage of new opportunities and shuffle their affiliates in certain markets.

"It will probably be very good for syndicators," she says. "The problem is, you don't want to annoy the stations you're already on. I imagine it will get trickier."

Overall, however, Baldassano says the advent of multiple ownership within a single market could dramatically increase the demand for syndicated programming. "It opens up more possibilities for developing more programs," she says. "It might enable us to develop more niche programming. We might be in a position to develop programs that are going to be on 100 stations rather than 500." ■



PROGRAM SUPPLIERS & THEIR OFFERINGS

ABC Radio Networks

New York
(212) 456-5200
News, sports (through ESPN Radio Networks), weekly long-form music shows, talk.

Alternative Programming Inc.

Dallas
(214) 521-4484
Long-form and 24-hour music programming ranging from Christian to AOR.

American Comedy Network

Bridgeport, Conn.
(203) 384-9443
Short-form comedy, parody songs.

American Urban Radio Networks

New York
(212) 714-1000
News, sports, music countdowns, music specials, public affairs.

America's Radio Network

Baltimore
(410) 363-0194
24-hour talk; weekend specialty programs deal with environment, car, travel, pets.

Associated Press Broadcast Services

Washington
(202) 736-1100
News, sports, business, agriculture, features, entertainment, public affairs.

Bailey Broadcasting Services

Los Angeles
(213) 969-0011
Black-oriented music including gospel and rap; celebrity interviews, music, black history specials.

Bonneville Broadcasting System

Northbrook, Ill.
(708) 291-0110
AC and easy listening music formats.

Dick Brescia Associates

New York
(212) 302-1100
When Radio Was, short-form programming from radio's past: satirical commentary by Stan Freberg.

The Broadcast Group

Washington
(202) 337-3111
Leonard Maltin on Video, and *Face Off*, a political debate featuring U.S. Senators Ted Kennedy (D-Mass.) and Alan Simpson (R-Wyo); both five times a week.

Broadcast Programming Inc.

Seattle
(206) 728-2741
35 separate musical formats; special music shows.

CBS Radio Networks

New York
(212) 975-3615
News, sports, Hispanic programming, information features; weekly music programming including *Cruisin' America* and *On the Move*.

CD Media

New York
(212) 836-4425
Rick Dees' Weekly Top 40, Satellite Comedy Network, *Sonny Bloch's Business Journal*, *The Sonny Bloch Show*.

Champion Productions USA

San Francisco
(415) 434-8300
Sports Byline USA, live, nightly sports call-in show.

Christian Broadcasting Network

Virginia Beach, Va.
(804) 424-7777
News, talk, information, music targeted to Christian listeners.

CKW & Associates

North Hollywood
(818) 985-4743
Louis L'Amour Theater, hour-long weekly Western drama.

Lita Cohen Radio Service

Merion, Pa.
(215) 668-0722
Two-hour weekly *Big Band Jump*, offered on barter basis.

Concept Productions

Roseville, Calif.
(916) 782-7754
Full-service programming with live music formats, available on tape or with air personalities.

Creative Radio Network

Thousand Oaks, Calif.
(805) 379-4012
In 20th year of syndication, produces and distributes all formats, including specials and weekly programming on CD and vinyl.

CRN International

Hamden, Conn.
(203) 288-2002
Exclusive rights to Wimbledon Tennis updates via satellite; ski/beach condition reports.

Ron Cutler Productions

Los Angeles
(310) 478-2166
Long-form programs, two distributed by CBS Radio networks; *Scott Shannon Show*.

Daynet Inc.

New York
(212) 787-2110
Offers satellite-delivered talk programming.

DC Audio

Washington
(202) 544-2533
Produces *Daily Feed*, 90-second political satire vignettes.

DIR Broadcasting

New York
(212) 371-6850
Produces and distributes youth-oriented programming, music specials and live music simulcasts.

EFM Media Management

New York
(212) 661-7500
Distributes long- and short-form talk-oriented programs via satellite.

Entertainment Radio Networks

Malibu, Calif.
(310) 456-7679
Distributes long- and short-form top 40, country, news-talk, classical programs, and specials via satellite, reel-to-reel, vinyl, CD.

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Far West Communications

Burbank, Calif.
(800) 783-2946; (818) 566-7003
Delivers nostalgia, contemporary formats via DAT cassette or reel-to-reel analog, maintains custom audiophile music library delivered on DAT cassette.

Financial Media Services Inc.

Atlanta
(404) 524-3830
Your *Personal Finance*, daily two-minute financial advice program.

Finger Lakes Productions

Ithaca, N.Y.
(607) 273-0317
Short-form informational programing including environmental tips, features on finance, bird watching, pets.

Global Satellite Network

Sherman Oaks, Calif.
(818) 906-1888
Originates weekly talk shows targeted to AOR stations and specials spotlighting AOR acts.

Images Communications Arts Corp.

Jericho, N.Y.
(516) 939-2990
Produces and distributes long- and short-form programs on cash and barter basis, syndicates "old time" series.

Jameson Broadcast Inc.

Washington
(202) 328-3283
Produces and syndicates promotional features, on-air contests; exclusive representative for Zapnews.

Jones Satellite Audio

Englewood, Colo.
(800) 876-3303
Easy listening, AC, soft hits, golden oldies, country.

KCSN(FM)

Northridge, Calif.
(818) 885-3090
Noncommercial station of California State University, Northridge; produces and distributes one-hour weekly classical music countdown show via satellite.

Ben Manilla

San Francisco
(415) 421-1220
CHR, AC, classic rock, comedy, sports.

Media America

New York
(212) 302-1110
AC, news-talk-information, rock, classical jazz, new age, comedy, country.

Melcor

New York
(212) 972-1030
Big band, nostalgia.

Charles Michelson Inc.

Beverly Hills, Calif.
(310) 278-7932
Vintage radio of '30s-'50s

MJI Broadcasting

New York
(212) 245-5010

Rock, country, sports, comedy.

MRN Radio

Daytona Beach, Fla.
(904) 254-6760
Live coverage of NASCAR auto racing, news and talk shows about auto racing.

Musical Starstreams

Sedona, Ariz.
(602) 204-1989
Progressive new age.

Musicworks Inc.

Franklin, Tenn.
(800) 251-9000
Country, AC.

The Nashville Network Radio

Nashville
(615) 871-6725
Country countdown program, *The Nashville Network Review*, hosted by Lorianne Crook and Charlie Chase.

North American Network

Washington
(202) 265-3689
Health, consumer news.

Olympia Broadcasting

St. Louis, Mo.
(314) 727-8900
Country, comedy, sports.

Orange Productions

Narberth, Pa.
(215) 667-8620
Big band.

PIA Radio Network

Chicago
(312) 943-8888
Sports, public affairs.

Premiere Radio Networks Inc.

Hollywood, Calif.
(213) 467-2346
CHR, country, rock, gold, AC.

Promedia

Northvale, N.J.
(201) 768-7900
Country.

Radio Express

Los Angeles
(213) 850-1003
CHR, AC, AOR, urban, country.

Radio Programing & Management

Orchard Lake, Mich.
(800) 521-2537; (313) 681-3936
Easy jazz, easy listening, country, MOR nostalgia, spectrum AC.

Radio Today Entertainment

New York
(212) 581-3962
Classic rock, dance music series to radio in Japan, classical.

Sam Shad Productions

Reno, Nev.
(702) 356-3906
Special-interest programing (cooking, weather, gardening), business/political commentary, skiing, entertainment/film review short-form show.

Satellite Music Network

Dallas
(800) 527-4892; (214) 991-9200

Oldies, hard rock, country, MOR, AC, CHR, urban AC.

SJS Entertainment Corp.

New York
(212) 370 9460
Weekly music programing ranging from Frank Sinatra to country to live performances; daily, short-form information and entertainment program.

Sports Entertainment Network

Las Vegas
(702) 451-3131
Sports-oriented features, talk programs.

Star Communications

Cambridge, Mass.
(617) 494-0848
Mostly sports. Daytime programing includes call-in shows, scores, trivia, wrap-ups, sports hall of fame ceremonies.

Superadio Limited Partners

Southboro, Mass.
(508) 485-3500
Top-40.

Syndicom

San Luis Obispo, Calif.
(805) 543-9214
Comedy editorials, vintage-contemporary jazz, country.

Morris Trumble & Associates

New York
(212) 693-2633
Ski/beach condition reports, leisure activity reports (fairs-festivals), Christmas music program.

Unistar Radio Networks

New York
(212) 247-1600
Long-form programing with eight satellite-delivered 24-hour-per-day formats, news, CNBC Business Radio, CNN Radio, shows in variety of formats including nostalgia, CHR, classic rock, AC, oldies, country, adult rock, special blend.

United Press International Radio Network

Washington
(800) 777-5336; (202) 898-8111
News, Washington legislative panel discussions, sports, business, weather.

Vanguard Audio Features Inc.

Birmingham, Ala.
(205) 939-0800
Short, daily features on personal performance, parenting and holidays.

Vision Broadcasting Network

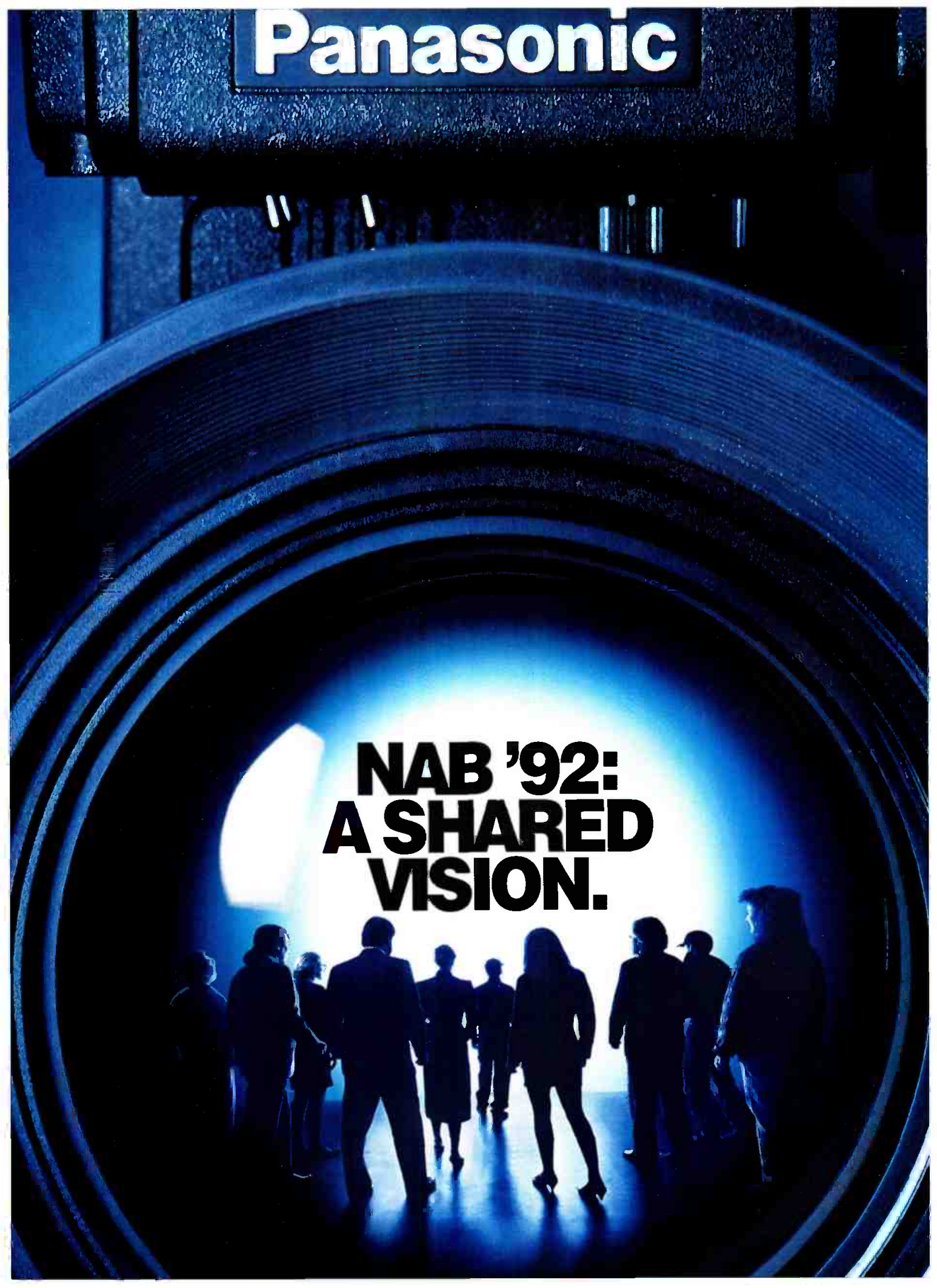
New York
(212) 662-8610
Rock, AOR, showcases upcoming rock artists and groups, musician interviews, live musical events.

Westwood One Radio Networks

Culver City, Calif.
(310) 204-5000
News, information, entertainment, business, science, travel, talk, top-40, classical, MTV News, rock, country formats.

Zapnews

Fairfax, Va.
(800) 800-5100
News wire service.



Panasonic

NAB '92: A SHARED VISION.

DIGITAL CAMERAS



AQ-11D

Television professionals have a clear vision: they're optimistic about their ability to meet challenges—today and tomorrow—

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At the 70th Annual Convention of the National Association of Broadcasters, Panasonic Broadcast & Television Systems Company shared our interpretation of this vision with television professionals from all over the world. Now, we want to share it with you.

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Panasonic's vision originates with an exclusive range of DSP cameras offering:

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- Fiber optic links that deliver 4 fsc output more than 20,000 meters
- Seamless integration to analog and digital recorders



AQ-225

AQ-11D FOR ENG/EP

The AQ-11D uses three ultra-sensitive, 400,000 pixel Interline Transfer CCDs with On-Chip Lens, producing 750 lines of horizontal resolution at f8.0 with 2000 lux and a signal-to-noise ratio of 62 dB. Available 4 fsc digital output

adaptor connects to digital VTRs like Panasonic's AJ-D320 field portable system. The AQ-11D will be available in June.

AQ-20D FOR PRODUCTION

The AQ-20D uses three 400,000 pixel FIT CCDs. Typical performance is 750 lines of horizontal resolution at f8.0 with 2000 lux and a signal-to-noise ratio of 62 dB. The AQ-20D connects to a new stand alone adaptor that provides 4 fsc output. This serial composite digital output can feed any portable composite digital recorder, like Panasonic's AJ-D320. The AQ-20D is available now.



AQ-20D

AQ-225 STUDIO/FIELD CAMERA HIGHLIGHTS POWER OF FIBER OPTIC LINK

The AQ-225 Studio/Field camera is one of the first commercially available cameras to provide a 4 fsc composite digital output.

With a new wide bandwidth optical fiber cable link, the full 4 fsc signal can be sent more than 20,000 meters without deterioration. Deliveries of the NTSC AQ-225 are expected to begin by the end of the second quarter of 1992.



AJ-D310

WV-F500: COMPACT DIGITAL SIGNAL PROCESSING CAMERA

The WV-F500 achieves 700 lines of horizontal resolution, signal-to-noise ratio greater than 62dB and high sensitivity of f8 at 2,000 lux.

The WV-F500 forms a compact camera/recorder when docked to the new AU-45H EnHanced Series MII dockable VTR. The DSP camera also docks with the AG-7450 S-VHS dockable VTR.



AJ-D310: THE D-3 DIGITAL VIDEO CAMERA/RECORDER

With the AJ-D310 camera/recorder, the first of its type, there's a one-piece digital processing camera and a 1/2-inch composite digital D-3 recorder for the most demanding field production.

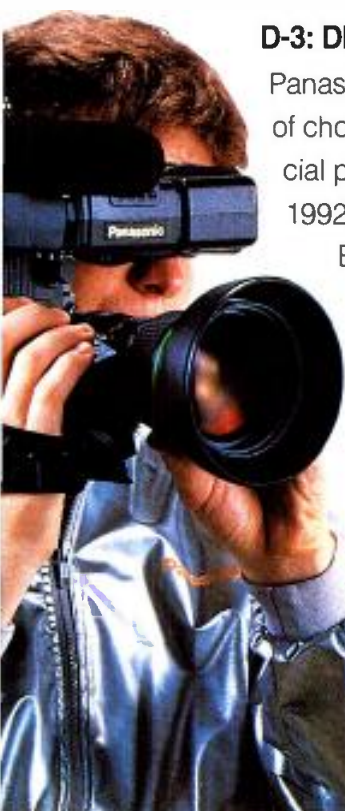
D-3: DIGITAL THAT WORKS

Panasonic's D-3 is the digital of choice. Selected as the official production format for the 1992 Olympic Games in

Barcelona, D-3 continues to win in competition.

Whenever users of older composite digital technology have been invited to try

D-3, they've chosen D-3 for their digital recording needs.



M.A.R.C.: SYSTEMS FOR THOSE WITH A CONTROLLING INTEREST

New Matsushita Automation Interface (M.A.I.F.) software, used with the M.A.R.C. Type III system with 10 internal VTRs, is ideal for facilities requiring complex functions like several simultaneous full-channel outputs.

The economical M.A.R.C. D-Card system holds two D-3 VTRs and 35 cassettes and can be expanded to hold four VTRs.

This year there's new capabilities like Multi-Station software that allows more than one station to simultaneously air two or more channels with common program material and



Automatic Conflict Resolution software that identifies possible sequence conflicts and automatically records those breaks on up to two external VTRs for later playback.

AJ-D320: THE FIELD PORTABLE D-3 VTR

The AJ-D320 1/2-inch composite digital VTR is a compact field design ideal for ENG/EFP applications. The system takes two units of the AU-BP402 battery or the Anton (Bauer) Magnum 14. Low power consumption supports up to 64 minutes of continuous operation on a single charge. The AJ-D320 Field Portable VTR will be available third quarter of 1992.



DIGITAL SYSTEMS



DIGITAL VIDEO SYSTEMS THAT STAY WITH YOU FROM START TO FINISH

Panasonic customers want our technology to stay with them all the way—from this moment to the next. No gaps. No blind alleys. No surprises except pleasant ones. When we've seen a technical gap, we've bridged it, so that when you see a niche, you can fill it with confidence.

AS-D700: A COMPOSITE DIGITAL SWITCHER WHERE YOU NEED IT

The AS-D700 creates a new trend in digital switchers. The AS-D700 is a 4-bus, multi-level single M/E system providing 10 video inputs, color black and 2 color backgrounds. The 4-bus configuration offers Preset, Program, and two key levels. Easily integrated into existing analog and digital systems, optional parallel digital and analog I/O boards allow a total of 27 inputs. Inputs can be assigned to any crosspoint.

Post production interface is provided through serial RS-232D/422 and 5 GPIs. The AS-D700 production switching system will be deliverable in October 1992.

AU-A950: EDIT CONTROL IN TODAY'S ANALOG/DIGITAL ENVIRONMENT

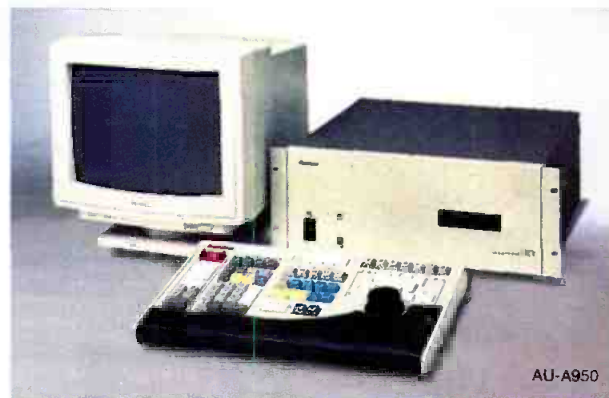
Panasonic has developed the AU-A950 Production Edit Controller to address the needs

of modern post-production facilities for systems that can handle digital and analog sources.

The AU-A950 combines ease of use with powerful flexibility. With direct control of up to 5 VTRs, switcher, mixer, and EDL, the AU-A950 is the perfect choice for on-line editing. Its low cost, programmable configurations, frame accurate slow-motion control and powerful list management make the AU-A950 a perfect off-line choice, too.

Editors have complete control of a four channel audio system. Split edits may be performed with splits on any and all of the channels in an MII or D-3 system. D-3 Cue channel insertion is also possible from the controller.

List Management is provided using standard industry procedures. The system has a 2000 event memory, 8 programmable keys and storage of EDLs and system configurations on a 3.5 in. floppy disk drive.



Deliveries of the AU-A950 Multi-Source Time Code edit controller are expected to commence July 1992.

DIGITAL RATE AND FORMAT CONVERTER: A SIGNIFICANT DEVICE FOR A NON-TRIVIAL TASK

Using newly-developed LSIs, the AJ-IA13P converts the video signal between digital video component signal format (CCIR 601) VTRs to digital composite signal format (4 fsc) D-3 VTRs and other ancillary digital equipment. An optional audio board for the AJ-IA13P allows embedded audio to be handled and separated from the incoming signal.

The conversion process uses multi-tap digital filters for superb performance. The unit offers as standard serial and parallel digital inputs and outputs, and all adjustments are



carried out in the digital domain.

The AJ-IA13P will be available in the third quarter of 1992.

NEW PRODUCTS THAT BRING THE IDEAL CLOSER:

Today's producer assigns the task to S-VHS, MII, D-3, or component digital for real world reasons. The producer is increasingly unwilling to compromise his craft simply because practical considerations compel a format choice. So, every format and every aspect of every format is just as deserving of our attention as the next. That's why every Panasonic system offers complete capabilities from origination to distribution.

WJ-MX50: ONE SUITE THING

WJ-MX50 is an integrated post-production tool for S-VHS, A/V and other producers needing

control over audio, video and effects.

WJ-MX50 features two-channel digital frame synchronization to permit special effects on each A/B program buss. Audio mixing and



level adjustment is provided for A-bus, B-bus, Aux 1, Aux 2, or Mic/Master.

Digital video effects sequences can be programmed into 8-memory registers for instant recall of frequently used effects. Up to eight effects can be pre-set. A "Multi" effect permits the display of sequenced pictures compressed for 1/4-screen, 1/9th, or 1/16.

The system can be controlled by external edit controllers through the Editing Controller Input using RS-422 or RS-232C serial signals. The WJ-MX50 A/V post-production console will be available in the third quarter of 1992.

WIRELESS MICROPHONE SYSTEM FOR ENG/EFP

The WX-PR410/RP700 Wireless ENG/EFP Microphone System is a diversity wireless system using the UHF/800MHz range. Digital switching assures stable, long range transmission over a 30-channel selection band for interference-free operation even in the most "crowded" situations. The transmitter has a 30mw RF output.



ENHANCED MII

ENHANCED MII: FIFTH GENERATION TECHNOLOGY

Until MII was introduced, small format video didn't have to be as good as it could be. Now, it's better than ever. With 16:9 NTSC recording and playback capability built-in, it's designed to meet the future.

Panasonic Broadcast & Television Systems Company introduced its new EnHanced Series MII products—the fifth generation of MII products from Panasonic demonstrating the company's continuing commitment to this full



NTSC bandwidth, 1/2-inch analog component videotape recording system. The EnHanced Series MII is marketed in the U.S. exclusively as a response to the performance requirements of this market. Its added capabilities will make MII a part of the television production picture well into the next generation.

Because users demand equipment that improves performance and protects the user's capital investment, EnHanced Series MII has features such as three dimensional TBC, an available digital interface and an across the board NTSC 16:9 capability built-in.



A NEW MII STUDIO VTR WITH DIGITAL OUTPUT.

ENHANCED MII: THE VTRS

The AU-45H dockable recorder sets a new standard in compactness, low weight and low power consumption and provides many special features in a dockable MII recorder: auto head cleaning; a built-in character generator and set-up menus; a phantom MIC input/supply; and a record review function, to name a few. The recorder works with a variety of batteries, including NP1, BP402 or Anton Bauer; and built-in self diagnosis helps operators troubleshoot in the field.

The AU-55H portable recorder offers significantly reduced power consumption over earlier models and is optimized for portable



AU-55H

recording, with features such as auto head cleaning; +/- five times normal search speeds, with pic-

ture; a phantom MIC input/supply and a record review function. It features a Y/C (S-Video) output connector and component input checks and



output (BNC x 3), as well as an RS-422 Serial (9 Pin) connection for remote control.

The AU-62H studio player is designed for high-quality studio use as an editing source or viewing machine. It offers +/- 32 times normal search speeds, with picture, for ultra-fast searching. In addition, a manual tape speed override of +/- 15 percent allows editing flexibility. A digital field freeze function provides noiseless stills, with a color framing control during playback for editing.

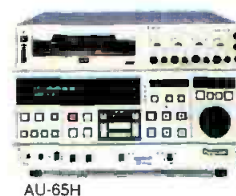
The AU-63H offers all the features of the AU-62H studio player, as well as Auto-Tracking capabilities. Auto-Tracking allows full control of noiseless slow-motion and still playback. A Program Play feature offers noiseless playback from 80 percent to 120 percent of normal speed.

Like the AU-62H, the AU-63H is designed for high-quality studio use as an editing source or viewing machine. It offers +/- 32 times normal search speeds, with picture, for ultra-fast searching. In addition, a manual tape speed

override of +/- 15 percent allows editing flexibility. A digital field freeze function provides noiseless stills, with a color framing control during playback for editing.

The AU-65H studio recorder/editor offers full-feature editing functions, with a special picture-in-picture function for additional editing convenience. With picture-in-picture, only a single monitor is needed in a two VTR editing set-up.

A digital field freeze function produces noiseless stills, and Variable Memory Editing (VME) enables slow-motion player control.



The AU-66H high-performance studio recorder/editor offers full-feature editing for high-quality studio applications. Features include: Noiseless still and slow-motion with Auto-Tracking for quality special effects; a digital field freeze function for noiseless stills and Variable Memory Editing (VME) that provides slow-motion player control.

A new MII studio VTR with digital output offers all the features of the AU-63H, as well as 4:2:2 parallel Digital Output for interfacing to digital environments including D-3 through the use of the AJ-IA13P Digital Rate and Format Converter.





Panasonic Advanced Support System

Panasonic Advanced Support System is just part of a whole new way for us to relate to our customers.

Strictly speaking, PASS is a new interactive information retrieval system from Panasonic Systems Service Group. It provides dealers with immediate access to sales and service information via a real-time direct computer link to Panasonic.

The Panasonic Advanced Support System (PASS) gives Panasonic dealers easy on-line access to technical service information, such as product documentation and service bulletins, so they can provide faster, more accurate and lower cost service to their customers.

As a sales tool, PASS lets dealers quickly retrieve the most current product specifications and images for Panasonic's complete line of audio/video and office automation products. PASS includes on-line parts ordering, inquiry capabilities and electronic mail to Panasonic Sales and Service.

PANASONIC ENHANCEMENT JUST STARTS WITH THE TECHNOLOGY

"EnHanced" refers not only to the new products and features in MII 's fifth generation, but also to the support mechanisms Panasonic provides for total customer satisfaction. Total customer satisfaction doesn't end with sales, but continues

through set-up, training and service.

- **EnHanced Warranty:** Panasonic's standard, one-year parts and labor warranty includes support for the equipment not just from the manufacturer but also from Panasonic dealers. Each Panasonic dealer stands ready to answer any and all customer questions regarding system design, product integration into existing systems, and upgrading systems from S-VHS to MII, and beyond.
- **EnHanced After-Sales Support:** Customers receive reliable maintenance backed by the resources available to Panasonic's vast global service network. Panasonic EnHanced Support Dealer Network consists of fully qualified dealers supported by a special team of Panasonic Broadcast & Television Systems Company professionals.
- **EnHanced Commitment:** For example, Panasonic will be on the line to an MII customer within 60-minutes of an initial report, 24 hours a day, 365 days a year. In the event of a problem, Panasonic is committed to having the user back on-line within 48-hours, with the machine repaired or replaced with a loaner.
- **EnHanced Financing:** A range of special leasing and rental programs are provided through Panasonic dealers. Low-interest and no-interest arrangements are available.

Panasonic
Broadcast & Television Systems Company

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One Panasonic Way, Secaucus, NJ 07094

Washington

JUSTICE, NETWORKS AGREE ON FIN-SYN

Department moves to modify consent decrees to allow financial interest

By Joe Flint

The big three broadcast networks have convinced the Justice Department that consent decree provisions prohibiting them from syndicating and acquiring financial interest in network programs licensed from outside producers are no longer necessary. The department last week filed a memorandum tentatively agreeing to proposed modifications of the decrees (BROADCASTING, July 29, 1991).

But before the networks can take advantage of that and the FCC's relaxation of the financial interest and syndication rules last April, they must convince Judge Robert Kelleher of the U.S. District Court in Los Angeles—where the Justice Department made its filing—to repeal or at least conform the 10-year-old consent decrees to the new fin-syn rules.

A 60-day public comment period to the Justice Department on proposed modifications will likely start this week. Once that ends, the department will have one month to distill the comments and forward them to Kelleher.

The decrees settled antitrust suits brought by Justice against the three networks in the mid-1970's. Kelleher also presided over that consent decree case. Unlike that proceeding, this time the networks and the Justice Department are on the same side.

In its memorandum to the District Court, James Rill, assistant attorney general in charge of the antitrust division, said: "These decrees' provisions, entered in 1978 and 1980, were originally intended to curb the purchasing power of the networks against their program suppliers. The television industry has changed significantly since these decrees were entered. There is no longer any competition

rationale for maintaining restrictions that impede efficient marketplace transactions." The restrictions, Rill said, may actually be "anticompetitive in their effect, since they may be prohibiting conduct which is pro-competitive or competitively neutral."

The networks would like to get the consent decrees modified as quickly as possible so they can take the rules into program negotiations. If everything operates on a normal timetable and the District Court in Los Angeles agrees with the Justice Department, the 1993 program buying season might be a whole new game. Either way, between the consent decree battle about to be waged in Los Angeles and the fin-syn appeals in Chicago, the 1993 buying season will likely have—as one observer put it—a "great deal of regulatory confusion."

Although the Justice Department has now spoken on fin-syn, that does not mean it is out of the picture. The department could still file with the U.S. Court of Appeals in Chicago (7th circuit), the venue for the consolidated appeals of the FCC's new fin-syn rules. While observers say the depart-

ment would normally remain neutral on such a proceeding, it is not out of the realm of possibility for it to get involved in the Chicago proceedings.

Neither networks nor producers were caught off guard by the Justice Department's filing. Attorney Michael Gardner, who represents the Coalition to Preserve the Financial Interest and Syndication Rules, said: "The action taken was predictable, and we will work on behalf of the diverse members of the coalition to educate Justice Department officials and ultimately the court about the realities of the television marketplace, which the Justice Department and network officials have failed to articulate."

For Rill, the modification of the consent decrees marks one of his last acts as Justice. Rill, 59, announced his resignation last Tuesday (May 12) to return to private practice with Washington law firm Collier, Shannon & Scott. Rill's deputy, Charles James, will assume Rill's duties until a replacement is named. James is considered, reportedly along with Federal Trade Commissioner Deborah Owen, to be a contender for Rill's job. ■

FOWLER TO REPRESENT BELL

Former FCC Chairman Mark Fowler, currently a partner in the Washington law firm of Latham & Watkins, has been named president and chief executive officer of Bell Atlantic Personal Communications Inc., a newly formed subsidiary of Bell Atlantic, one of seven regional Bell operating companies (RBOC). Fowler is not a formal employee of Bell Atlantic, a spokesman for the RBOC said. He will hold the president/CEO title while representing Bell Atlantic during the FCC's "pioneer preference" proceedings to determine which developers of personal communications service (PCS) technology should be awarded spectrum for the new service. PCS is the next generation of wireless voice communications, which some market analysts expect to replace much of the current fixed and cellular phone service. Cable systems, RBOC's and other telephone companies have received temporary licenses to test PCS technology. —RMS

REREG MAY SLIM DOWN FOR FINAL HOUSE BOUT

Program-access provision could be sacrificed in effort to avoid jurisdictional battle

By Randy Sukow

Severance of the program-access provision of the House cable regulation bill (H.R. 4850) appears to be a growing possibility as the Energy and Commerce Committee tries to fashion a bill that could quickly pass the full House in the few remaining days of the 1992 legislative session.

House Telecommunications Subcommittee member Billy Tauzin (D-La.), the leading House advocate of program-access regulation (which would force cable program providers owned by system operators to deal with other multi-channel services, such as DBS and wireless cable), would not go on the record last week. "We are in a very fluid situation. For the last seven days this thing has been up in the air," a Tauzin aide said last week. "We're trying to work with the full committee to alleviate any jurisdictional concerns they would have."

Those favoring passage of H.R. 4850 were unsure about the bill's future last week. The uncertainty created by the tight time factor is being compounded by a possible hard-fought and time-consuming jurisdictional battle between two of the House's most powerful members—Energy and Commerce Committee Chairman John

Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.)—over program access and other matters.

Representatives of both committees reportedly made several contacts with the House parliamentarian's office for a second straight week last week to make their cases for jurisdiction over certain provisions of H.R. 4850. Once the Energy and Commerce Committee has completed its markup of the bill, it will be up to the parliamentarian to settle any jurisdictional disputes between the two committees.

The Fourth of July is the generally accepted deadline for final House passage of the bill, with time enough for Senate conference and eventual final passage in the final days of the 102nd Congress.

A Judiciary Committee claim on jurisdiction over H.R. 4850's retransmission-consent provision (giving broadcasters the right to negotiate fees for retransmission of their signals by cable systems) on copyright grounds had long been expected. The possibility still exists that retransmission consent will also be severed from the bill to avoid the possible referral. But Energy and Commerce aide David Leach said at the National Cable Television Association convention earlier this month that the chances of a program-

access referral appear to be stronger than a retransmission-consent referral (BROADCASTING, May 11).

Energy and Commerce members were taken somewhat by surprise by Judiciary's program-access claim. A similar provision was passed by the full House (but failed in the Senate) in a 1990 cable bill without jurisdictional objections from the Judiciary Committee.

But as Leach conceded at the NCTA convention, H.R. 4850's language bears "a very close correlation" to established antitrust laws, which fall squarely in Judiciary's jurisdiction. (Leach could not be reached for comment last week.)

The struggle between the two committees could be further exacerbated by Brooks's introduction of H.R. 5096, a bill designed to delay the regional Bell operating companies' (RBOC's) entry into information services, telephone equipment manufacturing and long-distance telephone service (see "Top of the Week"). Although the bill deals with antitrust restrictions on the RBOC's in the modified final judgment (MFJ), the 1982 consent decree governing the breakup of AT&T, H.R. 5096 would affect telecommunications policy—generally governed by Dingell's committee—throughout the 1990's. ■

TOUGH WEEK FOR TV ANSWER

FCC questions claims video data service makes in ad, while technical requests are challenged in filing from Association for Maximum Service Television

By Peter Lambert and Joe Flint

TV Answer, one of two leading proponents of over-the-air interactive video data service (IVDS) has come under fire from the FCC for its advertising and from the Association for Maximum Service Television for its technical requests.

The FCC, according to sources there, is not pleased with an ad TV Answer has been running in both the consumer and trade press, and the commission is considering issuing a consumer alert about the ad and may

refer the matter to the Federal Trade Commission for investigation.

TV Answer has since pulled the ad.

The commission is concerned that the ad misrepresents the lottery practice in which spectrum for the new technology will be made available. The ad's headline reads: "Spectrum—It's not reserved for big business only. For once, you will have the same odds as they do."

Rich Miller, TV Answer's executive vice president and chief operating officer, would not comment on "anything the chairman [Alfred Sikes] has

not said directly." He told BROADCASTING the reason the ads were removed is because there was "an unfortunate misimpression in that ad that TV Answer would be preparing applications for people. We will not be doing that." There were also concerns that the ad implied TV Answer would handle filing the \$2,400 filing fee. In the ad, TV Answer says: "We'll keep you up to date about how and when to enter the lottery."

Miller said it was not clear at this point when the company would start running new ads. "Our objective re-

mains the same—maximize awareness and encourage applicants.”

Technical questions too

Meanwhile, on the technical front, several key parties continue to debate technical and licensing issues at the heart of over-the-air, interactive video data service.

The latest development had the Association for Maximum Service Television urging the FCC to reject requests from the two leading IVDS proponents, TV Answer and Radio Telecom & Technology Inc., to revise antenna height and residential separation rules for the 218-219 mhz service, which could begin later this year.

On the licensing, RTT said queries from potential licensees indicate that IVDS license fees and construction deadlines will not prevent application mills from trafficking licenses.

In a filing supported by the National Association of Broadcasters, MSTV said the TV Answer and RTT technical requests could threaten interference to channel 13 frequencies across the nation.

Arguing that under current rules, case-by-case waivers might be needed for “virtually every” base station in a dense urban area such as New York, TV Answer had asked that an IVDS licensee be permitted to exceed the antenna height restrictions (120 feet for base station transmitters within 10 miles of a channel 13 Grade B contour; 500 feet elsewhere) and minimum distances from residences (200 feet) so long as the licensees implemented a corresponding reduction in power.

RTT argued for the same changes for different reasons, claiming that its time division multiplexing technology precludes interference and that its central, rather than cellular, coverage plan will require greater power levels and antenna heights.

In response, MSTV argued that although power-height or power-distance tradeoffs would work theoretically, “the reality is that...the higher the transmitting antenna, the greater the number of residences with outdoor installations...within line of sight of an IVDS base station, or the greater the likelihood for interference.” MSTV and NAB also argued that technological flexibility in current IVDS rules should not be sacrificed to match RTT’s “particular proprietary system.” They would support a

changed waiver procedure that requires IVDS licensees to document their service area survey.

Arguing for rules that “forbid a licensee from...essentially acting as a front for another party”—or even forbid a licensee from being an equipment vendor or financier—RTT said speculators will not be dissuaded by

requirements that applicants pay a \$1,400 filing fee for each license; submit engineering plans upon selection in the lottery, and forbid resale before 50% of an operation is built.

Those restrictions, said RTT, “will turn out to be more of a burden on serious applicants than on speculators.” ■

HOLMES BACKS BELL WAIVER

Waiver would allow them to bring overseas calls into U.S.

By Peter Lambert

For the benefit of U.S. foreign trade, Congress should support a Bell operating companies effort to gain blanket permission to bring overseas calls into the United States and hand them off to long-distance carriers here, U.S. Ambassador Bradley Holmes told the Senate Foreign Relations Committee last week.

Without the “generic waiver” they have asked for, Holmes told BROADCASTING, seven of the largest, most capable U.S. telecommunications companies will not be able to compete overseas with cable and other U.S. companies, which have already formed co-ventures in the United Kingdom and elsewhere.

Although the May 12 hearing focused on the State Department’s recommendation that the Senate and White House ratify seven telecommunications treaties (including regional and World Administrative Radio Conference agreements through the 1988 treaty allotting spectrum to direct broadcast satellite), Holmes and Committee member Senator Larry Pressler (R-S.D.) took the opportunity to decry international restrictions on the Bells written into the modified final judgment (MFJ) breakup of AT&T.

Although Holmes assured the committee that the seven treaties place the United States “in a good position to compete now,” he said a special meeting of the ITU next December will address the fact that “it has been hard for an international body to keep up with the marketplace [and] rapid technological advances.”

The hearing, chaired by Senator Claiborne Pell (D-R.I.), also heard the ambassador to the International Telecommunications Union (ITU) and

U.S. coordinator for international communications policy insist that TV Marti broadcasts into Cuba do not violate any international agreements—despite an International Frequency Review Board finding to the contrary. Pell voiced his opposition to TV Marti. But Holmes said TV Marti transmissions into Cuba are in line with U.S. policy toward free flow of information.

But exchanges between Pressler and Holmes focused on the MFJ restrictions. Holmes said the State Department “strongly supports” the Bells’ pursuit of a generic international waiver over the case-by-case waiver procedure now in effect.

According to the request for broad permission to bring foreign calls into the U.S., filed with the Department of Justice last December, individual waivers have “eventually come.” But the “uncertainty and delay inherent in the process place the Bell companies at a significant competitive disadvantage in bidding for a role in international ventures.”

As of last week, Justice had not yet passed their recommendation on the waiver request to U.S. District Court in Washington.

In a March 13 letter to James Rill, assistant attorney general for the Antitrust Division of Justice, Holmes argued that “foreign telephone administrators view the MFJ constraints as impediments to Bell company participation in privatization bids or resent what they consider to be U.S. government intrusion into their sovereign affairs.” Acknowledging that a Justice Department position “will be determined primarily by domestic antitrust considerations,” Holmes urged also giving weight to international trade considerations. ■

Business

MALRITE RESTRUCTURES; EXPLORES STATION SALES

Chairman Milton Maltz might contribute \$10 million for debt repurchase

By Geoffrey Foisie

Malrite Communications Group is working on a restructuring that could include the injection of \$10 million in additional funds by the company's chairman, Milton Maltz. The group owner has also signed a preliminary agreement with its banks to receive an additional \$25-million loan. Unlike previous bank credit, the new money, along with Maltz's \$10 million, would be used to repurchase in the open market some of the \$120 million in 15¼% senior subordinated notes, which are not redeemable until 1994, at which time they are to begin paying cash interest.

The revised credit facility and other

debt would also obligate Malrite to principal repayments of \$19 million by Sept. 30 and another \$45.5 million by next June. The company said its cash flow is insufficient to meet the obligations, and therefore it "has been actively pursuing alternatives, including the disposition of one or more stations in order to meet this obligation."

Another provision of the revised bank credit would require the company to maintain certain total leverage-to-cash-flow ratios; otherwise, the banks would be in a position to obtain up to 20% of the stock in the group owner. One observer suggested the banks' stock options would also pressure Malrite to sell certain underperforming assets.

In 1991 Malrite's net revenue edged down 3%, to \$105.4 million, while expenses stayed even, resulting in a 9% decline in income before interest expense. Cash interest expense declined several million dollars, due to lower interest rates.

Chief Financial Officer Kevin Fight emphasized that the restructuring is still in the exploratory stage: "What we are doing right now is looking at our various options; any restructuring will have to involve all of our debt holders." Malrite's debt rarely trades, with the last confirmed price four months ago at 42 cents on the dollar, according to a high-yield bond analyst. The bank agreement would forbid open market repurchases at more than 65% of the bonds' accreted value.

Maltz has been one of the industry's leading advocates on changing federal regulations which, it was felt, restricted banks' willingness to lend to broadcasters.

Another Ohio-based group operator, Great American Communications, said it was in the "early stages" of conversations exploring "various debt restructuring alternatives with certain of its creditors." The company said it had hired the investment banking firm of Donaldson, Lufkin and Jenrette to help it devise a plan that would "likely include a reduction in total indebtedness, an extension of maturities, lower interest rates, and reduced cash dividend and interest payments."

The Cincinnati-based group owner said first-quarter net broadcasting revenue increased 4%, to \$42.8 million, but that the company's total operating cash flow was virtually unchanged at \$9.7 million. Improved TV station operations in the quarter, GACC said, were offset, in part, by "weakness at several radio stations." ■

IMPAIRED TELE-VISION

Writing down" asset values is required accounting and commonplace for program rights once a TV station finds it has overpaid. But writedowns—which also involve recording loss on an income statement—are rarely taken, or at least disclosed, on network affiliation, as was the recent case with WTVT(TV) Tampa, Fla. The CBS affiliate said that in 1991 it reduced its balance sheet allocated to its network compensation agreement from \$24 million to \$15.2 million, as a result of a "network-wide reduction in the compensation paid to its affiliate stations." —GF

BUT NOT THAT GOOD

An interesting aspect of the likely sale of WSTM-TV Syracuse, N.Y., to Federal Broadcasting is that Viacom was nowhere near bidding for the NBC affiliate. The company had previously talked up the synergies among regionally proximate NBC affiliates in Hartford, Conn., Albany and Rochester, both New York, when it purchased the last station. But Viacom made the decision against building upon the triad through the purchase of WSTM-TV. Viacom Broadcasting and Entertainment Chairman/CEO Henry Schleiff told BROADCASTING that the near-term station outlook is too uncertain and that synergies in newsgathering and sales among the current stations do not automatically justify expanding the concept. Problems in the Northeast economy may have also caused the company to hesitate before concentrating too many properties there. —GF

Changing Hands

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

WOKV(AM)-WKQL(FM) Jacksonville, Fla. □ Sold by EZ Communications Inc. to Pacific Radio Partners Ltd. for \$3.75 million. EZ Communications recently sold KISP(AM)-KMXX(FM) Phoenix for \$5 million ("Changing Hands," March 2). **Seller** is headed by Alan Box, and is also licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, Calif.; KYKY(FM) St. Louis; WBZZ(FM) Pittsburgh; WEZB (FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, N.C. **Buyer** is headed by former radio group owner William Phalen and has no other broadcast interests. WOKV has news-talk format on 600 khz with 5 kw day and 5.4 kw night. WKQL has oldies format on 96.9 mhz with 98 kw and antenna 984 feet above average terrain. **Broker:** Kalil & Co.

KKID-AM-FM Sallisaw, Okla. □ Sold by Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million. Purchase includes KFAY-FM Huntsville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, Mo. **Seller**, headed by L. Patrick Demaree, is also licensee of KFAX(AM) Farmington, KKEG(FM) Fayetteville, KOLZ(FM) Bentonville and KZNG(AM)-KQUS-FM Hot Springs, all Arkansas, and KXUS(FM) Springfield, Mo. **Buyer** is headed by general partners Kim D. Hendren and Norman D. McChristian. McChristian is limited partner in permittee of KDAB(FM) Prairie Grove, Ark. KKID-

NO SALE, MAYBE

WOI-TV Des Moines will be taken off the block if a request made by Martin Jischke, president of the station's licensee, Iowa State University, is approved by the university's board of regents. Jischke said that four offers made in rebidding for the station—the first round was declared invalid—were either insufficient or had too much high-yield debt. The regents are expected to consider the request on May 20-21. —CF

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$462,600 □ 4

FM's □ \$850,000 □ 1

AM-FM's □ \$1,936,280 □ 5

TV's □ \$0 □ 0

Total □ \$3,248,880 □ 10

1992 to Date:

AM's □ \$33,779,538 □ 69

FM's □ \$53,402,138 □ 87

AM-FM's □ \$79,241,205 □ 53

TV's □ \$261,590,620 □ 20

Total □ \$428,013,501 □ 229

For 1991 total see Jan. 27, 1992 BROADCASTING.

(AM) has C&W format on 1560 khz with 250 w day. KKID-FM has C&W format on 95.9 mhz with 400 w and antenna 600 feet above average terrain.

WBNJ(FM) Cape May Court House, N.J. □ Sold by Gateway Broadcasting Corp. to Avalon Group of Reading, Pa., for \$850,000. **Seller** is headed by Joseph M. Isabel and is licensee of WCSS(AM)-WKOL(FM) Amsterdam, N.Y., and owns cable TV system there. **Buyer** is headed by Donald W. Greth, a radio talk show host in Reading, Pa. WBNJ has AC format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Media Services Group.

WCVX(TV) Vineyard Haven (Providence-New Bedford), Mass. □ Sold by Cape Cod Television Inc. to Cape Television Inc. for \$826,000 cash. Station, which is not on air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp., Federal government organization. **Buyer** is headed by Paul P. Flynn, attorney and former radio engineer. WCVX is independent on ch. 58 with 1,191 kw visual and 119.1 kw aural with antenna 470 feet above average terrain.

For other proposed and approved sales see "For the Record," page 52.

SOLD!

KATM-FM, Pueblo-Colorado Springs, Colorado from Surrey Front Range Limited Partnership to Falcon Media, Inc. for \$950,000.

Elliot B. Evers represented the buyer in the transaction.

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Technology

INTRODUCING GREEN TV

Videocassette recycling center would help disabled

By Peter Lambert

Kris St. Claire, founder of Project Charlie—a national effort to recycle millions of videotape cassette housings every year and, in the bargain, create jobs for disabled people—thanked *America's Funniest Home Videos* host Bob Saget last week for a taped endorsement and “sizable” donation of cassettes.

St. Claire, Cycle Sat Inc. and Alternative Community Training (ACT!) will unveil Project Charlie at the “21” club in New York tomorrow (May 19). Thirty-three videocassette users, including HBO, Viacom International, Turner Entertainment, 20th Century



Endorsing America's recyclable videos

Fox, Universal Studios, Columbia Studios and advertisers Chrysler Motors and Phillips Petroleum, are on board, says Cycle Sat, which delivers TV ads to stations via satellite and is spearheading an awareness campaign.

The campaign includes a 24-minute “eco-mercial” on recycling, and a 30-second PSA that Cycle Sat will make available to stations May 20.

According to ACT!, the TV industry duplicates 20 million nonbiodegradable cassettes monthly (not counting consumer taping), and only 1% of plastic goods are currently recycled. ACT! believes 300,000 tapes a month will support a recycling center staffed by disabled persons. ■

WIRELESS PREDICTIONS

Headed toward \$8 billion in sales by the year 2000, wireless communications will become the highest telecommunications growth area in the 1990's, according to the Center for Strategic and International Studies. Executives from Sony, Hewlett-Packard, Motorola, Bellcore and other companies attending CSIS's “Wireless World Wonders” symposium in Washington agreed that increasing emphasis on customer mobility could see 30% of data traffic migrate to wireless carriers, including cellular operators and broadcasters. Said Ambassador Diana Lady Dougan, CSIS senior adviser: “Arguments for a congressionally mandated fibered nation may be substantially pre-empted by the marketplace.”

AD AGENCY NAMED FOR DIRECTV

Hughes Communications named Lintas: Campbell-Ewald as the national advertising agency for DirecTv, the direct broadcast satellite service scheduled to launch in March 1994. Hughes has allocated an “initial” ad and marketing budget of nearly \$40 million.

DirecTv is to become a two-satellite service by the end of 1994, delivering 100-plus TV channels to 18-inch, RCA-built home antennas.

“It's a rare occurrence when such an advertising challenge is presented, and we'll utilize all of our creative and strategic capabilities to make DirecTv a nationwide consumer success,” says Pete Dow, president of Lintas: Campbell-Ewald, operating unit of Lintas: Worldwide, which exceeded \$1.7 billion in 1991 U.S. billings with clients including Coca-Cola, IBM and Hughes parent General Motors.

DirecTv national broadcast and print consumer marketing would begin in the late third quarter of 1993 at the earliest; trade marketing will begin almost immediately, said a Lintas spokesman.

JOBS VIA SATELLITE

Attention all TV news directors in the market for fresh on-air news faces: The University of Florida will uplink resume tapes of its broadcast news graduates, 2-2:30 p.m., Thursday, May 28. Originating from noncommercial WUFT(TV) Gainesville, the resumes will be fed on two satellites: Galaxy 6, transponder 11 (C-band), and SBS-5, transponder 13 (Ku-band). —PDL

Open Mike

PBS MISSES MARK

EDITOR: In the Nov. 25 issue of BROADCASTING, you ran an editorial titled "Quacks Like a Duck." We congratulate BROADCASTING for taking its position.

In South Dakota, the public was told and sold on the idea of *educational radio and television*. High power, tall towers, state-of-the-art studios and equipment were purchased, all at the taxpayers' expense. At the latest count there are eight TV sites and six translator sites in South Dakota, plus nine FM sites. This huge, expensive system was undertaken to bring the best classroom teachers in the state into the studio, so their expertise on a subject could be shared with the other school districts of the state. It was not only going to bring the best teachers into each classroom, but, again, it was sold to the public that it would save megadollars in salaries and numbers of instructors. I shared the feeling at the time that this would be a great teaching tool.

Now we have public television and public radio. It is no longer referred to as "educational" except each week in BROADCASTING's "Summary of Broadcasting & Cable" [an FCC designation]. We now have in this country 357 public TV stations (and construction permits for 15 more) and 1,507 public FM stations (with construction permits for 315 more).

With new, expensive talent and government money (\$3 million in South Dakota) these noncommercial outlets are looking at the ratings, the numbers and to business to buy advertising on their airways. In our state, public TV uses the phrase, "We don't have the luxury of commercials." My wife and I didn't have the luxury of the taxpayer building our broadcasting facilities, nor the luxury of the taxpayer paying our salaries, nor the luxury of the state and federal government upgrading our facilities.

Government has no business being in the broadcasting business any more than government should be in

shoe stores, car dealerships, farms or any other business. If people want to listen to classical music or *Lawrence Welk* reruns, they can buy their CD's or videos. It is certainly not the taxpayer who should support their wants and individual desires.

As BROADCASTING said: "The term 'noncommercial broadcasting' hardly fits anymore." Now, advertisers all across this nation are being targeted to spend money. A 15-second commercial on my station is called a commercial. On public TV it's called underwriting or something other than a commercial.

What reaction would there be if the government said it was going to open 1,200 (the number of public radio and TV stations) gas stations, newspapers or other private enterprise with your tax dollars?

The time has come to discontinue the public broadcasting system, as it is nothing but a drain on the American taxpayer.—*John Goeman, owner, KJAM AM-FM Madison, S.D.*

DEATH KNELL

EDITOR: Chairman Alfred Sikes and the FCC have turned the rules of radio ownership upside down, with logic so tortured that one suspects a hidden agenda. Chairman Sikes says: "Radio today is a world of large haves and little have-nots. Industry revenue and profits are overwhelmingly concentrated in the small number of large radio operators, while most small stations struggle to remain solvent." Chairman Sikes's solution to the problem is to change the rule on duopoly and concentrate even more power in the hands of the "haves" at the expense of the "have-nots." This viewpoint concedes that the large, profitable stations have the only meaningful access to capital and will use these funds to buy up others whose access to capital has been severely limited by both the banking climate and the recession.

What happened to the principle that broadcast licenses represent the privilege to operate and manage an

American public asset for private profit, in exchange for protecting the public interest in diversity and local ownership of license holders? This FCC ruling is a major policy reversal of its own historical principle and represents a death knell for diversity.

Any amateur business analyst will tell you that the large "haves" will, in the course of a few years, totally control the major media markets and will branch out from there. In any given marketplace, it will be very hard for a small station to compete with a large competitor who is willing to give discounted or free spots on one or more stations tied to the purchase of time on one or two of their other stations. The larger station groups will have inordinate marketplace leverage in setting spot rate pricing and eventually controlling radio assets.

The FCC prescription is triage: since 70% of the patients are economically sick, the best solution is to let them die or mercifully hasten their demise. This must be because the FCC now believes profit is the only significant interest the public should have in the ownership of a broadcasting license. Actually, if left alone, the radio marketplace will eventually solve its own economic problems as soon as the economy recovers, without the FCC tinkering with its historical principles of diversity and local ownership.

Chairman Sikes and the FCC have come up with a prescription for radio broadcasting revenues to be "consolidated" into the hands of a few, while disregarding the public interest in diversity of ownership and opinion and responsiveness of local ownership. This is the stuff of monopolies, price fixing, restraint of competition and unwarranted government meddling in the free market.

It's time someone took a closer look at these rule changes, and the effect they will produce in the marketplace, while there is still a diverse marketplace left to worry about.—

Don Law, president, Precision Media Partnership, Cambridge, Mass.

Date Book

■ Indicates new listing or changed item

THIS WEEK

■ **May 18-19**—*Corporation for Public Broadcasting* board meeting. Washington. Information: (202) 879-9600.

May 19—Local advertising sales presentation sponsored by *Arts and Entertainment Television Network*. Philadelphia. Information: Genevieve Fabius. (212) 210-9129.

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

May 19—*Southern California Cable Association* fifth annual cable feud for non-management personnel of southern California cable systems. Airport Marina Hotel. Los Angeles. Information: Kathie Delkos. (310) 398-2553.

May 20—*Women in Cable, mid-south chapter*, golf tournament. Nashboro Village Golf Course. Nashville. Information: Kathy Taylor. (615) 244-7462.

May 20—*Electronic Industries Association* fourth annual five-year forecast conference of Federal Information Systems Needs. Keynote speaker: Senator Al Gore (D-Tenn.). J.W. Marriott Hotel. Washington. Information: Mary Lamb. (202) 457-4943.

May 20—*National Academy of Television Arts and*

Sciences, New York chapter, drop-in luncheon. Speaker: Raymond E. Joslin, vice president. Hearst Corporation. Copacabana. New York. Information: (212) 768-7050.

May 21—"Peter Arnett: Reporting on the World." seminar sponsored by *Museum of Television and Radio*. Museum. New York. Information: (212) 621-6600.

May 21—Local advertising sales presentation sponsored by *Arts and Entertainment Television Network*. North Carolina. Information: Genevieve Fabius. (212) 210-9129.

May 21—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Marcie L. Setlow, president. Setlow Media Inc. Copacabana. New York. Information: (212) 768-7050.

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

May 21—*Radio-Television News Directors Association*, region 13 luncheon featuring regional winners of the Edward R. Murrow competition. National Press Club. Washington. Information: (202) 467-5200.

May 21—Radio Day 1992 sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton. Washington. Information: (301) 907-3307.

May 21-23—Desktop Video '92 event for video-graphers and video professionals sponsored by *Computer Performance Incorporated*. Hyatt Regen-

cy. San Francisco Airport. San Francisco. Information: (800) 322-6442 or (914) 741-6500.

■ **May 21**—"Hal Gurnee and the Art of Directing." seminar sponsored by *Museum of Television and Radio* and the *Directors Guild of America*. Museum. New York. Information: (212) 621-6600.

ALSO IN MAY

May 24-28—*Cable Television Administration and Marketing Society* third annual pay-per-view convention. Walt Disney World Yacht Club, Orlando, Fla. Information: Robert Westerfield or Kirsten McConnell. (703) 549-4200.

May 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George L. Back, chairman and CEO. All American Television. Copacabana. New York. Information: (212) 768-7050.

May 27—*Federal Communications Bar Association, New York chapter*, luncheon. Speaker: FCC Commissioner Ervin Duggan. CBS Building. New York. Information: Andrew Siegel. (212) 975-7419, or Philip Jimenez. (212) 452-3856.

May 27-30—*American Women in Radio and Television* 41st annual convention. La Posada Resort. Scottsdale, Ariz. Information: (202) 429-5102.

■ **May 28**—"Sports Journalism: It's More Than Just the Game." seminar sponsored by *Museum of Television and Radio*. Museum. New York. Information: (212) 621-6600.

MAJOR MEETINGS

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 12-13—Ninth annual *BROADCASTING-Tai-shoff Foundation* seminar sponsored by *Society of Professional Journalists* and the *Sigma Delta Chi Foundation*. Richmond, Va. Information: (317) 653-3333.

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. Informa-

tion: (202) 863-8000.

■ **July 25-28**—*Wireless Cable 92* sponsored by *Wireless Cable Association International*. Orlando, Fla. Information: (202) 452-7823.

Aug. 6-8—*Satellite Broadcasting and Communications Association* summer trade show. Baltimore Convention Center. 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.

Oct. 21—*BROADCASTING* magazine and *Federal Communications Bar Association* "Broadcasting

Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel. Washington. Information: (in New York) Joan Miller. (212) 340-9866; (in Washington) Pat Vance. (202) 659-2340.

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. 24-30, 1993—*NATPE International Association of Independent Television Stations* 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. Sheraton Hotel and Towers. New York. Information: (914) 761-1100.

■ **Feb. 24-26, 1993**—Texas Cable Show sponsored by *Texas Cable TV Association*. San Antonio Convention Center. San Antonio, Tex. Information: (512) 474-2082.

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Hawaii, call 1-800-GO-2-MAUI.

■ **May 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner highlighting the career of Hugh Downs. Participants: Arlene Francis, veteran television personality; Jules Power, past president, NY/NATAS; Barbara Walters, co-host, 20/20, and host of the Barbara Walters Show, and Sylvia Chase, ABC News correspondent, Copacabana, New York. Information: (212) 768-7050.

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

■ **May 29**—"The Media and Complex News Stories," forum sponsored by *Annenberg Washington Program in Communications Policy Studies Northwestern University*. Willard Office Building, Washington. Information: (202) 393-7100.

■ **May 29-June 1**—*Audio Engineering Society* 11th international conference. Portland, Ore. Information: (212) 661-8528.

■ **May 30**—"Choices and Challenges," career conference sponsored by *Women in Communications, Los Angeles professional chapter*. Fox Television, Hollywood. Information: (310) 375-1997.

■ **May 30**—*Academy of Television Arts and Sciences* 44th annual Los Angeles-area Emmy Awards. Pasadena Civic Center, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

■ **May 31**—"A Sunday Afternoon with Garrison Keillor," seminar sponsored by *Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

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

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

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

JUNE

■ **June 1**—Extended deadline for entries in "Life in America" television awards, "saluting exceptional achievements in adult values-oriented television programs," sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*. Information: Debra Lewis, NAB, (202) 429-5368.

■ **June 1**—Peabody Awards banquet sponsored by the *University of Georgia College of Journalism and Mass Communication*. Master of Ceremonies: Bernard Shaw, Washington anchor, Cable News Network, Waldorf-Astoria, New York. Information: Barry Sherman, (404) 542-3354, or Lisa Dallos, (202) 515-2925.

■ **June 1-2**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Anchorage, Alaska. Information: Brenda Sammons, (703) 691-8875.

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

■ **June 2-5**—*Broadcast Asia 92*. Second Asia-Pacific sound, film and video exhibition and conference. World Trade Center, Singapore. Information: (65) 338 4747.

■ **June 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Josh Sapan, president and CEO, National Services, Rainbow Programing Holdings, Inc. Copacabana, New York. Information: (212) 768-7050.

■ **June 4**—First annual Mercury Awards sponsored by *Radio Creative Fund* and *Radio Advertising Bureau*. New York Hilton, New York. Information: Amy

Krakov, (212) 307-3000.

■ **June 4**—Local advertising sales presentation sponsored by *Lifetime Television Network*. St. Louis, Mo. Information: Sandra Ford, (214) 458-4600.

■ **June 4**—"A Look at Television in the Year 2000," breakfast meeting sponsored by *New York Cable Television Administration and Marketing Society*. Rainbow Room, Rockefeller Plaza, New York. Information: Maria Klevitz, (516) 364-2222.

■ **June 4**—*National Academy of Television Arts and Sciences* Trustee's Award presentation to Robert Wussler. Marriott Marquis Hotel, New York. Information: Robert Blake or Robert Christie, (212) 586-8424.

■ **June 4-5**—*National Infomercial Marketing Society* first annual mid-year seminar. Grand Hyatt Hotel, Washington. Information: Helene Blake, (202) 962-8342.

■ **June 5**—*Women in Communications, Washington D.C. professional chapter*, annual Matrix luncheon. Washington Hilton, Washington. Information: (703) 998-8431.

■ **June 5**—"Law and the Bottom Line: Changes That Will Affect Profits and the Year 2000," two-day workshop for media executives sponsored by *Department of Journalism, Texas A&M University and Jenkins and Gilchrist, P.C.* Dallas Loews Anatole Hotel, Dallas. Information: Paul Walter, (214) 855-4393, or Dr. Charles Self, (409) 845-4649.

■ **June 5-6**—*National Academy of Television Arts and Sciences* annual spring trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

■ **June 5-7**—*Radio-Television News Directors Association*, region 12, meeting co-sponsored with *Associated Press*. Harrisburg, Pa. Information: Fred Brown, (215) 238-4971.

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

■ **June 7-10**—*Women in Cable* national management conference. Denver Marriott City Center, Denver. Information: Cathy Pena, (312) 661-1700.

■ **June 7-10**—Fourth annual professional program for broadcast and news directors sponsored by the *Radio and Television News Directors Association* and the *University of Missouri School of Journalism*. Campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

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

■ **June 7-13**—13th annual Banff Television Festival sponsored by *Academy of Canadian Cinema and Television*. Banff Park Lodge, Banff, Alberta, Canada. Information: (403) 762-3060.

■ **June 9**—Local advertising sales presentation sponsored by *ESPN*. Seattle. Information: Terri Wojhan, (310) 205-8900.

■ **June 10**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David F. Polrack, senior vice president, planning and research, CBS Broadcast Group. Copacabana, New York. Information: (212) 768-7050.

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

■ **June 11**—Local advertising sales presentation sponsored by *Lifetime Television Network*. Denver. Information: Steve Goore, (310) 286-3000.

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

■ **June 11-14**—*Missouri Broadcasters Association* spring meeting. Marriott Tan-Tar-A Resort. Lake of

the Ozarks, Mo. Information: (314) 636-6692.

■ **June 11-14**—Focus News workshop for rural news reporters sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting*. St. Paul, Minn. Information: Karen Cox, (907) 277-2776.

■ **June 12**—Deadline for entries in the 1992 Equality Dignity Independence Awards honoring media for positive portrayals and coverage of people with disabilities sponsored by *National Easter Seal Society*. Entries must have appeared between June 1, 1991, and May 31, 1992. Information: (312) 726-6200.

■ **June 12-13**—Ninth annual BROADCASTING-Taishoff Foundation seminar sponsored by *Society of Professional Journalists and Sigma Delta Chi Foundation*. Richmond, Va. Information: (317) 653-4631.

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

■ **June 12-16**—*American Advertising Federation* national advertising conference. Portland Hilton, Portland, Ore. Information: Karen Cohn, (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 16-17**—"Independent Rally," sponsored by *Association of Independent Television Stations, Inc.* Washington. Information: Angela Giroux, (202) 887-1970.

■ **June 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeff Zucker, executive producer, NBC News Today Show. Copacabana, New York. Information: (212) 768-7050.

■ **June 18**—Local advertising sales presentation sponsored by *Lifetime Television Network*. Southern California. Information: Ron Davis, (310) 556-7528.

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

■ **June 18**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **June 18-21**—*National Association of Radio Talk Show Hosts* convention. Stouffer Mayflower Hotel, Washington. Information: (617) 956-3320.

■ **June 19**—*Southern California Cable Association* gold tournament and dinner benefiting Homeless Health Care Los Angeles. Brookside Golf Course, Pasadena, Calif. Information: Kathie Delkos, (310) 398-2553.

■ **June 20**—*Academy of Television Arts and Sciences* and the *National Academy of Television Arts and Sciences* 19th annual daytime Emmy Awards non-televised ceremony for creative arts categories. Sheraton Hotel and Towers, New York. Information for ATAS: Barbara Chase, (818) 763-2975; or for NATAS: Trudy Wilson or Nick Nicholson, (212) 586-8424.

■ **June 20**—*Radio-Television News Directors Association*, region 10, meeting and awards presentation co-sponsored with *Associated Press*. Radisson Read House Hotel, Chattanooga, Tenn. Information: Tony Windsor, (615) 267-3392.

■ **June 23-26**—*National Association of Broadcasters* joint board meeting. Washington. Information: (202) 775-3527.

■ **June 24**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Chusid, vice president, on-air promotion, Comedy Central. Copacabana, New York. Information: (212) 768-7050.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

General manager/GSM position: Start-up Adult target Central California Top 75 market Top notch sales person only EOE Reply to Box C-31

General manager, Mountain West small-medium market turnaround Must sell & train EOE Reply to Box C-32

Group owner seeks sales-oriented general manager for Classical AM/FM combo in the top 50 market Run lean and mean and create a cash flow machine Pay on performance means big performance = big \$ \$ \$ Reply to Box C-33 EOE

WLRW/Saga Communications, Champaign, Illinois, seeks experienced general sales manager Aggressive take charge individual needed to lead high producing staff of 8 Excellent compensation package, and you live/work in a beautiful Big 10 town, 2 hours south of Chicago. Send resume to Scott Boltz, VP/GM, WLRW, PO Box 3369, 2403 W Bradley, Champaign, IL 61826 EOE/AA

HELP WANTED SALES

Account executives for three Florida FM radio stations in Gainesville, Fort Myers and Daytona Beach Send resume and salary history to Heritage Broadcast Group, PO Box 5069, Gainesville, FL 32602 EOE

Radio station managers: Are you tired of the headaches of running a radio station? Join us and sell our products to radio stations and large companies Weekends free of hassle! Travel the state and receive excellent commission! You need radio station management experience and the desire to earn a high income Send your resume to: International Broadcast Services Inc., 167B Belle Forest Circle, Nashville, TN 37221 EOE Fax: 615-646-3628 No phone calls, please

Florida suburban small market station looking for salespeople to develop new business. Relaxed lifestyle Management possibilities. Closers only! Call 813-782-1418 EOE

Need hard working, experienced closers at modern Rock FM in fast growing market. Training, benefits, money, fun Craig Brown, KRZQ, 4600 Kietzke, Reno NV 89502 702-827-0965. EOE

Vermont combo: Rock/MOR small market seeks experienced, recession-tested AE. Stable community broadcasters EOE WKVT AM-FM Brattleboro, VT 05302-1490

HELP WANTED TECHNICAL

Immediate opening with a major communications company for a seasoned chief engineer in desirable Western market The successful candidate will have held the position of "chief" or as a major market assistant Demands a knowledge of high power AM/FM transmitters, directional antennas, and the ability to work with state-of-the-art broadcast equipment. Familiarity with current FCC rules and regulations Must have FCC General Class license and SEB certification If you meet the credentials, respond with resume and references ASAP, to Box C-12 EOE.

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.

HELP WANTED PERSONALITY/TALENT

Talk show personality... WISN-Radio: We're offering a great opportunity for an articulate, well read and well informed communicator who enjoys one-on-one discussions Applicants must be personable, open and fair-minded and have a winning attitude Broadcast and/or journalism experience will be helpful If you like verbal confrontation and can stimulate interesting conversation on current issues, let's hear from you. We encourage women and minorities to apply Send resume and tape to: Director of Personnel, PO Box 402, Milwaukee, WI 53201 EOE

HELP WANTED NEWS

News anchor/reporter needed for competitive medium market in Midwest. Two years on-air competitive experience. Aggressive regional AM/FM Country/Christian Contemporary music. Station operation follows Biblical principles. Send resume and tape: WCMR/WFRN, PO Box 307, Elkhart, IN 46515. EOE.

KCCU news director: News director, KCCU NPR station Prepare and deliver local area news Help train and supervise students and volunteers in gathering, writing, producing, and announcing news and public affairs programs. B.A. required. Masters preferred Previous work as a news director preferred. Teaching assignment possible. Salary 18K plus generous university benefits package. Send cover letter, resume, audition tape, and three references to KCCU News Director Search Committee, Cameron University, PO Box 16356, Lawton, OK 73505. EOE/AA.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production/copy department director with one year competitive experience. Must also have one year competitive on-air experience. Will coordinate and team with 8 air production staff. Aggressive regional AM/FM Country/Christian Contemporary music. Station operation follows Biblical principles. Send resume and tape: WCMR/WFRN, PO Box 307, Elkhart, IN 46515 EOE.

Radio consulting firm seeking current player presently active in all phases of radio station consulting We're well funded and going places. Reply to Box C-34 EOE

SITUATIONS WANTED MANAGEMENT

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

John Chanin: Innovative, creative, bottom-line savvy. Experienced major market: Network, local AM, state, syndication, satellite distribution. Reply to Box C-4.

Bill James, your next GM 15+ years radio management. Can do all! Sales/programming/management Cost-efficient — great track record 804-232-5197.

Sales manager, 19 years radio sales experience in small and medium markets 7 in management Recruiting skills, sales training, motivator, goal oriented, reliable Lets match my qualifications with your needs. Reply to Box C-13

Ten years GM experience. Bottom line oriented, take charge manager Interested in North Carolina, Florida, or other eastern states, but all opportunities explored. Reply to Box C-14.

Boy, did I make a bad career mistake!! Quality, bottom line, selling G.M./GSM stranded and miserable but still employed. Sales and programming for over 28 years. Willing to move within hours. No kidding! Can bring other good staffers with me Call Fred at 804-744-3624.

General manager: Executive senior broadcaster - sales, programmer, administrator, honest, loyal, sober family man, recession casualty, relocate anywhere. Call 912-265-2161

Employed GM available early summer Turnaround or short-term assignment OK. 20+ year pro ready to make you money. Reply to Box C-35.

You got a Florida AM daytimer in trouble? I can fix it! 20 years experience. Box 426 Niles, OH 44446.

I am searching for an AM/FM combo in the Midwest or Southeast needing help from a professional GM. Plenty of experience in all dept. and profit oriented. I'll leave my present GM position for a potential winner! Reply to Box C-36.

General manager/sales manager: Radio pro currently in top 10 market. Turnaround specialist. Good lead high energy person who trains, is creative and aggressive. Understands ownership needs and is bottom line oriented. Confidential replies to Box C-37.

SITUATIONS WANTED PERSONALITY/TALENT

Radio personality: Over 20 years experience in all areas of radio, looking for AM or PM drive...also interested in talk radio...Mad Hatter...319-752-0394.

Dynamic voice and personality, technical wizard, major market experience. Seeking DJ, voice and/or production position. Will relocate. Devin 708-492-9818.

SITUATIONS WANTED TECHNICAL

Looking for chiefs position. Experienced all phases-high power AM directional and high power FM, audio, 20 year veteran, major and top 100 market experience. Prefer warm climate anywhere. Will consider two companies in single market on contract basis. Peter, 207-645-3019.

SITUATIONS WANTED NEWS

Veteran news pro: Network and local experience. Management anchor, reporter looking for major market spot. Call Mary 708-256-6337.

Veteran play-by-play & news wants to relocate NW. Dick Shilcock 605-348-1100 or Box 8205, Rapid City, SD 57709.

News director for major all-news, news-talk or full service. Energetic veteran, leader, frugal. National reputation. Reply to Box C-18.

Radio sportscaster with 3 years experience seeks sports director/PBP position. Excellent qualifications. Greg 717-626-1388.

Sportscaster/PBP man looking for next step. Any schools or flagships need a voice? Let's do it! Ask for Steve: 602-425-5523/4471.

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.

Top notch, medium market sports director ready for upgrade. Outstanding delivery, PBP, management. Easy to work with. Leave message. 201-447-4177.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Let's make \$\$\$\$! PD seeks to help you increase your audience and revenue. Call Robert Marlowe Schweighauser today! 217-483-3960. An equal opportunity employee.

TELEVISION

HELP WANTED MANAGEMENT

Director of corporate video center: A senior management position reporting to president/CEO of dynamic public broadcasting network is being sought to direct statewide telecommunications for-profit subsidiary. In addition to revenue generation and development of a solid client base, the director is responsible for the application of new technologies and development of new business ventures. The qualified individual must demonstrate leadership, creativity, energy and vision. Highly developed sales expertise, knowledge of new technologies and trends in broadcasting and a bottom-line approach are essential. Please send resume, references and salary history to Connecticut Public Broadcasting, Attention: Heather Kelsey, POB 6240, Hartford, CT 06106-0240. EOE M/F.

Assistant to the broadcast service manager: CBS affiliate in Dallas in search of broadcast service assistant. Prior experience as traffic manager or assistant traffic manager preferred. Must be able to supervise the department when needed, and be fully conversant with all aspects of broadcast operations and business functions, along with sales and traffic. Resumes only to: Tere Halls, KDFW-TV, 400 North Griffin Street, Dallas, TX 75202. No phone. EOE.

Local sales manager: KAMR-TV, an NBC affiliate, is seeking a well organized, detail oriented professional who possesses strong leadership and motivational skills. The person selected will, in addition to supervising the day-to-day operations of the local sales staff, have a working knowledge and experience in marketing, BMP, PC based systems and revenue generating sales promotions. Females and minorities are encouraged to apply. If qualified, rush resume and salary requirements to Jerry Rogers, GSM, KAMR-TV, Box 751, Amarillo, TX 79189. KAMR-TV is an equal opportunity employer, M/F.

General sales manager: ABC affiliate in Norfolk, Virginia (38th market). Successful candidate will have had affiliate, local and national sales management experience plus the ability to motivate and manage people. Leadership, training skills and creativity in capturing dollars with new strategies a must; marketing and new business development emphasized-not just "spots for sale". Computer literacy and a research framework desirable. Talent and dedication required. EOE. Resumes in confidence to Lee Salzberger, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510.

Wanted: National sales manager for west coast ABC affiliate in a beautiful market. Must be creative, strong, and show excellent judgment. Only the best! No phone calls please. Send resume to: General Sales Manager, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

National sales manager: WTOV-TV (NBC) seeks high-energy individual with proven track record and strong negotiating skills. Must have thorough understanding of ratings and inventory control. Send resume to Tim Sharky, General Sales Manager, WTOV-TV, PO Box 470, Rockford, IL 61101. EOE.

WOLO-TV has an opening for a local sales manager. The successful applicant will have a minimum 5 years experience in TV sales with a proven background in new business development and have the ability to work, train and manage a local sales staff. This individual must be highly organized, sales promotion minded, and proficient in managing a local sales department. Please submit resumes to: Linda D. Patterson, General Sales Manager, WOLO-TV, PO Box 4217, Columbia, SC 29240. EOE.

HELP WANTED SALES

Account executive wanted for top list - 31st market. Must have 3-5 years independent TV sales experience. New business development - a must; coop knowledge - a plus. Join a winning team-outdelivering NBC and FOX! Excellent benefits. Send resume to: WJZY-TV, PO Box 668400, Charlotte, NC 28266-8400. EOE.

Account executive: Local sales, entry level position. 1 to 2 years sales experience. Proven new business development track record needed. Marketing background and industry related experience helpful. Computer literacy a plus. Send resume, salary requirements, references to Christopher J. Koch, WCAU-TV, City Line & Monument Rd., Phila., PA 19131. No phone calls please. EOE.

Local sales manager needed in highly competitive top 50 market. Must be aggressive with strong marketing knowledge and experienced in value-added promotion. This person will be strong in inventory control and a real motivator of sales people. If you are the person I seek, please respond to Box C-38. EOE.

Account manager: Top 25 affiliate seeks an aggressive account manager. Individual should have a proven track record in agency negotiations and new business development. Knowledge of qualitative research preferred. Send resumes to: Hollis Boardman, LSM, WESH-TV, 1021 N. Wymore Road, Winter Park, FL 32789. (No phone calls). EOE.

HELP WANTED RESEARCH

Director, advertising sales research: The Weather Channel®. The Weather Channel has an immediate opening for director, advertising sales research. Position offers challenging and rewarding opportunity to oversee all advertising sales research activities. Location: New York City. Report to: VP Advertising sales (in Atlanta). Requirement: 5-7 years of increased responsibility in a variety of advertising sales research functions. Significant cable network experience highly desirable. Respond in confidence to: Frank Garland, V.P. Ad Sales, 2600 Cumberland Parkway, Atlanta, GA 30339. 404-434-6800. EOE.

HELP WANTED TECHNICAL

Assistant director of engineering: Opportunity for experienced broadcast engineer with supervisory and training skills and background in production to manage daily operations in major market TV station. Send resume and salary information to: Box C-19. EOE.

Assistant chief engineer: 3 years broadcast maintenance to component level on UHF transmitter, Sony, Hitachi and Sharp equipment. Call Chief Engineer, KPEJ Fox 24, 915-337-2424. EOE.

Television chief engineer's position with CBS top 50 affiliate. UHF station needs experienced chief to assume maintenance and administrative duties at established affiliate in stable well financed group. Must have UHF transmitter maintenance experience, understand computers and full range of production equipment. Budgeting, planning, scheduling, and day-to-day operational routine part of broad "hands-on" requirements. EEO employer. Contact Hoyle Broome, General Manager, WBMG TV Birmingham, AL. 205-322-4200. Resumes to 2075 Golden Crest Drive (35209).

HELP WANTED NEWS

Top 20 net affiliate is looking for talented and aggressive news managers: Executive producer: The EP will oversee the content and production of our newscasts. A key requirement is a demonstrated sense for the elements that make a program both interesting and memorable. At least 5 years management experience required, as is a college degree and a solid background in all areas of TV news. Assistant news director: This person will have broad management, administrative and editorial responsibilities in this department of 80. Previous experience as a ND or #2 is preferred. Send resume, references, salary requirements and your management philosophy to Box C-23. Women and minorities are especially encouraged to apply. EOE.

Major market station needs news producers and an investigative reporter. Producers must be outstanding conversational writers who know how to produce—not process—the news and how to target their audiences. Your programs must show creativity and a willingness to work outside the traditional boundaries. We also need an experienced investigative reporter to head our established, award-winning investigative unit. College degrees and at least 3 years experience in these particular specialties are the minimum requirements. Send resume, references, salary requirements and news philosophy as it relates to the position to Box C-24. EOE.

News director: West Coast, affiliated medium market station has opportunity for experienced broadcast news manager. Minority applications encouraged. Reply with resume to Box C-26. EOE.

Meteorologist: Primary TV weather anchor. Degree in meteorology or related field and an AMS seal required. Knowledgeable, professional on-air presentation a must. Coordinate all weather coverage and implement a newsroom severe storm coverage action plan. Upper middle south network affiliate. Immediate opening. EOE. M/F. Resume, in confidence to: Box C-39.

Assignment manager: Aggressive individual who knows difference between a news release and a news event. Coordinate day-to-day coverage. 4 year Bachelor's degree and 2 years minimum experience on TV news assignment desk. No clock watchers. Good people and communication skills. Upper middle south network affiliate. Immediate opening. EOE M/F. Resume, in confidence, to: Box C-40.

Newscaster: Whitestone, NY. Analyze news rec'd from var. sources. Examine news items of local, national, & int'l significance to determine selection for broadcast. Work w/editorial staff in editing news scripts. Determine sequence & timing of presentation of news items. Research & write interview material. Present news & interview prominent personalities live. \$29,464.25/yr. 37 1/2hrs/wk. 10am-5:30pm. Req. Bach. of Arts in Performing Arts or Broadcasting or Journalism. 2 yrs. exp. in job or 2 yrs. exp. as TV show host/hostess. Must be fluent in reading & writing Chinese & speaking Mandarin. Must have working exp. in live TV programs. Send resume/ltr in dupl to: MV #200, Rm 501, One Main St., Bklyn, NY 11201. EOE.

Executive producer: Creative, aggressive, well-organized individual needed to revitalize tired newscasts. Responsible for overall newscast presentation. Report directly to news director. 4 year Bachelor's degree and minimum 3 years news producing experience. Must possess exceptional people skills. This will be hands-on work with a young, eager news staff. Upper middle south network affiliate. Immediate opening. EOE. M/F. Resume, in confidence to: Box C-41.

News producer/writer N.Y. metro area with 5-10 years experience in TV consumer news. Strong newsfeature writing and reporting experience in major market essential. Flexible hours. Send letter and resume to: Jennifer Levine, TV Dept., Consumer Reports Television, 101 Truman Avenue, Yonkers, NY 10703. EOE.

News director: Looking for a hands-on, take-charge person to handle daily news operation for aggressive, new LPTV station on Oregon coast. Send resume to Dan McGrath, K49DH-TV, Box 7649, Brookings, OR 97415. EOE.

Mature on-camera person to appear in new syndicated news service for older people. Must have extensive on-air experience, upbeat delivery, and strong on-camera presence. Letter, resume, and photo to: Box C-42. EOE.

News photographer: Need one year experience in commercial TV newsroom, to be aggressive and desire to use natural sound. Must be serious about living in Alaska - there is plenty of news and breath-taking scenery. Send non-returnable tape and resume c/o T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Associate producer-sports: Requirements include being able to write sports copy, able to edit tape using ENG equipment, a college degree and some television news experience preferred. Send resumes to Chad Craig, Business Manager/Personnel, KSAT-TV, PO Box 2478, San Antonio, TX 78298. EOE.

News photographer/editor: Requirements include having at least 2 years experience as a television news photographer, able to shoot and edit tape using ENG equipment, must have a good driving record (must qualify for Texas drivers license), a high school diploma; some college preferred. Send resumes to Chad Craig, Business Manager/Personnel, KSAT-TV, PO Box 2478, San Antonio, TX 78298. EOE.

Special projects event producer: Will be responsible for planning, coordinating and producing special news events, long form news programs and sweeps projects. Will fill in for absent line producers. Applicant must be good writer and producer. Must have at least two years experience as newscast producer at a commercial television station. Must be creative and have understanding of advanced production techniques. Send tape and resume to Greg Easterly, 3701 South Peoria, Tulsa, OK 74105. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programing. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programing and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Producer, news promotion (and other good stuff). Looking for energetic, creative, experienced hotshot whose primary responsibility will be all news promotion at this aggressive network affiliate. Send resume and tape to David Bieber, Promotion/Program Manager, 17WJKS, PO Box 17000, Jacksonville, FL 32245. EOE.

On-line editor for production house: Experience with Sony 9100 editor, GVG 200, Abekas A53D w/Warp, Dubner 20K, 1" Beta SP and D-2 desirable. Experience with demanding clients a must! Send tape and resume to Ralph Guardiano, Sonalysts, Inc., 215 Parkway North, Waterford, CT 06385. No calls please. Tapes will not be returned. EOE.

WRAL-TV5 in Raleigh, North Carolina, is seeking a news promotion producer. Must be able to write and produce promos that sell and touch emotion. Must be proficient in all aspects of television production including off-line editing and graphics production. Prefer 1-3 years experience in news promotion and an academic background in creative writing or visual arts. EOE M/F. Please send resume and tape to: Human Resources Department, Capitol Broadcasting Co., Inc. 711 Hillsborough Street, Raleigh, NC, 27603. Attention: WRAL-TV5 Promotion.

Production manager: Need two years experience in editing, operation EFP camera, need creativity and good client relations. Writing skills a plus. Salary DOE. Send resume and non-returnable tape to Personnel Coordinator, KTYA-TV, 1007 W 32nd Avenue, Anchorage, AK 99503. EOE.

SITUATIONS WANTED MANAGEMENT

Major-market experience, heavy on new business development, and strong people skills. Seeks large-market local or regional sales manager position. Reply to Box L-42.

General/natl sales manager: Currently employed in top 10 market. Over 12 years experience in local and national sales management. Top producer. Value added selling skills. MEGA sales training. Turnaround sales performer. High energy, bottom line oriented. Looking for new challenge. Reply in confidence to Box C-43.

SITUATIONS WANTED TECHNICAL

Mobile EIC, video/transmission engineer. 19 years broadcast experience including major television network and nationwide mobile production facilities FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

Chief engineer or asst. chief engineer position. Over 20 years experience. Transmitter, studio, supervision, planning/construction. Team player. Willing to relocate and negotiate. Available June. Please write to Box C-44.

SITUATIONS WANTED NEWS

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

Help! I need work! Experienced photographer/editor, barely surviving as a freelancer, seeks full-time staff position. Any size market. 818-891-1168.

Have van-will travel. Experienced producer driven to deliver; footage to SU features. Specialties include nature, travel, conservation, wildlife. BJ 404-628-5914.

L.A. network talk heavyweight: Former Mike Wallace writer available. Call for demo if you want to be number one 713-729-6954.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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

Talented man seeks station needing skilled writing, voicing, and production. 13 years in broadcasting. Stable, computer-literate. Jim Ayers, 912-729-1616.

MISCELLANEOUS

Be on TV many needed for commercials. Now hiring all ages for casting info. Call 615-779-7111 Ext. T-681.

Are you good enough? No-nonsense critiques of video/audio tapes. Over 100 years experience in news and sports. Creative Communications Associates 401-434-3291 for rates and information. Offices in Providence, Washington DC, Detroit and London.

Bill Slater and Associates will: Create your TV audition tape and resume and offers coaching and placement help. 601-446-6347.

Job hunting? We provide employment listings with instant access in all fields nationwide—plus free referral with no placement fees, individualized coaching, agent representation, and much more! Broadcasting's biggest full-service consultant. Now in our 8th year! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

Videotape fire restoration services available. Clean, decontaminate and rejuvenate fire damaged and environmentally damaged videotapes. Call SPECS BROS. 201-440-6589.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant/associate professor, department of communication. Communication department needs faculty member for Fall 1992 to advise university newspaper and yearbook, also teach journalism courses. Doctorate preferred, masters required. Salary and rank are "open." Professional and teaching experience desirable. Computer and desktop publishing ability required. The department of communication is located in modern Self Hall, which houses production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms, and an FM radio station affiliated with NPR. The department has 200 majors in communication and a minor in journalism. Send letter of applications, resume and three current letters of reference to: Personnel Services, Jacksonville, AL 36265-9982. Deadline for applications: May 25, 1992, or until suitable candidates are selected. EEO/AA employer.

Teach radio/television production, programing, and management courses to undergraduate and graduate students and advise campus radio station beginning August 1992, one-year appointment with possibility of conversion to tenure-track position. Doctorate preferred, Master's and significant experience accepted. Teaching experience and a minimum of 3 years broadcasting experience required. Academic rank and salary (\$26K to \$36K) negotiable depending upon qualifications. Excellent benefits. Deadline June 15, 1992 or until filled. Resume and cover letter to Dr. John D. Magaro, Chair, Search Committee, Department of Communication/Journalism, Shippensburg University, Shippensburg, PA 17257. Shippensburg University is an equal opportunity/affirmative action employer and encourages women and racial minorities to apply.

Graduate assistantships for radio and television labs, managing editorship of university newspaper, forensics, and/or classroom instruction for basic courses in Speech or Mass Communication. Must have undergraduate degree in appropriate communication-related area or other degree with professional experience. \$5,000 stipend for nine months and waiver of fees. Meet admission requirements. Send resume, official transcripts, and three support letters: Dan B. Curtis, Chair, Department of Communications, Central Missouri State University, Warrensburg, MO 64093 or call 816-543-4840. Responsibilities begin August 19, 1992. Positions open until filled. AA/EOE.

HELP WANTED MANAGEMENT

The Children's Defense Fund is seeking an extraordinary individual for its director of media relations. This is a senior level position with responsibility for devising and managing proactive media strategies to support CDF's objectives and coordinating and directing all media relations for CDF, its president, and staff. Exceptional writing skills are absolutely essential. Applicants must have at least 10 years experience in media relations, including 5 years in a supervisory role. Salary negotiable, based on experience. Excellent benefits. Applicants should send a resume, cover letter indicating their interest in CDF and children's issues, and salary history and requirements to CDF, 122 C Street, NW, Washington, DC 20001. CDF is an affirmative action/equal opportunity employer. No telephone calls, please.

HELP WANTED PROGRAMING PROMOTION & OTHERS

We're looking for the best film and video crews in the country for a new, nationwide booking agency. Must have at least 5 years experience in broadcast, commercial, or industrial production. Please send demo tape, resume, references, and list of rates, specialties, and equipment to: 858 West Armitage, Box 324, Chicago, IL 60614. EOE.

Looking for second-in-command for Chicago based-nationwide booking agency for freelance camera crews. Must have at least 3 years experience in assignment desk or network bureau operations, or other position in which chief responsibility was booking crews and handling shooting logistics. Experience in managing staff and budgets a must. Familiarity with computers a plus. Excellent salary and benefits. Send resume to: 858 West Armitage, Box 324, Chicago, IL 60614. EOE.

Looking for people to book crews & handle shoot logistics for Chicago-based business that serves as clearinghouse for freelance camera crews throughout the nation. Must have news, commercial, and/or industrial production experience. Familiarity with computers a plus. Send resume and references to: 858 West Armitage, Box 324, Chicago, IL 60614. EOE.

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

Broadcast jobs: Opportunities in Public Affairs has 30-40 broadcasting jobs in Washington, DC area bi-weekly. \$29/8 week subscription. Call 301-986-5545 for more information. Money back guarantee.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

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.

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

Used videotape. We pay cash for 3/4", SP, Betacam, VHS, M2, etc.... Call Carpel Video 301-694-3500.

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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.

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

Harris UHF TV transmitter 10 years old, excellent condition, new visual Klystron, high band. Call Bill Kitchen, 303-786-8111.

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

Broadcast equipment: 2 complete studio cameras with wheeled tripods, switcher, spot sequencer, 1 field camera. All cameras have 12x1 lens w/extenders. Complete S-VHS edit system. Self-supporting 80' tower and CH20 LPTV antenna. Cost over 180,000 new, will sell for a song. Let's sing or at least talk. 915-658-2666 Cary Fitch, KIDY-TV, San Angelo, TX 76903. EOE.

Ampex CVC-5 (Sony BVP-5) 3-CCD broadcast Betacam camera. Includes CA-3A back, AC-500 adaptor, BC-1WA charger & batteries. Privately owned. Pristine condition. No lens. \$5500. Also RM-P3 mini-CCU for \$500. 818-766-0161.

TELEVISION PROGRAMING SERVICES

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HELP WANTED TECHNICAL

MAINTENANCE ENGINEERS

CNBC has Temporary and Full Time opportunities for experienced Maintenance Engineers in our state-of-the-art facility in Fort Lee, New Jersey. You should have experience in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your resume and salary history to: **Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024.** We are an Equal Opportunity Employer



HELP WANTED NEWS

CAN YOU SAY 74 AND SUNNY? (And make it interesting?)

San Diego's leading independent TV news station is searching for a creative weather anchor/feature reporter. One who can take San Diego's great weather and make it really interesting. OK, it isn't ALWAYS 74 and sunny, but it's mighty nice most of the time. If you have experience doing weather and reporting, and San Diego's great climate sounds seductive to you, send your (non-returnable) VHS tape to:

Human Resources Dept.
KUSI-TV
P.O. Box 719051,
San Diego, CA 92171.

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NEWS DIRECTOR

Top 50 Market

ASSISTANT NEWS DIRECTOR

Top 15 Market

NEWS ANCHORS

Top 50 Market M-F Morning
Top 60 Market Weekend
Top 75 Market M-F Primary
Top 120 Market M-F Primary

METEOROLOGISTS

We are looking for dynamic personalities who understand there is more to reporting weather than temperatures and isobars.

Top 80 Market M-F Morning
Top 80 Market M-F WKD

NEWS PRODUCERS

We are looking for news-cast producers, not show stackers, individuals who know how to touch people's lives. Candidates must have producing experience with strong people, product and production skills.

Top 10-Top 50 Markets

SPORTS

We are looking for individuals who see sports as more than hits, runs, and errors.

Top 10 Market M-F Primary
Top 50 Market WKD Anchor
Top 80 Market WKD Anchor
Top 10 Market Rptr/Anchor

GENERAL ASSIGNMENT REPORTERS

We are looking for storytellers who can walk, talk and touch people's lives.

Top 15-80 Markets

OVERNIGHT REPORTER PRODUCER ANCHOR

Top 15 Market



Please send a letter, resume, salary requirements and 3/4" or VHS tape to:

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FOR SALE STATIONS CONTINUED

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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.**

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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, CDD, 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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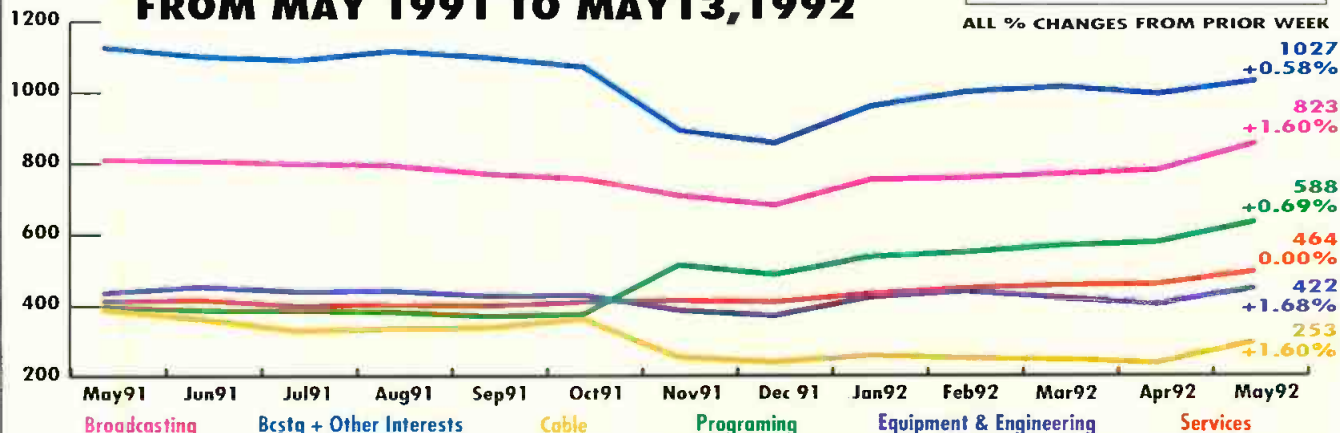
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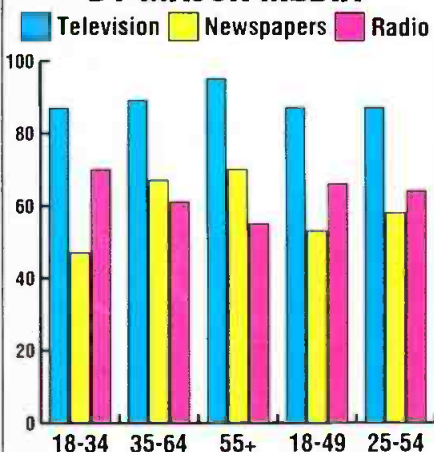
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Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY 13, 1992

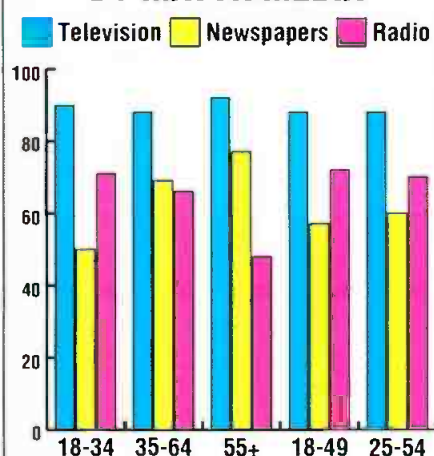


% OF WOMEN REACHED BY MAJOR MEDIA



Source: Television Bureau of Advertising from Bruskini Associates data.

% OF MEN REACHED BY MAJOR MEDIA



Source: Television Bureau of Advertising from Bruskini Associates data.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	11,164	1,548	12,712
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	1,497	196	1,693
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	1,237	997	2,234
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from May 4 through May 8 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KFAY-FM Hunstville and KOLX(FM) Barling, both Arkansas** (KFAY-FM: BALH920422HW; 95.9 mhz; 3 kw; ant. 295 ft.; KOLX: BALH920422HX; 94.5 mhz; 3 kw; ant. 193.52 ft.)—Seeks assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million (see KKID-AM-FM Sallisaw, OK, below). Filed April 22.

■ **KJWH(AM) Camden, AR** (BAL920430EB; 1450 khz; 1 kw-U)—Seeks assignment of license from Gary D. Coates to Hi-Top Broadcasting Inc. for \$10; price is legal formality with former owner as result of bankruptcy; station was purchased in 1986 for \$200,000. Seller owns KJBT(AM)-KOEZ(FM) Fordyce, AR. Buyer is headed by J. Howard Rogers, and has no other broadcast interests. Filed April 30.

■ **KBRG(FM) Fremont (San Jose), CA** (BTCH920420HD 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from Radio America Inc. to EXCL Communications Inc. for \$5.1875 million. EXCL is also purchasing KLOK(AM) from assignor for \$6.0625 million ("Changing Hands," May 4). Seller is headed by Daniel and James Villanueva, and is also purchasing KPLS(AM) Orange, CA ("Changing Hands," May 4). Buyer is headed by Estelle Gonzalez-Walgreen and Christopher Marks, and has no other broadcast interests. Filed April 20.

■ **KLZ(AM) Denver** (BAL920424ED; 560 khz; 5 kw-U)—Seeks assignment of license from Summit-Denver Broadcasting Corp. to Donald B. Crawford for \$1.5 million ("Changing Hands," April 27). Seller is headed by James W. Wesley Jr., and is principally owned by trustees of Gordon Gray family, and owns WAOX(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WFYR-FM Chicago; KJMV(FM) Dallas; KHVN(AM) Fort Worth; WONE(AM)-WTUE(FM) Dayton, OH; KAZY(FM) Denver and WRKS-FM New York. Buyer is president and sole or majority shareholder of licensees of KPBC(AM) Garland (Dallas), TX; WYCA(FM) Hammond, IN (Chicago); KBRT(AM) Avalon, CA; WDCX(FM) Buffalo, NY; WDJC(FM) Birmingham, AL; KLVN(AM) Lake Oswego, OR, and WNUZ(FM) Detroit. Filed April 24.

■ **WWKO(AM) Cocoa, FL** (BAL920422EF; 860 khz; 1 kw-D, 121 w-N)—Seeks assignment of license from Christian Radio Communications Inc. to Walker Broadcasting Inc. for \$267,106 ("Changing Hands," May 11). Seller is headed by Regina Woolley, and has interests in WHOF(AM) Wildwood, FL. Buyer is headed by Keith and Kit Walker, husband and wife, and has no other broadcast interests. Filed April 22.

■ **KFLA(AM)-KSKL(FM) Scott City, KS** (AM: BAL920422ED; 1310 khz; 500 w-D, 147 w-N; FM: BALH920422EE; 94.5 mhz; 100 kw; ant. 345 ft.)—Seeks assignment of license from KFLA Inc. to West Jewell Management Inc. for \$240,000. Seller is headed by George B. Anderson, who is president, but not stockholder, in KJRG(AM)-KOEZ(FM) Newton, KS. Buyer is headed by Roger P. Anderson, son of assignor, and has 82% interest in licensees of KRKS(AM) Denver and KJSK(AM)-KLIR(FM) Columbus, NE. Filed April 22.

■ **WDKY-TV Danville (Lexington), KY** (BALCT920504KE; ch. 56 3,427 kw-V; 342 kw-A;

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

ant. 1,150 ft.)—Seeks assignment of license from WDKY License Co. Inc. to Superior Communications Group Inc. for \$10.3 million ("Changing Hands," May 11). Seller is subsidiary of the Backe Group Inc., headed by John Backe, and has no other broadcast interests. Buyer is headed by Perry A. Sook, and has no other broadcast interests. Filed May 4.

■ **WKVG(AM) Jenkins, KY** (BAL920429EC; 1000 khz; 1 kw-D)—Seeks assignment of license from Kincraft Industries to Martins & Associates Inc. for \$40,000. Seller is headed by general partners James W. Craft and Anna C. Kincer, and is licensee of WIFX-FM Jenkins, KY. Buyer is headed by Jerry A. Martin, and has no other broadcast interests. Filed April 29.

■ **WMSG(AM)-WXIE(FM) Oakland, MD** (AM: BTC920429GG; 1050 khz; 1 kw-D, 75 w-N; FM: BTCH920429GH; 92.3 mhz; 1.4 w; ant. 689 ft.)—Seeks transfer of control of Oakland Radio Station Corporation for \$71,280. Sellers are Kenneth E. Robertson, et al., selling all their interest in licensee. Buyer is Brenda J. Butscher, who will own 79.4% of licensee. Principals have no other broadcast interests. Filed April 29.

■ **WMBH(AM)-KKUZ(FM) Joplin, MO** (AM: BAL920422HY; 1450 khz; 1 kw-U; FM: 102.5 mhz; 100 kw; ant. 410 ft.)—Seeks assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million (see KKID-AM-FM Sallisaw, OK, below). Filed April 22.

■ **WBNJ(FM) Cape May Court House, NJ** (BALH920430GE; 105.5 mhz; 3 kw; ant. 294 ft.)—Seeks assignment of license from Gateway Broadcasting Corp. to The Avalon Group for \$850,000 ("In Brief," May 4). Seller is headed by Joseph M. Isabel, and is licensee of WCSS(AM)-WKOL-FM Amsterdam, N.Y., as well as cable TV system. Buyer is headed by Donald W. Greth, radio talk show host in Reading, PA; he has no other broadcast interests. Filed April 30.

■ **KKID-AM-FM Sallisaw, OK** (BAL920422EA; 1560 khz; 250 w-D)—Seeks assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million. Purchase includes KFAY-FM Hunstville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, MO (see above). Seller is headed by L. Patrick Demaree, and is also licensee of KFAX(AM) Farmington, KKEG(FM) Fayetteville, KOLZ(FM) Bentonville and KZNG(AM)-KQUS-FM Hot Springs, all Arkansas, and KXUS(FM) Springfield, MO. Buyer is headed by general partners Kim D. Hendren and

Norman D. McChristian. McChristian is limited partner in permittee of KDAB(FM) Prairie Grove, AR. Filed April 22.

■ **KGFF(AM) Shawnee, OK** (BAL920427EC; 1450 khz; 1 kw-U)—Seeks assignment of license from Stauffer Communications Inc. to Overland Communications Inc. for \$150,000. Seller is headed by John H. Stauffer, and owns KCOY-TV Santa Maria, CA; KMIZ(TV) Columbia, MO; WIBW-AM-FM-TV Topeka, KS; KGWN-TV Cheyenne and KGWC-TV Casper, both Wyoming, and KGNC(AM)-KMLT(FM) Amarillo, TX. Buyer is headed by Danny B. Overland, and has no other broadcast interests. Filed April 27.

■ **WMDR(AM) Alcoa, TN** (BTC920427EB; 1470 khz; 1 kw-D)—Seeks transfer of control from Blount County Broadcasting Corp. to James E. Ledford for \$122,600. Sellers are Charles W. Johnson and Walker Johnson, selling their 51% of licensee. Buyer has no other broadcast interests. Filed April 27.

■ **KDSI(AM)-KQNN(FM) Alice, TX** (AM: BAL920428EB; 1070 khz; 1 kw-U; FM: 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Bruton Broadcast Communications Inc. to Alice Radio Co. Inc.; seller defaulted on June 1991 note for principal amount of \$425,000. Bruton Broadcast is also selling KNGV(FM) Kingsville, TX (see below). Seller is headed by Robert R. Bruton, and has no other broadcast interests. Buyer is headed by George W. Marti, who has interests in licensee of KCLE(AM) Cleburne, KBAI(AM) San Saba, and is permittee of KCLW(FM) Glen Rose, all Texas. His daughter, Michelle Marti, is purchasing KNGV(FM) Kingsville, TX, from assignor. Filed April 28.

■ **KNGV(FM) Kingsville, TX** (BALH920428GF; 92.7 mhz; 3 kw; ant. 210 ft.)—Seeks assignment of license from Bruton Broadcast Communications Inc. to Kingsville Radio Co. Inc.; seller defaulted on payment to Kingsville Radio Co. for principal amount of \$425,000. Bruton is also selling KDSI(AM)-KQNN(FM) Alice, TX (see above). Seller is headed by Robert R. Bruton, and has no other broadcast interests. Buyer is headed by Michelle S. Marti. Her father, George W. Marti, is purchasing KDSI(AM)-KQNN(FM) Alice, TX, from assignor. Filed April 28.

■ **KMMZ(AM) San Antonio, TX** (BAL920422EC; 1480 khz; 2.5 kw-D, 90 w-N)—Seeks assignment of license from Vision Communications Inc. to Martin Broadcasting Inc. for \$150,000. Seller is headed by John Hiatt, and is licensee of KKYX(FM) Terrell Hills, TX. Brian Applegate, director, is chairman of licensee of KCAL-FM Redlands, CA. Eighty percent of Vision Communications is held by Alta III Ltd., which has application pending for assignment of WCWA(AM)-WIOT(FM) Toledo and WZRZ(FM) Hamilton, both Ohio (see "For the Record," May 4). Buyer is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Baytown, TX, and sole shareholder of licensee of KFIT(AM) Lockhart, TX. Filed April 22.

■ **WFMF(FM) Menomonee Falls, WI** (BALH920423HM; 98.3 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from Capitol Classics Inc. to Harris Classical Broadcasting Co.; asset purchase agreement will be filed as amendment in near future. Seller is headed by Robert L. Caulfield, and has no other broadcast interests. Buyer is headed by Richard H. Harris, and is 50% stockholder of licensee of WSPB(AM) Sarasota, FL. Filed April 23.

Actions

■ **KYAK(AM)-KGOT(FM) Anchorage, AK** (AM:

BALH911028ED: 101.3 mhz; 26 kw; ant. -66 ft.)—Dismissed app. of assignment of license from KGOT Corp. to Alaska Broadcast Communications Inc. for \$1.225 million ("Changing Hands," Oct. 28). Sale includes KIAK-AM-FM Fairbanks, AK (see below). Sale for stations last January for estimated \$3.1 million-\$3.5 million, which included KTRW(AM)-KZZU(FM) Spokane, WA, fell through ("Changing Hands," Jan. 7). **Seller** is subsidiary of Olympia Broadcasting Corp., headed by Archie Kovanen, and will continue to own KTRW(AM)-KZZU(FM) Spokane, WA; it also owns Olympia Broadcasting Network. **Buyer** is headed by E. Roy Paschal, and is licensee of KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska. Action April 29.

■ **KYAK(AM)-KGOT(FM) Anchorage (AM: BAL920123EA: 650 khz; 50 kw-U; FM: BALH920123EB: 101.3 mhz; 26 kw; ant. -66 ft.)**—Dismissed app. of assignment of license from Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for \$1.225 million. Purchase includes KIAK-AM-FM Fairbanks, AK (see below). Station was purchased last year for same price. **Seller** is headed by E. Roy Paschal, and is licensee of KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska. **Buyer** is headed by David E. Hartman, and has no other broadcast interests. Action April 29.

■ **KIAK-AM-FM Fairbanks, AK (BAL911028EA: 970 khz; 5 kw-U; FM: BALH911028EB: 102.5 mhz; 25 kw; ant. -89.5 ft.)**—Dismissed app. of assignment of license from KQRZ Corp. to Alaska Broadcast Communications Inc. for \$1.225 million. Sale includes KYAK(AM)-KGOT(FM) Anchorage, AK (see above). Action April 29.

■ **KIAK-AM-FM Fairbanks, AK (AM: BAL920123EC: 970 khz; 5 kw-U)**—Dismissed app. of assignment of license from Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for \$1.225 million. Purchase includes KYAK(AM)-

KGOT(FM) Anchorage (see above). Action Jan. 23.

■ **WYAZ(FM) Lumpkin, GA (BTCH920204HJ: 99.3 mhz; 50 kw; ant. 150 m.)**—Granted transfer of control of licensee Radio Lumpkin for \$41,044.26, \$31,044 in assumption of liabilities. **Seller** is Mary A. Butts, and has no other broadcast interests. **Buyer** is Robert W. Bishop Sr., limited partner in permittee of WVPJ(FM) Macon, GA, which has filed application to assign its license to Radio Macon Inc., in which Bishop owns 10% of voting stock. Charles D. Harrell, who owns 12.5% of licensee, also owns 5% of voting stock of Radio Macon Inc. Action April 24.

■ **WQRL(FM) Benton, IL (BAPLH920214HF: 106.3 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of CP from Lanmar Broadcasting Inc. to Dana Communications Corp. for \$250,000. **Seller** is headed by Thomas S. Land. He and vice president David H. Land have interests in WFIW-AM-FM Fairfield, IL. **Buyer** is headed by Dana R. Withers, who has interests in licensee of KAVU-TV Victoria, TX, and in permittee of WQHC(FM) Nashville, IL. Action April 28.

■ **WSKT(FM) Spencer, IN (BALH920225HX: 92.7 mhz; 1 kw; ant. 480 ft.)**—Granted assignment of license from RCR Communications Inc. to Spencer Communications Inc. for no cash consideration; RCR Communications Inc. is in default on obligations totalling \$29,000. **Seller** is headed by Russ Algood and Ronald L. Gates, and has no other broadcast interests. **Buyer** is headed by Leonard White; his daughter, Kathy W. Williams, is permittee of WZYG(FM) Ellettsville, IN. Action April 22.

■ **WEKG(AM)-WJSN-FM Jackson, KY (AM: BTC920228HO: 810 khz; 5 kw-D; FM: BTCH920228HR: 97.7 mhz; 580 w; ant. 610 ft.)**—Granted transfer of control of licensee Intermountain Broadcasting Co. Inc. for \$175,000 in stock redemption agreement. **Seller** is A. Dale Bryant; licensee will redeem and purchase all of Bryant's 50% interest. Licensee is headed by James M. and Gloria M. Ray, husband and wife. Bryant and

James Ray have interests in WFLE-AM-FM Flemingsburg and WAKY(FM)-WGRK(FM) Greensburg, both Kentucky. Action April 30.

■ **WATB-FM South Yarmouth, MA (BTCH911211HV: 103.9 mhz; 3 kw; ant. 100 ft.)**—Granted transfer of control from Cape Cod Radio Inc. to WATD Inc. for \$175,000. **Seller** is headed by John W. Miller and has no other broadcast interests. **Buyer** is headed by Edward F. Perry Jr., who is 80% stockholder in Marshfield Broadcasting Co. Inc., licensee of WATD-FM Marshfield, Mass. Director Maida Thompson is 10% stockholder in Metrosouth Broadcasting Inc., licensee of WMSX(AM) Brockton, Mass. Action April 24.

■ **WTCT(FM) Carrollton, MI (BTCH920316HJ: 100.5 mhz; 3 kw; ant. 328 ft.)**—Granted transfer of control of Mid-America Broadcasting Inc.; transfer is recapitalization of licensee through issuance of 11,000 shares of stock at \$1 per share. **Transferor**, John J. Carroll Jr., is transferring 17.7% of his 51% interest to transferees Robert L. Friedle and Richard J. Doud Jr., three principals will each have 33.3% voting stock. John J. Carroll Jr. is 33.6% stockholder of licensee of WIOS(AM)-WKJC(FM) Tawas City, MI. His father, John J. Carroll Sr., is 64.4% stockholder. Action April 28.

■ **WJRT(TV) Flint, MI (BTCCT920228KF: ch. 12; 316 kw-V; 31.6 kw-A; ant. 940 ft.)**—Granted transfer of control of licensee SJL-KSN Ltd. to Media-Communications Partners Ltd.; transferee currently owns 5,587.5 shares of class B non-voting stock of SJL-Michigan, subsidiary of licensee, and proposes to convert it to voting common stock of SJL-Michigan. Licensee is headed by George D. Lilly, Robert D. McCurdy and David Dletz, and is parent company of licensees of KSNT(TV) Topeka, KSNW(TV) Wichita, KSNG(TV) Garden City and KSNK(TV) Great Bend, all Kansas, and KSNK(TV) McCook, NE. Lilly is also 100% owner of licensee of KTVQ(TV) Billings, MT, and has interests in WSTM(TV) Syracuse, NY. Action April 28.

■ **KLDZ(FM) Lincoln, NE (BALH920228HV: 95.1**

Seeing (or hearing) is believing!

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TORNADO TACTICS

mhz; 50 kw; ant. 287 ft.)—Granted assignment of license from Kempf Communications Inc. to Radio One Lincoln Inc. for \$765,000 ("Changing Hands," March 16). Seller is headed by William Rice, receiver, and is also receiver for KWZD(FM) Hamlin (Abilene), TX, and WKLI(FM) Celina, OH. Buyer is headed by Raymond A. Lamb, and is 100% owner of licensees of KTTT(AM)-KWMG(FM) Columbus, NE; KQAD(AM)-KLQL(FM) Luverne, MN; KBRK-AM-FM Brookings and KJUV(AM)-KGTR(FM) Huron, both South Dakota. Action March 27.

■ **WSHQ-FM Cobleskill and WNYJ(FM) Rotterdam, both New York (WSHQ: AMBTCH891122HE; 103.5 mhz; 50 kw; ant. 152 ft.; WNYJ: BTCH891122HF; 98.3 mhz; 3 kw; ant. 91 ft.)**—Dismissed app. of assignment of license from Bruce M. Lyons to Michael R. Spector and John H. Spector, brothers, for assumption of financial liabilities. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action April 23.

■ **WYCV(AM) Granite Falls, NC (BTC920220EC; 900 khz; 500 w-D, 251 w-N)**—Granted transfer of control of Freedom Broadcasting Corp. for \$75,000. Seller is Hugh Morton Jr., and has no other broadcast interests. Buyer is Marvin L. Sizemore, and has no other broadcast interests. Action April 29.

■ **KGW(AM)-KINK(FM) Portland, OR (BTC920203EA; 620 khz; 5 kw-U; FM: BTCH920203EB; 101.9 mhz; 100 kw; ant. 1,610 ft.)**—Granted transfer of control from Portland Radio Inc. to KINK Inc. for \$11.5 million. Seller was subsidiary of King Broadcasting Co.; it has no other broadcast interests. Buyer is headed by R. Kenneth Conner and is backed by Luis G. Nogales, Lombard Investments, Kingscross UK Partners Ltd (35.897% voting stock) and Nogales Reed Corporation (64.103% voting stock); it has no other broadcast interests. Action May 4.

■ **WMPA(FM) Mansfield, PA (BAPH920211GH; 92.3 mhz; 417 w; ant. 866 ft.)**—Granted assignment of CP from Jennifer Lamb to Penn Central Broadcasting Inc. for \$3,000. Seller has no other broadcast interests. Buyer is headed by Harold G. Fulmer III, who is 100% shareholder of licensees of WMIM(AM)-WSPI-FM Mt. Carmel-Shamokin, WMHU(FM) Renovo, WKHL-AM-FM Hughesville-Salladasburg, WKKU(AM)-WQXA(FM) York, WXKW(AM) Allentown, WMGH(AM) Tamaqua, and WLSH(AM) Lansford, all Pennsylvania, and LPTV W09BL Williamsport, PA. Action April 24.

■ **KORQ-AM-FM Abilene, TX (AM: BTC900222EA; 1340 khz; 1 kw-U; FM: BTCH900222EB; 100.7 mhz; 100 kw; ant. 1,260 ft.)**—Granted transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Seller is headed by Stephen M. Adams. Stock includes interest in KLSF(FM) Amarillo and KMND(AM)-KLSF(FM) Midland, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT. Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Action April 23.

■ **KJTX(FM) Jefferson, TX (BALH920218GH; 104.5 mhz; 1,674 kw; ant. 426 ft.)**—Granted assignment of license from DLB Broadcasting to Pen Broadcasting, Inc. for \$150,000. Seller is headed by general partners Leona Boyd, son David Boyd and William Davis, and has interests in KITO(FM) Vinita, OK. Buyer is headed by Patrick L. Turner, and has no other broadcast interests. Action April 24.

NEW STATIONS

Actions

■ **Pinckneyville, IL (BPH891013MG)**—Dismissed app. of O.L. Turner for 104.3 mhz; 3 kw; ant. 100 m. Address: 701 Commercial, Harrisburg, IL 62946. Applicant has no other broadcast interests. Action April 28.

■ ***Warsaw, NY (BPED900405MK)**—Granted app. of Family Life Ministries Radio Inc. for 88.3 mhz; 7 kw; ant. 150 m. Address: 7634 Campbell Rd. Bath,

NY 14810. Applicant is headed by Richard Snavely, and is licensee of WCIK(FM) New York, and is permittee of non-commercial educational WCIH(FM) Elmira, WCID(FM) Friendship and WCII(FM) Spencer, all New York. Action April 29.

■ **Semora, NC (BPH861126NF)**—Dismissed app. of Semora FM Inc. for 106.7 mhz; 3 kw; ant. 328 m. Address: PO Box 131, Semora NC 27343. Applicant is headed by A. Thomas Bowes, who also has interests in licensee of WYNC(AM) Yanceyville, NC. Action April 27.

■ **Semora, NC (861126NI)**—Granted app. of Semora Bcg. Inc. for 106.7 mhz; 3 kw; ant. 328 m. Address: 302 S Lamar St., Box 223, Roxboro, NC 27573. Applicant is headed by Harry Myers, and has no other broadcast interests. Action April 27.

■ **Marlboro, VT (BPH890705MA)**—Returned app. of Route Nine Bcg. for 101.5 mhz; 1.1 kw; ant. 163 m. Address: Marlboro Rd., PO Box 2108, W Brattleboro, VT 05301. Applicant is headed by Marrian Akley, and has no other broadcast interests. Action April 23.

FACILITIES CHANGES

Applications

AM's

■ **Bogalusa, LA WBOX(AM) 920 khz**—April 24 application of Bogue Chitto Communication Company for CP to change hrs of operation from unlimited to daytime only.

■ **Franklin, NC WAJA(AM) 1480 khz**—April 27 application of Macon Broadcasting Company for CP to add night service with 54 watts.

■ **Richmond, VA WRNL(AM) 910 khz**—April 28 application of Capitol Broadcasting Co. of Va. Inc. for mod. of CP (BP900713AD) to reduce nighttime power to 1.5 kw. and make chngs in nighttime antenna system.

■ **Weston, WV WHAW(AM) 980 khz**—April 21 application of Stonewall Broadcasting Corp. for CP to correct coordinates to 39 02 25 - 80 27 16.

FM's

■ **Texarkana, AR KTOY(FM) 104.7 mhz**—April 23 application of Jo-Al Broadcasting Inc. for mod. of CP (BPH-880616MP) to change: ERP: 3 kw (H&V); TL: 1.15 miles east of Leary, Bowie County, TX.

■ **Burney, CA KNCA(FM) 89.7 mhz**—April 22 application of Oregon State Board of Higher Education for mod. of CP (BPED-890427MB) to make changes: ant.: 446.7 m.; TL: Hatchet Mtn.. 9.3 km from Burney on bearing of N265E.

■ **Americus, GA WISK-FM 97.7 mhz**—April 10 application of Sumter Broadcasting Co. for CP to change ERP: 25 kw (H&V); ant.: 92 m.; change class to C3 (per MM docket #91-224).

■ **Agana, GU KOLG(FM) 90.9 mhz**—April 22 application of Catholic Educ. Archdiocese of Agana for mod. of CP (BPED-890830MD) to change: ant.: 154 m.; TL: St. Dominic's Senior Citizen Home, Mt. Barrigada.

■ **Sheldon, IA KIWA-FM 105.5 mhz**—April 15 application of Sheldon Broadcasting Company Inc. for CP to change ERP: 50 kw (H&V); ant.: 552 m.; change freq. from 105.5 TO 105.3; change to class C2 (per MM docket #90-532).

■ **Elmwood, IL WFYR(FM) 97.3 mhz**—April 23 application of Rainbow Broadcasting Company for mod. of CP (BPH-881221MT) to change: ERP: 15.5 kw (H&V); ant.: 128 m.; TL: 1.6 km south of Kikapoo, IL, adjacent to I-74, Peoria County, IL.

■ **Pontiac, IL WJEZ(FM) 93.7 mhz**—April 21 application of Livingston County Bcsters Inc. for CP to make changes: ERP: 3 kw (H&V); ant.: 140 m.; TL: 183 m. east of Road 1200E, .4 km N of Road 1300N, Livingston County, Pontiac.

■ **Indianapolis WEDM(FM) 91.1 mhz**—April 23 application of Metropolitan Sch. Dist. of Warren for CP

to change ERP: .18 (V).

■ **Morehead, KY WWDQ(FM) 96.3 mhz**—April 20 application of Gateway Radio Works Inc. for mod. of CP (BPH-901115MG) to change to nondirectional antenna.

■ **Topsham, ME WLLB(FM) 95.5 mhz**—April 22 application of Kirkley Paige Beal for mod. of CP (BPH-860507PX) to change: ERP: 3 kw (H&V); ant.: 139 m.

■ **Ocean Pines, MD WZJO(FM) 97.1 mhz**—April 23 application of Ocean Pines Broadcasting Company for mod. of CP (BPH-870406KH) to change: ERP: 2.1 kw; (H&V); ant.: 120 m.; TL: at intersection of Route #589 and Highway 90.

■ **Oscoda, MI WCLS(FM) 100.1 mhz**—April 15 application of Todd A. Mohr for mod. of CP (BPH-851216MM) to change frequency: 100.7 mhz; ERP 20.5 kw (H&V); ant. 110 m.; class C3; TL: approx 2 mi SE of Mikado, Alcona County, MI, aprox 1 mi. south of Mikado Rd. (county road F-30) on Coville Rd. (per docket #90-319).

■ **Golden Valley, MN KQRS-FM 92.5 mhz**—April 21 application of KQRS Inc. for CP to make changes: ERP: 40 kw (H&V).

■ **Bend, OR KOAB-FM 91.3 mhz**—April 23 application of Oregon Commission on Public Bcsting for mod. of CP (BPED-841018IG) to relocate main studio outside of community of license: 7140 SW Macadam Avenue, Portland, OR.

■ **Eugene, OR KWVA(FM) 88.1 mhz**—April 24 application of University of Oregon Foundation for mod. of CP (BED-880531MT) to make changes: ERP: -17.2 m.; ant.: .5 kw (H&V); TL: roof of P.L.C. building on University of Oregon campus at intersection of Kincade and 14 Ave.

■ **Pendleton, OR KRBM(FM) 90.9 mhz**—April 23 application of State of Oregon, Comm. on Public Bcstg., for mod. of CP (BPED-860114MG) to relocate main studio outside of community of license: 7140 SW Macadam Avenue, Portland, OR.

■ **Mt. Carmel, PA WXMH(FM) 99.7 mhz**—April 21 application of H & P Communications Ltd. for mod. of CP (BPH-880217MT) to make changes: ant.: 197 m.; TL: .2 km north of SR 54, hamlet of Natalie, township of Mount Carmel, Northumberland County, PA.

Actions

AM's

■ **Black Canyon, AZ KUET(AM) 710 khz**—Granted app. of Statewide Broadcasters Inc. (BMP-900405CP) for mod. of CP (BP-8700330AL) to add night service with 4.2 kw. and make changes in antenna system. Action April 28.

■ **Camdenton, MO KFEX(AM) 1520 khz**—Granted app. of Lake Broadcasting Inc. (BMP-900328AL) for mod. of CP (BP850731AH) to incrcse power to 10 kw-day, 4.2 kw-CH, and make changes in antenna system. Action April 29.

FM's

■ **Bentonville, AR KOLZ(FM) 98.3 mhz**—Returned app. of Demaree Media Inc. (BPH-92032018) for CP to change: ERP: 10.55 kw (H&V); ant.: 152 m.; TL: on Fitzgerald Mountain, approximately 3.4 km northeast of Springdale, AR; change class to C3 (per MM docket #91-124, per fee section 4-22-92). Action April 22.

■ **Fayetteville, AR KKEG(FM) 92.1 mhz**—Dismissed app. of Demaree Media Inc. (BPH-910816IE) for CP to change ERP: 14 kw (H&V); ant.: 118 m.; TL: 2.4 km north of Goshen, AR, in Washington County; change to class C3 (per MM docket #90-201). Action April 24.

■ **Jonesboro, AR KJBR(FM) 101.9 mhz**—Granted app. of Patteson Brothers Inc. (BMPH-920316IE) for mod. of CP (BPH-870220IB) to change antenna supporting structure. Action April 30.

■ **Yellville, AR KCTT-FM 97.7 mhz**—Granted app. of A & J Broadcasting Company (BPH-920109IE) for CP to change ERP: 50 kw (H&V); ant.: 116 m.; TL: 4.2 km northeast of Bellfonte, AR, on bearing of 19 degrees; class: C2 (per MM docket #87-565).

Action April 27.

■ **Burney, CA KNCA(FM)** 89.7 mhz—Granted app. of Oregon State Board of Higher Education (BMPED-920422IA) for mod. of CP (BPED-890427MB) to change ant.: 446.7 m.; TL: Hatchet Mtn., 9.3 km from Burney, CA, on bearing of N26SE 40 52 30 - 121 46 14. Action April 29.

■ **Central Valley, CA KNNN(FM)** 99.3 mhz—Returned app. of Quality Broadcasters of Calif. Ltd. (BPH-920228IG) for CP to change ant.: 100 m., change to class C3 (per docket #90-440). Action April 21.

■ **Marysville, CA KRFD-FM** 99.9 mhz—Granted app. of River Cities Radio Ltd. (BMPH-911223IE) for mod. of CP (BPH-900105IE) to change ant.: 665 m. Action April 24.

■ **Santa Cruz, CA KZSC(FM)** 88.1 mhz—Granted app. of Regents of Univ. of Calif. (BPED-910918ME) for CP to correct coordinates of BLED-800811AO: 37 00 10 - 122 03 05. Action April 30.

■ **Hayden, CO KIDN-FM** 95.9 mhz—Granted app. of Gardiner Broadcast Partners Ltd. (BMPH-920219IF) for mod. of CP (BPH-910225IA) to change TL: Chavez Peak, approximately 15.8 km ESE of Hayden. Action April 29.

■ **New Port Richey, FL WLPJ(FM)** 91.5 mhz—Granted app. of Showem Inc. (BPED-88113010) for CP to change ERP: 25 KW (H&V); ant.: 119.3 m.; TL: .5 mile east of We Road and 7th Avenue near Spring Hill, FL; change to class C2. Action April 24.

■ **Claxton, GA WCLA-FM** 107.1 mhz—Granted app. of Evans County BCo. Co. Inc. (BPH-911015IC) for CP to change ERP: 25 kw (H&V); ant.: 100 m. TL: .6 km NNE of US 301 and US 280 intersection, Evans County, Claxton; change freq. from 107.1 to 107.3. change to class C3 (per MM docket #90-536). Action April 29.

■ **Wrens, GA WAKB(FM)** 96.9 mhz—Granted app. of Advertisement Network Systems Inc. (BMPH-920220ID) for mod. of CP (BPH-910325IA) to change ERP: 14.5 kw (H&V); ant.: 131 m.; TL: Louisville Road, 1.6 km northeast of Keysville, Burke County, GA; change frequency to 96.9 and class to C3 (per MM docket #89-418). Action April 30.

■ **Orofino, ID KLER-FM** 95.3 mhz—Dismissed app. of 4-K Radio Inc. (BPH-900816ID) for CP to change antenna supporting structure; ant.: 237 m.; TL: on Eureka Ridge, 3 mi N. of Orofino. ERP 1.5 kw H&V, change to class C3 (per docket #89-175). Action April 23.

■ **Louisville, KY WAMZ(FM)** 97.5 mhz—Granted app. of Clear Channel Communications Inc. (BPH-910618IF) for CP to change ant.: 198 m.; TL: approx. .4 km east of intersection of Holsclaw Hill Road and Brooks Hill Road, Bullitt County, KY. Action April 24.

■ **Louisville, KY WTFX(FM)** 100.5 mhz—Granted app. of Louisville Broadcasters Ltd. (BMPH-920124IC) for mod. of CP (BPH-880126NZ) to change ERP: 50 kw (H&V); TL: approximately .4 km east of intersection of Holsclaw Hill Road and Brooks Hill Road, Bullitt County, KY. Action April 24.

■ **Winona, MN KAGE-FM** 95.3 mhz—Granted app. of Kage Inc. (BPH-901018IB) for CP to make changes: ERP: 10.9 kw (H&V); ant.: 151 m., change channel 237A to channel 237C3 (per MM docket #89-428). Action April 30.

■ **Cassville, MO KZRK(FM)** 100.1 mhz—Granted app. of Kevin M. and Patricia W. Wodlinger (BMPH-911223IC) for mod. of CP (BPH-880629MA) to change ERP: 2.72; ant.: 149 m.; TL: land sec. #12, Twn. #22-N, range #27, Barry County, MO; nearest town is Hilltop, MO, 3.3 miles northwest. Action April 27.

■ **Chaffee, MO KYRX(FM)** 104.7 mhz—Granted app. of Chartres Media Inc. (BPH-910926IH) for CP to change ERP: 6 kw (H&V). Action April 30.

■ **Houston, MO KUNQ(FM)** 99.3 mhz—Granted app. of Texas County Radio Inc. (BPH-911209IE) for CP to change ERP: 26 kw; ant.: 207 m.; TL: 400 m. NE of US Route 63, approximately 7 km SE of Cabol in Texas Co., MO; change to class C2 (per



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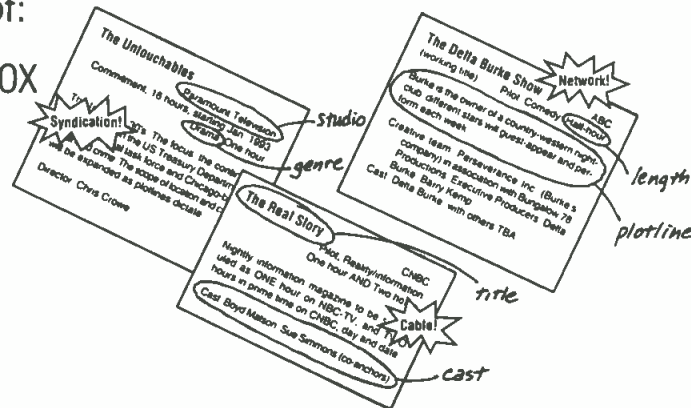
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MM docket #90-619). Action April 24.

■ **Kearney, NE** KRNK(FM) 102.3 mhz—Granted app. of Nebraska Media Concepts Inc. (BPH-900816IA) for CP to change ERP: 25 kw (NV); change to class C3 (per MM docket #89-247). Action April 28.

■ **Concord, NC** WPEG(FM) 97.9 mhz—Granted app. of Brdctng Partners of Charlotte Inc. (BMPH-910823IB) for CP to change ERP: 93.6 kw (H&V); ant.: 491 m. Action April 30.

■ **Fairmont, NC** WSTS(FM) 100.9 mhz—Granted app. of Pro Media Inc. (BPH-911224IF) for CP to make changes: ERP: 50 kw (H&V); ant.: 150 m.; TL: .4 miles south of intersection of State Rd. 1415 and State Rd. 1352 in Columbus County, NC. 3.55 miles south of Cerro Gordo, NC: change to class C2 (per MM docket #90-32). Action April 28.

■ **Manchester, OH** WAGX(FM) 101.3 mhz—Granted app. of Jewell Schaeffer Broadcasting Co. (BMPH-920115IK) for mod. of CP (BPH-890223ME) to change TL: approx. 183 m. north of intersection of Spring Hollow Rd. and Rte. 10. in Plumville, KY. in Mason County, KY: ant.: 91 m. Action April 29.

■ **Bend, OR** KQAK(FM) 105.7 mhz—Granted app. of JJP Broadcasting Inc. (BPH-911224IE) for CP to make changes: ERP: 40 kw (H&V). change to channel 289C1 (per docket #89-591). Action April 30.

■ **Harbeck-Fruitdale, OR** KAJO-FM 98.3 mhz—Granted app. of Grants Pass Broadcasting Corp. (BMLH-910729KD) for mod. of license to increase ERP: .130 kw H&V (per MM docket #88-375). Action May 1.

■ **Crossville, TN** WXVL(FM) 99.3 mhz—Granted app. of Crossville Radio Inc. (BPH-910424II) for CP to change ERP: 6 kw H&V. Action April 24.

■ **Crossville, TN** WXVL(FM) 99.3 mhz—Forfeited and cancelled app. of Crossville Radio Inc. (BPH-870224IN) for CP to change ant.: 258 ft. and correct coordinates: 35 57 01 - 85 02 09. Action April 24.

■ **Huntingdon, TN** WVHR(FM) 100.9 mhz—Granted app. of Milan Broadcasting Company Inc. (BMLH-910809KA) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action April 30.

■ **Madisonville, TN** WYGO(FM) 99.5 mhz—Dismissed app. of Major Broadcasting Corp. (BMPH-920107IF) for mod. of CP (BPH-900518MT) to make changes: TL: approx. 1.1 km WSW of Roy Knob. Action April 24.

■ **Millington, TN** KPYR(FM) 98.1 mhz—Granted app. of Diamond Broadcasting Inc. (BMLH-920127KD) for mod. of license (BLH-880518KB) to change community of license from Osceola, AR. to Millington, TN (per docket #91-78). Action April 27.

■ **Hallettsville, TX** KFSL(FM) 99.9 mhz—Dismissed app. of Tom E. Donnelly (BMPH-920110IC) for mod. of CP (BPH-891207MI) to change ant.: 6 kw H&V; TL: 4 miles ENE of center of Hallettsville. Action April 23.

■ **Plainview, TX** KKYN-FM 103.9 mhz—Granted app. of Plains Broadcasting (BPH-901113IA) for CP to make changes: ERP: 25 kw H&V. ant.: 108 m., change class to C2. Action April 28.

■ **Payson, UT** KTCE(FM) 92.3 mhz—Dismissed app. of Moenkopi Communications Inc. (BMPH-911218IE) for mod. of CP (BPH-880421MM) to change ERP: .11 kw (H&V) ant.: 675.4 m.; TL: 9 km NW of Payson in West Mt. Communications site. Utah County. Action April 24.

■ **Rainelle, WV** WRRL-FM 95.3 mhz—Granted app. of R-B Company Inc. (BMLH-911206KD) for mod. of license (BLH-7285) to change to channel 237A (per docket #90-387) and increase ERP to 3.1 kw (per docket #88-375). Action April 23.

■ **Clintonville, WI** WJMQ(FM) 92.1 mhz—Granted app. of Sail Communications Corp. (BPH-911220ID) for CP to change ERP: 6 kw (H&V); change freq. from 92.1 to 92.3 (per MM docket #89-548). Action April 24.

■ **Hayward, WI** WRLS-FM 92.1 mhz—Granted app. of Pine-Aire Broadcasting Corp. Inc. (BPH-920113IA) for CP to change ERP: 6 kw (H&V); ant.: 98 m.; change freq. from 92.1 to 92.3; change to class A (per MM docket #89-620). Action April 30.

ALLOCATIONS

■ **Rock Valley, IA** Proposed substituting channel 295C3 for Channel 295A at Rock Valley. and modi-

fying CP of KQEP accordingly. Comments are due June 25. replies July 10. (MM docket 92-99 by NPRM [DA 92-515] adopted April 23 by Acting Chief. Allocations Branch. Mass Media Bureau).

■ **Jacksonville, Pine Knoll Shores, and Harkers Island, all North Carolina** Effective June 18, allotted alternate channel 272A to Pine Knoll Shores. Filing window for channel 272A at Pine Knoll Shores and channel 262C1 at Harkers Island: June 19-July 20. (MM Docket 88-40 by R&O [DA 92-507] adopted April 22 by Acting Chief. Allocations Branch).

■ **Chester, Kingstree, Wedgefield and Summerton, all South Carolina** Effective June 18, substituted channel 257C3 for channel 257A and 252A. and conditionally modified licenses of WDKZ-FM Chester, and WWKT-FM Kingstree, respectively; and substituted channel 257A for channel 238A at Wedgefield, and conditionally modified license of WIBZ(FM) accordingly. (MM Docket 91-251 by R&O [DA 92-521] adopted April 24 by Acting Chief. Allocations Branch).

■ **Harker Heights, Llano and Temple, all Texas** Effective June 18, substituted Channel 288C2 for Channel 288A at Harker Heights, and conditionally modified license of KLFX accordingly; dismissed and denied counter proposals for Temple and Llano. (MM docket 89-525 by R&O [DA 92-488] adopted April 15 by Acting Chief. Allocations Branch).

ACTIONS

■ **Ormond-By-the-Sea, FL** Granted application of McFayden Broadcasting Limited Partnership for new FM on channel 239A in Ormond-By-The-Sea; denied competing applications of Gloria Bell Byrd, Ormond Broadcasting Inc., deHaro Radio, Ltd., O.B.S. Radio Limited Partnership, BH Broadcasting Inc., Agape of Central Florida Inc., and Greene Communications Ltd. (MM Docket 90-277 by Initial Decision [FCC 92D-32] issued April 23 by ALJ Edward Luton).

■ **Croyden, IN** Affirmed decision by Review Board which granted application of Harrison County Broadcasting Co. for new FM on channel 229B. In

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**UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA**

**UNITED STATES OF AMERICA,
Plaintiff,**

**v.
CBS, INC.,
Defendant.**

**Civil No. 74-3599-RJK
NOTICE FOR PUBLICATION**

**UNITED STATES OF AMERICA,
Plaintiff,**

**v.
AMERICAN BROADCASTING
COMPANIES, INC.,
Defendant.**

Civil No. 74-3600-RJK

**UNITED STATES OF AMERICA,
Plaintiff,**

**v.
NATIONAL BROADCASTING
COMPANY, INC.,
Defendant.**

Civil No. 74-3601-RJK

PLEASE TAKE NOTICE that CBS, Inc. ("CBS"), American Broadcasting Companies, Inc. ("ABC") and National Broadcasting Company, Inc. ("NBC"), defendants in the above-entitled actions, each have filed a motion for an order modifying the "Consent Judgments" entered in these actions. The Consent Judgment in the CBS action was entered on July 31, 1980 and modified on November 19, 1986; the Consent Judgment in the ABC action was entered on November 14, 1980; and the Consent Judgment in the NBC action was entered on January 26, 1978 and modified on September 6, 1984. The plaintiff, the United States of America, has consented to the entry of such an order, but has reserved the right to withdraw its consent for at least 70 days after the publication of this notice.

The complaints in these cases were filed in 1974, and alleged that each defendant had engaged in restraint of trade and monopolized or was attempting to monopolize: (i) a "national commercial television prime time entertainment programs" market, and (ii) each network's own prime time entertainment schedule, in violation of sections 1 and 2 of the Sherman Act.

Insofar as they relate to the decree provisions involved in these motions, the complaints further alleged that each individual network has used its control over its own prime time schedule to: (i) exclude programs in which it had no ownership interest from broadcast during prime time hours; and (ii) compel outside program suppliers to grant it financial interests in programs they produced.

As part of the relief granted in the Consent Judgments, the defendant networks were prohibited from acquiring financial interests or syndication rights in any programs they broadcast which had been procured from independent producers.

The proposed modification of the Consent Judgments is limited to the deletion of Part IV, which enjoins CBS, ABC and NBC from acquiring financial interests in, or engaging in the syndication of, certain television programs, and the deletion of Part VI (A), which prohibits, subject to certain exceptions, each network from conditioning the right to network exhibition of a program on the receipt of any right or interest from that program's producer.

Interested persons may submit written comments concerning this matter by sending them to Constance K. Robinson, Chief, Communications and Finance Section, Antitrust Division, Department of Justice, 555 Fourth Street, N.W., Washington, D.C. 20001 (telephone: 202/514-5621). Such comments must be received by the Division within the sixty (60) day period established by court order, and will be filed with the Court by the Government.

The Government has filed a memorandum with the Court setting forth reasons why the proposed modification is in the public interest. Copies of the complaints, Consent Judgments, motion papers, the Government memorandum, all comments submitted and all further papers filed with the Court will be available for inspection at Room 3233, Antitrust Division, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone: 202/514-2481), and at the Office of the Clerk of the United States District Court for the Central District of California, 312 North Spring Street, Los Angeles, California 90012. Copies of these materials may be obtained from the Antitrust Division upon request and payment of the copying fee set by the Department of Justice regulations.

so doing. Commission denied Pruitt and Owen review of that decision. (Report DC-2103, by Commission May 6 by Order [FCC 92-204]).

■ **Lawrenceburg, KY** Approved settlement agreements between Finley Willis Jr., Anderson Broadcasting Company Ltd. and Communications; dismissed applications of MTW Communications and Anderson Broadcasting Company Ltd. with prejudice; granted application of Finley Willis, Jr. for new FM on channel 271A at Lawrenceburg. (By MO&O [FCC 92R-35] adopted April 30 by Review Board).

■ **Lake Charles, LA** Granted application of B & C Broadcasting of Lake Charles for new station on channel 287C2 at Lake Charles. (By MO&O [FCC 92R-33] adopted April 23 by Review Board).

■ **Roswell, LA** Denied applications of Georgia Public Telecommunications Commission Lowell Maze Jackson, Ivan M. Miles, Mazo Radio Co., Robert W. Rounsaville, Southern Radio Services Inc. and Eathel Holley; granted application of Johnson Broadcasting Inc. for new FM on channel 298A at Roswell. (By Decision [FCC 92R-34] adopted April 23 by Review Board).

■ **Charleston, MO** Upheld decision by Mass Media Bureau which denied South Missouri Broadcasting Co. Inc. reconsideration of return of its application for new FM on channel 291A in Charleston. (Report MM-609, Mass Media Action, by Commission May 1 by MO&O [FCC 92-200]).

■ **Lincoln, NE** Designated for hearing mutually exclusive applications of Joy Public Broadcasting and Community Family Broadcasting Inc. for new non-commercial FM on channel 203A at Lincoln. (MM Docket 92-97 by Order [DA 92-518] adopted April 23 by Chief, Audio Services Division, Mass Media Bureau).

■ **Las Vegas** Notified KLAS Inc., licensee of KLAS-TV Las Vegas that it is apparently liable for forfeiture in amount of \$12,500 for illegally broadcasting advertisements for promotions conducted by various Las Vegas casinos, which Commission found to be lotteries. (By Letter [FCC 92-184] adopted April 16 by Commission).

■ **Reading, OH** Designated for hearing mutually exclusive applications of President and Board of Trustees of Miami University and Southwestern Ohio Seniors' Services Inc. for new noncommercial FM on channel 207A at Reading. (MM docket 92-98 by Order [DA 92-517] adopted April 23 by Chief, Audio Services Division).

■ **Philadelphia** Consented to transfer control of WPHL-TV Inc., licensee of WPHL-TV channel 17 (Ind.), Philadelphia, from Taft Broadcasting Partners Limited Partnership to Tribune Broadcasting Co.; granted Tribune waiver of multiple ownership rules. (By MO&O [FCC 92-194] adopted April 17 by Commission).

■ **Chattanooga, TN** Granted application of Radio Chattanooga Inc. for renewal of its licenses for stations WGOW(AM)-WSKZ(FM) subject to EEO reporting conditions; notified licensee that it is apparently liable for forfeiture of \$11,000 for violating EEO rules. (By MO&O and NAL [FCC 92-189] adopted April 16 by Commission).

■ **Marion, VA** Designated for hearing mutually exclusive applications of James Killinger Cornick and Cope II Broadcasting Partners for new FM on channel 278A in Marion. (MM Docket 92-96 by Order [DA 92-519] adopted April 23 by Chief, Audio Services Division).

CALL LETTERS

Applications

Existing AM

KEWI(AM) Bernard Bottenberg; Benton, AR

Existing FM

WHVE(FM) Paxson Enterprises Inc.; Cocoa Beach, FL

STEVEN LAWRENCE RATTNER

The last few weeks have been busy for Steven Rattner. He and the six-person media group that Rattner founded at Lazard Freres have been representing Pinelands, first in its merger agreement with Disney, followed two weeks ago by a tender offer from BHC Communications. They have just finished helping Adelphia Communications refinance; are shepherding through an investment by Corporate Partners in Continental Cablevision, and have been involved in cable system sales in Philadelphia and Long Beach, Calif. And those are just the deals that the 39-year-old investment banker can talk about.

Rattner's is a notably successful career. In just a few years he led one investment bank, Morgan Stanley, to a large number of media financing, advisory and mergers and acquisitions assignments, including involvement in most of the largest cable transactions of the 1980's.

Joining Lazard in 1989, he has continued that record. Says his competitor and one-time boss at then-Lehman Brothers, Frederic Seegal, co-head of corporate finance at Salomon Brothers: "Steve has shown an ability to be successful with two dramatically different franchises [Morgan Stanley and Lazard]." Seegal adds that while Rattner is an aggressive competitor: "I always find that having Steve on the other side of the table in a deal increases the likelihood it will get done."

Helping deals "get done" is theoretically second nature to the investment banking profession. Nonetheless, Rattner has managed to achieve distinction in the role by facilitating some of the more intransigent mergers of recent years. One example was accomplishing the seemingly hopeless task of selling a bankrupt *New York Daily News*.

Rattner was also publicly credited with resurrecting, in 1988, a billion-and-a-half-dollar Storer Cable deal that had aborted more than once. According to one of those present, Rattner and his colleagues literally ran



between two Morgan Stanley board rooms, one of which contained the buying consortium of Tele-Communications Inc. and Comcast, the other with seller Kohlberg Kravis & Roberts (KKR), and both of which felt antagonistic enough to avoid talking directly to the other.

While reluctant to credit himself and his colleagues too much, Rattner says that they were able to "add value" in the Storer deal because they had existing relationships with both parties. Rattner's relationships now extend to a variety of MSO's and group owner/publishers.

Both Continental Cablevision's Amos Hostetter and Comcast's Julian Brodsky compliment Rattner for a "unique" intellectual perspective, saying that he is able to grasp the financial details in a situation and also look past those details to the larger interests of the company and its senior executives. Says one executive: "He is a sensitive individual, free of an awful lot of the crass, fee-oriented

baggage that some investment bankers carry." A Pinelands director and longtime acquaintance, Jane Hartley, says that at the same time he is also unusually well organized and focused.

If Rattner is an investment banker with a difference, it is also reflected in his diverse existence outside of work. Leading a life bestowed upon the successful people of New York, he, his wife, who is also an investment banker, and four children live in the eternally tony Dakota building on Manhattan's west side. Rattner is a board member of public station WNET-TV and the New York Outward Bound Center and is an executive committee trustee of Brown University.

It was Rattner's interest in photography that got him involved in a high school newspaper, where he soon stepped into a vacant managing editor slot. He reprised the role at Brown University and after graduation landed an internship with *The New York Times*'s Washington columnist, James Reston. That launched a nine-year career as a reporter that

Rattner says he still values: "It was an extraordinary way for a person in his twenties to learn about a lot of things."

Rattner says that it was while reporting from Washington that he met investment bankers on leave to senior government posts. He also was friends with junior administration officials who moved

to Wall Street after the Republicans came to power, and it was shortly thereafter that Rattner decided even a coveted reporting assignment in London could not hold him to journalism. He allows that another career change could still be in the future: "I'd be surprised if I am still doing this when I am 65; there is life after investment banking." ■

General partner, Lazard Freres, New York; b. July 5, 1952, New York; BA, Brown University, 1974; assistant, *New York Times*, 1974; reporter, metro desk, 1975; business reporter, 1975; energy correspondent, 1976; principal economic correspondent, 1978; London correspondent, 1981; associate, Lehman Brothers, 1983; associate, Morgan Stanley, 1984; vice president, 1984; principal, 1985; managing director, 1986; current position since April 1989; m. Maureen White, June 22, 1986; children: Rebecca, 5, Daniel, 1, David, 1, James, 4 months.

Fates Fortunes

MEDIA



Salkin



Brown

Jeffrey E. Salkin, reporter, Maryland Public Television, WBAL-TV and WJZ-TV, both Baltimore, and **Cameron C. Brown**, executive producer, *TV Direct*, Associated Press Broadcast division, Washington, join NASDAQ Stock Market and parent company National Association of Security Dealers Inc., Washington, as managers, media services.

Steve Merren, general sales manager, KWCH-TV Hutchinson, Kan. (Wichita), joins co-owned WKTV(TV) Utica, N.Y., as VP and general manager, succeeding **Shell Storrer**, who retired.

Jeff Salgo, VP and general manager, KBBT(AM)-KUFO(FM) Portland, Ore., joins co-owned KRSO(AM)-KHTX(FM) San Bernardino, Calif., in same capacity, succeeded by **Dave MacDonald**, VP and general manager, KVAN(AM) Vancouver, Wash.-KMXI(FM) Lake Oswego, Ore.

Sheryl Borchers, from Koch Communications, Wichita, Kan., joins KFH(AM)-KXLK(FM) there as station business manager.

SALES AND MARKETING

Lewis Goldman, manager, advertising and promotion, CNBC, Fort Lee, N.J., named director, advertising and promotion.

James Weissenborn, account executive, Harrington Righter & Parsons, San Francisco, joins Comedy Central, Los Angeles, as account ex-

ecutive, Western region.

Patricia Dorner, VP, associate media director, Backer Spielvogel Bates Inc., New York, named manager of media MIS.

Douglas Sterne, manager, sports sales and national sales, KNBR(AM) San Francisco, named general sales manager, KNBR(AM)-KFOG(FM) San Francisco.

Michael Holsinger, account supervisor, DDB Needham, Chicago, named VP.

Joni Williams, formerly with Phoenix-Lincoln Publishing, joins Kelly Scott & Madison Inc., Chicago, as account executive, sales.

Appointments at Bozell/Southwest, Dallas: **Paula Jarrell**, senior producer, NW Ayer Inc., named executive producer; **Patricia Harris**, account supervisor, Marketing Continuum, Dallas, named account director, direct marketing; **Rob Boverie**, associate media director, NW Ayer Inc., named associate media director; **Leslie Murphy**, freelance stylist, Dallas, to same capacity; **Suzanne Baird**, freelance stylist, Dallas, named art buyer, and **Jay Simmons**, from GSD&M Advertising, Austin, Tex., named assistant account executive.

Elise Fuller, supervisor, network television, BBD&O, joins Kassel Marketing, New York, as account executive.

Robert Flood, associate network director, DeWitt Media Inc., New York, named VP.

John Tamerlano, national sales manager, WKYC-TV Cleveland, named general sales manager.

Judy Langley, national sales manager, WBZ(AM) Boston, joins WMAQ(AM) Chicago as national sales manager.

Karen Kjos, former general sales manager, WWLV(FM) Daytona-Orlando, Fla., joins WWNZ(AM)-WZTU(FM) Orlando, Fla., in same capacity.

Roann Evans, member services

manager, Radio Advertising Bureau, New York, named VP, member services.

Lori Buma, account executive, Wildcat team, TeleRep, Chicago, named sales manager, Wildcat and Leopard groups.

Gerard M. Summers, executive VP, Roland L. Eckstein & Co., joins Eckstein Summers & Co. retail marketing consultants, Red Bank, N.J., as president.

Ugo Pergolotti, executive producer, DDB Needham, joins Saatchi & Saatchi Advertising, New York, as deputy director, broadcast production.

Lisa Schlink, master control supervisor, KNXV-TV Phoenix, named national sales assistant.

Appointments at Banner Radio: **Claire Brown**, research analyst, New York, named research manager; **Chuck Fleming**, New York sales manager, **Vincent Gambino**, manager of Philadelphia sales office, and **Jay Wisse**, manager of Houston sales office, named VP's, manager; **Rob McGhee**, formerly with J. Walter Thompson, New York, named account executive, Katz Radio there, and **Richard Higgins**, senior account executive, Christal Radio, Boston, named sales manager there.

Appointments at DDB Needham, McLean, Va. (Washington): **Kim Bock**, media buyer, named senior media planner and buyer; **Sandra Hall**, formerly with Doe-Anderson Advertising, Louisville, Ky., named assistant media buyer and planner, and **Nancy Nagle-Ware**, mechanical artist, named production assistant.

Angela Thomas, from Beta Corporation, and **Tracey Eades**, from WZKX(FM) Poplarville, Miss., join WKNN-FM Pascagoula, Miss., as account executives.

Patricia O'Hara, from WFNX(FM) Boston, joins Corey McPherson Nash, Boston, as marketing assistant.

Lisa Linnehan, manager, Portfolio Design Studio, joins Corey McPherson Nash, Boston, as office manager.

PROGRAMING

Minoru Akimoto, executive VP and director, C. Itoh, joins Time Warner Entertainment Japan, Tokyo, as president and CEO.

Debra D. Joester, senior VP and general manager, Hamilton Projects Inc., New York, named president.

Sharon Baker Williams, director of publicity, Columbia Pictures Television, Burbank, Calif., named VP, corporate communications. Sony Pictures Entertainment, Culver City, Calif. **Andrew J. Kaplan**, senior VP, production, finance and administration, Columbia Pictures Television, moves over to Sony Pictures Entertainment as executive VP, TV group.



Williams



Hart

William Hart, a 36-year studio syndication sales veteran, is retiring as senior VP, feature film sales, Warner Bros. Domestic Television Distribution, effective May 31. Hart will remain in a consulting capacity to the Warner Bros. syndication division through June 1, 1993. During the 1980's, Hart was instrumental in the marketing and syndication sales of such off-network series as *Night Court*, *Growing Pains* and *Head of the Class*, along with numerous Warner Bros. feature film packages.

Catherine Cassel Talmadge, director, financial analysis, American Television and Communications Corp., joins Time Warner Cable Programming, Stamford, Conn., as director, program development and operations.

Richard Borchiver, president, Paragon Financial Investments LTD., Toronto, adds duties as president, Paragon Entertainment Corp. there.

Jim Birschbach, general manager, Denver Cable Advertising Intercon-

nect, United Artists Cable, joins Mind Extension University: The Education Network, Englewood, Colo., as VP, national program marketing.

Betsy Bruce, VP, field marketing and market analysis, Home Box Office Inc., New York, named VP, multiplex sales, marketing and market analysis.

Mark Fichandler, executive producer, *Explorer*, National Geographic Television, New York, adds duties as head of acquisitions.

John Duff, account manager, MTV Networks, Western region, Los Angeles, named account director, Western region affiliate sales and marketing.

Pauline George, account executive, Midwest region, CNBC, Fort Lee, N.J., named regional manager, Northeast. **Kathy Trullender**, account manager, Arts & Entertainment Network, joins CNBC as regional director, Northeast.

Michele Gault James, from Westinghouse Broadcasting, joins US FiberCom Network Inc., New York, as VP, marketing.

Jim Mantel, from KKBQ-AM-FM Houston, joins WGAR-FM Cleveland as air personality.

Appointments at Lifetime Television, Astoria, N.Y.: **Jeffrey Smith**, director, business and legal affairs, named VP, business and legal affairs; **Mike Farina**, director of engineering, named VP, engineering, network operations; **William Padalino**, VP, national accounts and affiliate relations, named VP, affiliate relations, and **Beverly Hermann**, regional director, affiliate relations, Eastern region, named VP, affiliate relations, Eastern region.

Tracy Cloherty, research director, WQHT(FM) New York, named assistant music director.

Tom Crann, from KUS(FM) Los Angeles, returns to WNED-FM Buffalo, N.Y., as production manager and program host.

Appointments at Turner Broadcasting System Inc., Atlanta: **Michelle M. Thomas**, director, human resources, named VP, human resources; **Jane A. Weathersby**, director of human resources, CNN, named VP, human resources, news and information; **Vir-**

ginia E. Tanawong, director of human resources, Turner Entertainment Co., named director of human resources, West Coast division, TBS. Culver City, Calif.; **Sandra G. Upchurch**, manager, human resources, named director, human resources administration; **Mark B. Crowley**, VP, industrial relations, TEC, adds same title for Hanna-Barbera Productions, Los Angeles, and **Michael G. Weber**, director of communications, SRO/PACE Promotions, joins World Championship Wrestling (WCW) as director of communications.

NEWS AND PUBLIC AFFAIRS

Appointments at USA Today Sky Radio, Arlington, Va.: **Frank Barnako**, business editor, WTOP(AM) Washington, named director of news; **Ramona Bourgeois**, promotion coordinator, WTOP(AM)-WASH(FM) Washington, named operations assistant; **Dave Johnson**, sports reporter, WTOP, to same capacity; **Jeff Clabaugh**, host, KKAR(AM) Bellevue, Neb. (Omaha). **Bill Thompson**, anchor, WTOP, **Jill Cohen**, anchor, WBAL(AM) Baltimore. **John Goundwater**, anchor, WHDH(AM) Boston. **Shay Stevens**, news director, WCBM(AM) Baltimore. **Steve Orr**, anchor, WSTC(AM) Stamford, Conn. **Mike Rushlow**, editor, Unistar Radio Networks, Washington, all named anchors, and **Ron Amadon**, anchor, Unistar Radio Networks, Washington, named business editor.

Nesita Kwan, co-anchor and reporter, WVEC-TV Hampton, Va. (Norfolk), joins KHOU-TV Houston as weekend co-anchor and reporter.

Suzanne Golubski Herbert, formerly with *New York Post* and United Press International, joins Time Warner's New York 1 News, New York, as assignment manager.

John Andrew Cornell Jr., sports anchor and reporter, WCJB(TV) Gainesville, Fla., named sports director.

Jonathan Shelley, assignment editor, WBSG-TV Brunswick, Ga., joins WBBH-TV Fort Myers, Fla., as morning producer.

Colin Creighton, operations manager, KUVN(TV) Garland, Tex. (Dallas), joins WBSG-TV Brunswick, Ga., as assignment editor.

TECHNOLOGY

Steven Bonica, VP, Panasonic Broadcast & Television Systems Group, Secaucus, N.J., named president, newly formed Panasonic Broadcast & Television Systems Co.

Eric Tarnow, formerly with DuPont, joins Children's Television Workshop, New York, as manager of quality control.

Cathleen Newsham, art director, Interface Video Systems Inc., Washington, joins Editel Graphics, New York, as designer/digital artist.

Dan J. Jones, supervisor of scheduling and TV operations, Monitor Television, Boston, joins American Program Service there as director of engineering and operations.

Robert Corrigan, VP and general manager, Video Products Division, Mass Microsystems, Sunnyvale, Calif., joins RasterOps Corp., Santa Clara, Calif., as director of product marketing.

PROMOTION AND PR

Michael S. Peikoff, former VP, publicity, Fox Broadcasting Co., and more recently partner with Paul Flaherty public relations, joins Warner Bros. Consumer Products division, Burbank, Calif., as director of worldwide publicity and public relations.

Jeremy Coopman, international correspondent, *Variety*, London, joins Grundy Europe there as director of press and publicity.

Renee Casis, former promotion director, WCBS-FM New York, joins Unistar Radio Networks, New York, as director of creative services.

Tracy Bechtold, VP, corporate entertainment, Bender Goldman Helper, joins Ingle Co., Los Angeles, as VP, marketing and publicity.

Brian P. Nicholoff, VP, operations, Cardinal Communications Inc., Indianapolis, named VP, public relations and original programing.

Demetrios Hadjis, director of promotion and community affairs, KGAN(TV) Cedar Rapids, Iowa,



William Lebovich

WABA HONORS BROADCASTING LEGENDS

At a Washington Area Broadcasters Association awards ceremony, Brenda Lindsey accepts the Sol Taishoff Award from Don Davis, general manager, WLTT(FM) Bethesda, Md. (Washington), and chairman of WABA, on behalf of her brother, the late Melvin Lindsey, who died March 25. Lindsey was a popular Washington radio host who pioneered a format of rhythm and blues combined with light jazz.

joins KWQC-TV Davenport, Iowa, as VP, promotion and programing.

ALLIED FIELDS

Diane Cornell, legal adviser, telecommunications matters, Commissioner Sherrie P. Marsall, Federal Communications Commission, Washington, named chief of International Policy Division, Common Carrier Bureau, FCC. **Kathleen Q. Abernathy**, special assistant to Robert Pettit, general counsel, FCC, succeeds Cornell.

New officers elected at American Women in Radio and Television, Philadelphia: **Valena Dixon**, Philadelphia Housing Authority, president; **Lynn Sturdivant**, WPEN(AM)-WMGK(FM) Philadelphia, president-elect, and **Susan Goldberg**, Gerez Productions Inc., treasurer.



Bell
for Daytime Television Emmy Award

William J. Bell Sr., head writer and senior executive producer, *The Bold and the Beautiful* and *The Young and the Restless*, voted a Lifetime Achievement

by National Academy of Television Arts & Sciences.

DEATHS



Reed
in TV sitcom *The Brady Bunch*, which ran from 1969 to 1974, additional TV credits include: *The Defenders* (1961-65); *Mannix* (1969-75); *Rich Man, Poor Man-Book I* (1976-77); *Roots* (1977); *The Runaways* (1978-79), and *Nurses* (1981-82). Cast of *The Brady Bunch* have reunited in programs including *The Brady Bunch Hour* and *A Very Brady Christmas*.

John C. Schwarzwald, 74, Houston TV official, died May 8 in Austin, Tex. Schwarzwald joined University of Houston in 1948 as professor and was named chairman of radio and TV department two years later. He served as general manager of university stations KUHF(FM)-KUHT(TV) Houston since 1950's.

Monday Memo

“Format and demographic fortressing will become commonplace.”

In what will prove to be its most significant deregulatory action of the last decade, the FCC has amended its longstanding multiple ownership rules governing radio stations. In doing so, it altered both the future and the structure of the radio industry and the sale and acquisition market for radio stations. The commission's recent action increased the national ownership limit to 30 AM and 30 FM stations. More notably, however, the FCC relaxed the 50-year-old “duopoly” rule, which prevented a licensee from owning more than one station in the same service in the same market. Under the new rules a radio licensee's ownership rights depend on “market size” and “audience share.” Without question, the relaxation of the duopoly rule will affect the acquisition strategies of radio station owners, not just national group owners but also those interested in creating a new local market group. Licensees who build a local group will be able to consolidate various management, engineering and programming personnel. Format and demographic fortressing will become commonplace. Group ownership will take on a new meaning.

In its Report and Order issued on April 10, the FCC set forth a detailed factual basis for its action. Its statistical analysis of how the radio industry has changed in recent years is very persuasive. The FCC's procedures also provide for a reconsideration phase. Petitions for reconsideration are due May 29. An FCC decision on reconsideration is expected before Aug. 1, when the new rules become effective. The word on the street is that the new rules will survive but with modifications.

The reconsideration phase hopefully will resolve a few of the anomalies in the Report and Order. For example, under the new rules, the FCC has imposed a pre-acquisition audience share cap of 25% in markets with 15 or more stations. The announced purpose is to assure that no owner can acquire a “disproportionate share of the local market that could threaten our competition and diversity concerns.” However, should an owner earn an audience share in excess of 25% after the acquisition, no divestiture is required absent egregious circumstances. Even more significantly, should the same owner wish to sell the stations as a group, he is free to do so but presumptively only to a buyer without audience share in the market. As a package exempt from the audience cap rule, the local group could undoubtedly command a premium above the prevailing cash flow multiple. Given these circumstances,

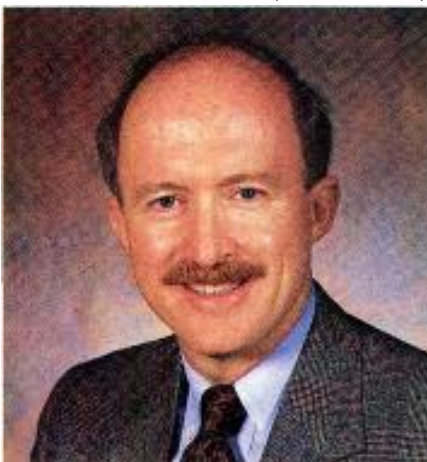
the FCC should announce whether waivers will be available. For example, if a sale of an AM-FM combination in a market would result in the elimination of a grandfathered multiple ownership or crossownership combination, shouldn't the audience cap be waived to permit the sale?

The FCC also should clarify whether survey data produced by companies other than Arbitron will be considered probative when the FCC staff is monitoring audience caps. In the Report and Order the FCC said it would rely

on “data sources regularly used in the radio industry.” Privately commissioned surveys may well involve larger audience samples than the typical Arbitron survey and conceivably be more accurate. Moreover, the FCC is sure to hear criticism in petitions for reconsideration about defining markets based on the shifting sands of audience ratings. The number of stations in some markets changes enough from one Arbitron book to another to move the market to a different ownership tier. A more stable statistical base is needed.

Clarification and reconsideration are also needed with respect to the interplay of the new local market rule with other FCC ownership rules. For exam-

ple, the FCC liberalized its one-to-a-market rule in 1989. Now an owner of a TV station in the top 25 markets may acquire an FM or AM station in the same market provided: (1) there are at least 30 independently owned radio stations in the market; or (2) the radio station is a “failed” station. In those 10-12 markets where the acquisition of three FM and three AM stations is now possible, that same television owner presumably could build a significant broadcast group on a local basis consisting of six radio stations and a television station. Contrast that, however, with the impact of the FCC's newspaper/broadcast cross-ownership rule, which prohibits the owner of a daily newspaper in that same market from acquiring *any* broadcast stations there. Given the current economic condition of some newspapers and their importance in our society, it seems only fair that the FCC and Congress (which has mandated that the crossownership rules not be changed) assure that the new playing field remains level for all participants including newspaper owners. This means that some provision should be made for increased radio ownership by a newspaper in its city of publication. Surely, in liberalizing the duopoly rule, the FCC did not intend to penalize the radio divisions of multimedia companies that also happen to own daily newspapers. ■



*A commentary by Kevin F. Reed, partner,
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Broadcasting In Brief

WKSJ-AM-FM Mobile, Ala., WRKA(FM) Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va., were sold by Capitol Broadcasting to WESHAM Broadcasting Co. for \$8.125 million. Capitol's sole stockholder, Kenneth S. Johnson, will be WESHAM Broadcasting's president/CEO. Buyer is general partner of a new limited partnership between Franklin Holding Corp., headed by Stephen L. Brown, and the WESHAM Corp., headed by William E. Simon and Morton I. Hamburg, a communications lawyer and former president of group owner JAG Communications. Broker: Blackburn & Co.

WCNN(AM)-WALR(FM) Atlanta was sold by Ring Radio Co. to Midwestern Broadcasting for \$6 million. Seller is headed by Kim King and Charles Smithgall. Buyer is headed by Lewis W. Dickey, who also owns WWWM-AM-FM Toledo, Ohio. Brokers: Stan Raymond & Associates and Burt Sherwood Inc.

Lowell W. Paxson last week signed a letter of intent to purchase a controlling share (63%) of TM Century Inc. for a price estimated at \$8 million-\$8.4 million. The publicly held Dallas-based TM produces jingles and other programming products and services for 5,700 radio stations worldwide. Paxson, one of the founders of the Home Shopping Network, has quietly built one of the biggest radio groups in Florida and is apparently interested in taking the station group public through TM Century. Paxson Broadcasting has recently acquired AM and FM stations in Jacksonville, Tampa, Orlando and Miami. Paxson says he plans no changes at TM Century.

The Campaign Finance Reform bill (S. 3) vetoed by President Bush last week was sustained by the Senate last Wednesday (May 13). Fifty-seven senators voted to override

the veto, 10 short of the required two-thirds majority. The bill included several provisions opposed by NAB, including a 50% discount on the lowest-unit-rate for senate candidates adhering to certain campaign spending limits.

House Energy and Commerce Committee member **Gerry Sikorski (D-Minn.) is considering an amendment to the cable deregulation bill (H.R. 4850) restricting the presentation of major professional sports championship games on pay per view.** "Any amendment introduced will simply protect hometown fans from having championship finals home games blacked out with access only available through pay per view," a Sikorski spokesman said last week. Fans of the National Hockey League's Minnesota North Stars were angered in 1991 when home games during the Stanley Cup finals were blacked out to local broadcasters and shown exclusively on pay per view.

A candidate for attorney general in West Virginia has filed a lawsuit against Heritage Media's WCHS(TV) Charleston for airing accusations of sexual harassment against him. Ed ReBrook, a Democrat, has denied the charges and filed a \$20 million suit against the station, its news director and anchor. In the station's first report, the identities of two women accusing ReBrook were not released. Since then, other women have come forward with accusations and allowed themselves to be identified on air. ReBrook claims the reports are part of a conspiracy with his opponent to defeat him.

A consortium of cable MSO's representing 2.4 million subscribers have signed a letter of intent to carry The Game Channel, the 24-hour game show cable network

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 3. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/225/95
4. Star Trek	11.7/245/98
2. Jeopardy!	11.1/217/95
3. Oprah Winfrey Show	10.4/230/98
5. Magic II	8.8/164/91
6. Entertainment Tonight	7.8/190/94
7. Married...With Children	7.4/175/94
8. A Current Affair	7.3/176/93
8. Donahue	7.3/230/98
10. Nat'l Geographic-Assign.	6.9/162/95
11. Inside Edition	6.7/135/86
12. Cosby Show	6.5/201/96
12. Republic Color Movies Two	6.5/158/95
14. Wheel Of Fortune-wind	6.4/194/82
15. WKRP In Cincinnati	6.1/239/99

scheduled to launch in January 1993. The Telesynergy Inc. consortium—which includes Armstrong, Buckeye, Coaxial, Colony, C-Tec, Greater Media, Omega, Palmer, Rifkin, Summit and Western Communications—will be among the first 10 million subscribers to qualify for free carriage of the service. The Game Channel, owned by Family Channel parent International Family Entertainment, Inc., also announced last week that it has picked up classic game series *\$100,000 Name That Tune*, *Let's Make a Deal*, *Truth or Consequences* and others.

The Monitor Channel says it is engaged in "serious dialogue" with parties interested in submitting proposals by early June to purchase the beleaguered cable network from its current owner, Christian Science Church. The deadline for a sale of the year-old channel is June 15.

The Family Channel unveiled three new half-hour series for 1993: *The Man From Snowy River*, an action-adventure series; *221B Baker Street*, a mystery series from New World, and *M'Lord*, a sitcom starring Tim Reid. Also in the works are four made-fors, including

one project with NBC, *Harvest*, and one with Black Entertainment Television, *Underground Railroad*.

NBC Cable president Tom Rogers told reporters last week that the Summer Olympics Triplecast pay-per-view package will not make back the \$200 million it will cost to produce and market the three channels, even if they are able to attract the two million subscribers they hope will buy the games. The PPV packages will cost subscribers between \$29.95 per day to \$170 for all of the coverage, along with a \$10 processing fee for those packages ordered through an 800 number.

BHC Communications began an \$18-per-share tender offer for Pinelands Inc. last week. SEC filing said BHC might seek FCC approval for "short-form" transfer of WWOR(TV) New York so it could accept shares for payment prior to long-form approval. Company would have to transfer station to trustee, structure that typically has been allowed only in hostile takeover situations.

CBS is owed more than \$10 million in copyright royalty payments for programs spun off to Viacom, including *Hawaii 5-0*, *Rawhide* and *I Love Lucy*. The ruling from a New York Supreme Court judge said last week that CBS deserved the complete CRT payments—Viacom had sought a syndicator's share for itself. Viacom said in an SEC filing that while it had already made a reserve because of the lawsuit, it might have to make an additional reserve that would "have a material effect on the results of the company for the second quarter."

Tribune Entertainment Co. has given *The Dennis Miller Show* a 21-week renewal, but a company spokeswoman said that the syndicator has given the hour talk show well into next season, and renewal was more of a formality in retaining key production personnel.

CBS has scheduled *The Hollywood Game*, a new half-hour game show, to debut on June 19 at 8-8:30. The show, about movie and television trivia, will be hosted by Bob Goen. The network also announced six other series that will premiere this summer, two comedies

and four dramas (BROADCASTING, May 4). The two comedies are *Grapevine* and *Cutters*; the dramas are *Bodies of Evidence*, *Raven*, *Middle Ages* and *2000 Malibu Road*.

Paramount Domestic Television officials finally confirmed that *Love at First Sight* will begin a slow rollout this summer on the six Paramount-owned independent stations ("Closed Circuit," Jan. 20).

Elizabeth Murphy Burns, president, Morgan Murphy Stations, Madison, Wis., and **Richard M. Lobo**, president/GM, WTVJ(TV) Miami, were elected to designated seats on the NAB TV board. Designated members are nominated and elected by the other members of the TV board, rather than by ballot of the entire NAB TV membership. **Carol Reilly**, general manager, WTRY(AM)-WPYX(FM) Albany, N.Y., was elected to a designated seat by the NAB radio board.

RTNDA announced the winners of its 1992 Edward R. Murrow Awards for excellence in electronic journalism: WBZ(AM) Boston; KNOW-FM Minneapolis-St. Paul; WBBM(AM) Chicago; KOA(AM) Denver; WTOP(AM) Washington; WCCO-TV Minneapolis-St. Paul; KARK-TV Little Rock, Ark.; KCRA-TV Sacramento, Calif.; KXLY-TV Spokane, Wash., and WISC-TV Madison, Wis. The winners will be honored at RTNDA's 47th Annual International Conference in San Antonio, Tex., Sept. 23. NBC's Katherine Couric will be keynoter.

Pan American Satellite last week asked the FCC to remove Comsat's competitive services from anti-trust protection. Now that separate international satellite systems, including PanAmSat, can compete with Comsat to deliver private line video, data and voice services, says PanAmSat parent Alpha Lyracom, "it is critical that the commission establish a structure for Comsat that will sharpen the distinction between Comsat's common carrier" services, which are not immune from antitrust liability, "and signatory functions" on behalf of Intelsat, which are immune. Charging that "Comsat is now able to subsidize its competitive jurisdictional activities with monopoly jurisdictional revenues," PanAmSat asked the FCC to consider splitting Comsat into monopoly and competitive segments.

The **Communications Workers of America**, the trade union of telephone company employees, filed comments with the FCC in support of the **United States Telephone Co. petition to deny Cox Communications' plan to acquire 50.1% of Teleport-New York**, Staten Island ("In Brief," May 4).

Court TV will offer its first home videocassette, *California v. Powell: What the Jury Saw*, a two-hour special on the Rodney King trial that will appear on the cable network on May 22. The video is being sold through Court TV's Video Library Service with a retail price of \$24.95.

FCC FURTHER CLARIFIES POLITICAL RULES

The FCC denied two petitions for reconsideration seeking to overturn its December ruling that federal law pre-empts lawsuits against stations by candidates claiming they had been overcharged for campaign spots under the lowest-unit-charge statute.

The commission revised its rules on the lowest unit charge regarding package plans and spot announcements specifically. It said it would allow stations to record prices allocated to each spot in a package on the contract, invoice or a separate internal document.

Stations also do not have to make public service announcements available to candidates on the same basis they are made to advertisers. Instead, the commission said it will treat PSA's of a "sufficient length" as a bonus spot, assigning a value to the PSA that reduces the price of other spots in the package for purposes of lowest unit charges.

The FCC also eliminated the "fire sale policy," which provided that a discounted sale of any available inventory at the last minute would affect the lowest unit for all classes of time, but only for the particular time period in which fire sale spots are aired.

-JF

Editorials

HEEEERE'S TO JOHNNY

The answer is...Nobody. The question: Who's replacing Johnny Carson? Jay Leno is succeeding to the *Tonight Show* chair deeded him by Carson after more than 30 years, but nobody can replace the laid-back Midwesterner who came to dominate late night as no figure on television has dominated any time period before or since. If Berle was Mr. Tuesday Night, Carson became Mr. Every Night (at least every weeknight). While Steve Allen was a one-man band, with talents to match or best many of his guests', and Jack Parr a brilliant and urbane center of much attention with his wit and comment, Johnny Carson was the master at commanding left-center stage, skillfully asserting a comfortable, likeable presence while leaving the spotlight to his guests. That is probably one of the secrets of his longevity. It was that skill that helped bring those guests in droves to the show. And for a stand-up comic, a spot on the Carson show became an almost grail-like quest. For those who came, were seen, and conquered Johnny—symbolized by an invitation to sit down—the rewards in TV bookings and other offers were usually immediate.

Changing viewing tastes and the proliferation of alternatives—*Nightline* for one, *Arsenio* for another—have loosened *Tonight*'s hold on the daypart in recent years, but through them all, Carson has remained a comfortably consistent presence (even if only as a trademark gesture or take glimpsed in passing while grazing the late-night field). His absence—however smooth the transition—marks the end of an era.

THE UNTOUCHABLES

Several weeks ago on this page we talked about the difference between prohibiting censorship and denying editorial control. The example was the law that strips broadcasters of the discretion over political spots that they exercise over all other advertisements on their station. With the cable convention in Dallas (BROADCASTING, May 4) bringing that service's problems and potential to the fore, it is appropriate to add to our list of offenses against the media the government's continuing affront to cable and its growing First Amendment presence: the "untouchable" government-mandated cable access channel.

Were cable merely a conduit, a way to patch white areas between broadcast signals, the point would be moot. But it is not. It is a legitimate member of the Fifth Estate with a growing journalistic reputation (if sometimes it downplays its claim to First Amendment freedoms in the interests of protecting its franchises, broadcasters have occasionally been guilty of the same offense).

Setting aside several public access channels may not be a burden on a cable system, but denying system operators "any editorial control over any public, educational, or government use of" those channels is. We liken it to the government telling us we had to turn over a page of this magazine each week to neo-Nazis or Klansmen. It would be unthinkable for us or for any other member of the print press. It ought to be unthinkable for the Fifth Estate as well.

GIVE IT UP

We'd like nothing better than never to write another TV Marti editorial. We've long ago had our fill of this waste of time whose major source of support is wealthy Florida businessmen and whose only function, since nobody in Cuba sees it, is to prompt retaliatory jamming of U.S. radio stations. The most recent incident occurred last month, when the TV Marti brain trust decided to try some daytime programing, having failed miserably with its overnight service. The attempt lasted one day, but its repercussions are still being felt in retaliatory jamming affecting stations as far north as Cleveland. Studies cited by this page have documented the ineffectiveness of this propaganda operation, upon which millions of taxpayers dollars are wasted annually. Add the headache caused U.S. broadcasters and it becomes clear that this project has no legs, only props supplied by a government that, at worst, is servicing monied special interests, and at best is fueled by a misplaced missionary patriotism.

As long as the VOA continues to waste money and inconvenience broadcasters to no useful end, we'll continue to point out that fact periodically.

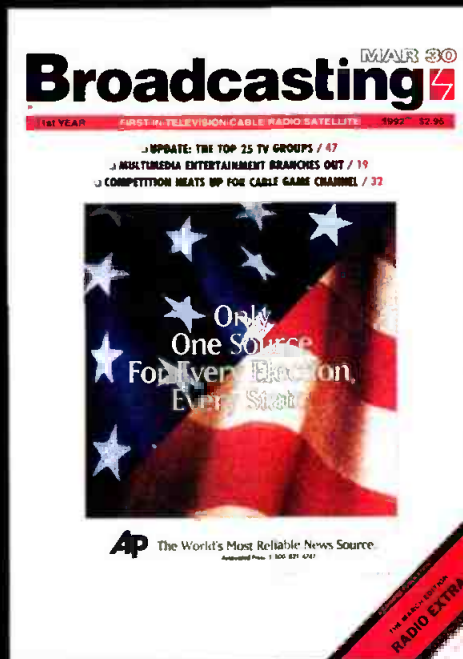
If they'll stop, we will.



"Your first installation?"

Drawn for BROADCASTING by Jack Schmidt

Credibility.



You either have it —or you don't.

Broadcasting has it.

In a recent study of industry trade magazines, *Broadcasting* ranked #1. Sixty-four percent of the TV General Managers questioned said *Broadcasting* was the "most credible." Its nearest competitor—*Electronic Media*—managed to get only 15%

of these vital decision makers.

It follows that an ad in *Broadcasting* enjoys the special benefits of being in a publication so highly regarded by its readers. No wonder *Broadcasting* continues to carry more advertising lineage than *Electronic Media*.

Broadcasting

Nothing even comes close.

Source: 1991 RMS surveys of TV General Managers.

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Yukari Media Inc. (Japan)
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VIETNAM REVISITED

This Memorial Day weekend, travel with C-SPAN on a video journey from Hanoi to the Mekong Delta... seventeen years after the Vietnam War.

On April 15, a C-SPAN crew left for Vietnam to document a fact-finding mission by the Senate Select Committee on POW/MIA Affairs. Throughout the next eight days, C-SPAN visited places no television cameras have been since the end of the war and collected over 30 hours of unprecedented, uncut, original programming.

SATURDAY

MAY 23

SETTING THE STAGE Noon-6pm ET

- A Historical Overview—A look at Vietnam, its people and its politics.
- Walking Tour of the War Museum and the Ho Chi Minh Memorial.
- Interview with Ngo Ba Thanh, a member of the Vietnam National Assembly.
- Interview with Nguyen Xuan Oanh, investment and management consultant.

SUNDAY

MAY 24

VIETNAM TODAY Noon-6pm ET

- Student Roundtable—American students in Hanoi discuss life in Southeast Asia.
- Ho Chi Minh City College—C-SPAN visits a Vietnamese English class.
- Life in Vietnam—Two hours of video covering everyday life in Vietnam.
- Tour of the Amerasian Transit Center in Ho Chi Minh City.
- Interview with Le Bang, head of the Americas Department for the Vietnam Foreign Ministry.

MONDAY

MAY 25

THE SENATE SELECT COMMITTEE ON POW/MIA AFFAIRS IN VIETNAM Noon-Midnight ET

- Arrival in Hanoi.
- Meeting with Do Muoi, general secretary of the Communist Party.
- Visits to a Hanoi prison, the Mekong Delta and Danang.
- Live Viewer Call-ins and Interviews with committee members and Fred Downs, author and Vietnam veteran.
- Interview with Trinh Thi Ngo, "Hanoi Hannah."

TUESDAY

MAY 26

VIETNAM COVERAGE WRAP-UP 8am-Noon ET

- Live Viewer Call-in.
- Journalist Roundtable with reporters who covered the Vietnam War.

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