

MAY 25

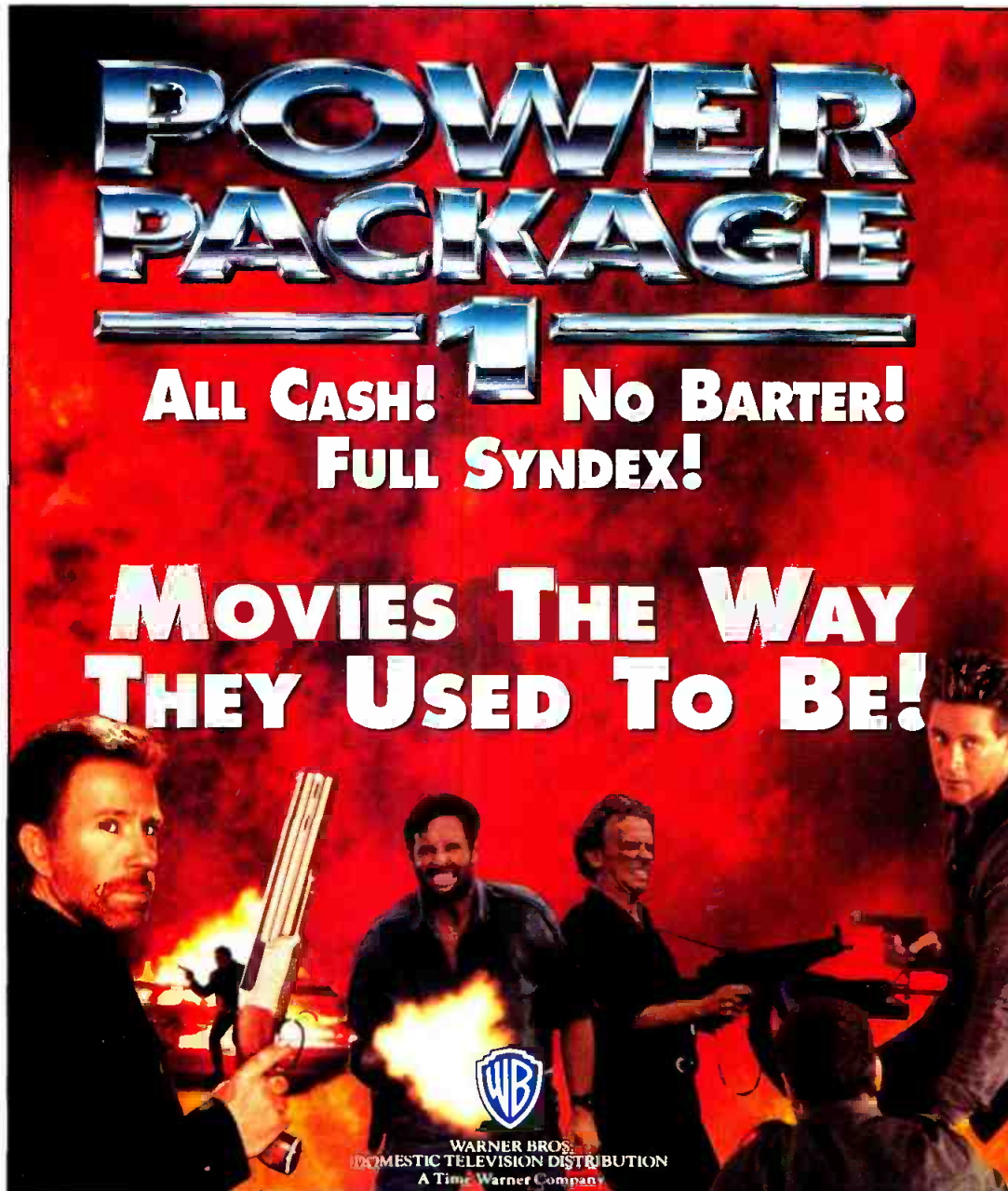
Broadcasting

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- SHAKEUP AT TWENTIETH TELEVISION / 4
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POWER PACKAGE 1

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K C A L T V • L O S A N G E L E S

Top of the Week

NBC WINS CLOSEST-EVER MAY SWEEPS

CBS is second and ABC third; everybody finds something to crow about

By Steve McClellan

In what television researchers say was the most competitive sweeps ever (excluding July), NBC won the prime time household May race by a tenth of a rating point. CBS was second and ABC third. And while NBC got bragging rights for the household race, network and agency executives said the difference was so little as to be insignificant.

All three networks said they were pleased with their performance in the just-ended sweeps. Naturally, NBC was pleased to be tops, for the eighth consecutive May, even if by a hair's breadth. But CBS and ABC officials said that much of NBC's success was due to final episodes of series that won't be around next season, including *Cosby* and *Golden Girls*.

Fox was happy with its performance as well. The fourth network was up 20% overall in the sweeps compared with a year ago, and was number one among men 18-34 and teens in the just-finished sweeps.

NBC finished the sweeps with a 12.0/21, while CBS was just behind with an 11.9/20. ABC was a close third with an 11.6/20, and Fox finished up with a 7.1/13.

In the key demographics, the contest was just as close. NBC managed to stay on top in most categories, albeit by small margins, and showed declines in most key demos from a year ago. CBS was down in women and posted slight gains among men, while ABC posted gains across the board in the 18-49 and 25-54 age groups.

"The race was so close that there really is parity among the three networks," said Alan Wurtzel, senior vice president, market research, ABC. "No one network was domi-

nant or out of the race."

"This is the kind of competitiveness we love to see," said one agency executive. "No one network controls any key audience segment, although Fox is really the place to reach teens."

And while ABC was third in the overall household race, it probably scored a lot of points with affiliates for finishing first in one critical half-hour—the 10:30 p.m.-11 p.m. time period leading into late local news. ABC was up 21% in that half-hour, with an average 12.6 rating. CBS was down slightly, finishing second with a 12.3, and

NBC was down 12%, with an 11.5. But John Damiano, vice president, media and audience research, NBC, dismissed the importance of NBC's decline in the time period. "The entire prime time performance is important to our affiliates," he said.

The highest-rated series episode of the sweeps was the final episode of *The Cosby Show* (28.0/45). *Roseanne* was the highest-rated series throughout the sweeps, averaging a 21.3/32. Part two of ABC's *Stay the Night* was the highest-rated movie of the sweeps (17.9/28). ■

MURPHY BROWN GIVES BIRTH TO CONTROVERSY

By Rich Brown

CBS knew it had a ratings grabber last Monday when the popular sitcom character Murphy Brown gave birth to her first child. But nothing could have prepared the network for the media attention that followed the broadcast.

The brouhaha over *Murphy Brown* kicked off last Tuesday when Vice President Dan Quayle, delivering a speech in San Francisco, criticized the episode for glorifying unwed motherhood and "mocking the importance of fathers." Taking the criticism a step further, Quayle said the recent rioting in Los

Angeles was "directly related to the breakdown of the family structure, personal responsibility and social order in too many areas of our society."

"It doesn't help matters when prime time TV has *Murphy Brown*, a character who supposedly epitomizes today's intelligent, highly paid professional

woman, mocking the importance of fathers by bearing a child alone and calling it just another lifestyle choice," said Quayle.

By the end of last week, Quayle's attack had become front page news in the *New York Times*, the *Washington Post*, *USA Today* and virtually everywhere else that news was being dispensed. CBS execu-



tives, when asked what they thought about all the attention, avoided the content issue but said they welcomed the publicity.

"All I'll say is it's great that a show like this is on the national agenda," said Jeff Sagansky, president, CBS Entertainment.

Quayle's attack on *Murphy Brown* set in motion a national debate on single motherhood that eventually made its way to the President. White House Press Secretary Marlin Fitzwater on Wednesday initially backed up Quayle's criticism of the show, although he later softened the endorsement by saying that *Murphy Brown* exhibited positive "pro-life values." By the time reporters were able to question President Bush on the topic, the chief executive said he was concerned by the number of broken families in the U.S., but he would not "get into the details of a very popular television show." The *Murphy Brown* episode in question, the season finale, attracted 38 million viewers. ■

KATLEMAN EXITS TWENTIETH

Sheslow also rumored out; Bell hired as replacement

By Mike Freeman

In Twentieth Television Chairman Lucie Salhany's third major shakeup within the Fox Inc. television divisions, Harris Katleman resigned as president of network production, making way for Salhany's hiring of KTLA-TV Los Angeles General Manager Steve Bell to fill the post. The upper-office house cleaning, which Salhany started within months of her arrival last fall from Paramount, is also rumored to have claimed Stuart Sheslow, Twentieth's vice president of creative affairs, who is reportedly going to be replaced by Peter Roth, current president of Stephen J. Cannell Productions.

In addition to Katleman, who accepted an exit-friendly independent production deal with Twentieth, Salhany has replaced the other two divisional heads who report to her. Greg Meidel took over domestic syndication from Michael Lambert last Febru-

NBC'S MAY / 3

NBC won the May ratings race by a tenth of a ratings point, followed closely by CBS. Fox's performance was up 20% over last year.

MORE FALL LINEUPS / 6

CBS's new fall schedule features nine new shows and shuffles four nights; it plans to gear the mostly kids' Friday to adult viewers. NBC introduces eight series in its effort to regain first place.

MCA PULLS 'KELLEY' / 12

Looming production deficits have forced MCA TV to pull *Kitty Kelley* from the syndication market. The talk show joins *Ron Reagan, My Talk Show* and *Hollywood Studio 33* among MCA TV's recent setbacks as a first-run strip supplier.

THE COST OF PAY PER VIEW / 21

NBC affiliates are uneasy about the investment they've made in promoting the Olympic Triplecast. Participants in the per-inquiry plan have seen little return so far, and some wonder about the long-term cost of encouraging their viewers to turn to the competition.



'Hearts Afire,' one of CBS's new entries in its just-announced fall lineup (p. 6)

HDTV CELL SELL / 23

The Advisory Committee on Advanced Television Service is floating the idea of cellular coverage for high-definition television. An ACATS subcommittee is approaching manufacturers and broadcasters with the plan, which, if workable, would allow faster, more affordable HDTV implementation.

PAXSON'S RADIO MOVES / 25

Lowell (Bud) Paxson, the "mystery man" known best for his role in creating the Home Shopping Network, is moving aggressively into Florida radio with a plan to buy two FM's and two AM's in each of the state's major markets. Paxson credits the new ownership limits with making a profitable excursion possible.

GRAVEYARD SHIFT / 27

In spite of a 20% drop in ratings for its network prime time lineup, NBC affiliate KCRA-TV Sacramento has asked the FCC to permit it to extend its prime time schedule shift—from 8-11 p.m. to 7-10 p.m.—for another year. The station says it needs more time to review the results.

A BUSINESS VIEW / 30

Money manager Mario Gabelli says broadcasting is still a good business—but it used to be a great one. A second source of revenue, he says, is essential.

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any, and shortly after, James Gianopoulos replaced long-time international distribution president Bill Saunders. Both Meidel and Gianopoulos worked at Paramount with Salhany.

Heading network production since 1980, Katleman is known for his aggressive sales pitches and cool head during license negotiations.

However, one cash-licensing deal, *Anything but Love*, which reportedly left Twentieth with above-average production deficits, proved to be a losing battle for Katleman: Salhany killed the ABC sitcom last January in spite of his efforts to keep the series afloat, and industry watchers interpreted the move as limiting Katleman's authority.

Katleman leaves behind six series: NBC's *L.A. Law* and Fox's *The Simpsons*, *In Living Color*, *Stand by Your Man*, *True Colors* and *Drexell's Class*. Twentieth just received 1992-93 series orders for *Picket Fences*, an hour drama for CBS, and *Rhythm and Blues*, a half-hour sitcom for NBC.

General manager of Tribune Broadcasting Co.-owned independent KTLA since 1981, Bell served the previous six years in the same post at WLVI-TV



Harris Katleman

Cambridge, Mass., where Salhany was under his wing as program director. Bell is widely credited with building KTLA's top-rated sign-on to sign-off showing among L.A. independents. Some top Fox TV executives, however, were curious about Bell's ability to run a network production division.

"Obviously, Lucie felt that my background in programing, program acquisition and administration on the broadcast side was very similar to what she and other division heads had brought to the table," Bell said. "Lucie came from the syndication side of the business, so she was looking

for someone like herself who can bring a fresh perspective to network production."

Roth has been at Cannell Productions since 1986, where he helped combat the independent studio's declining presence in network prime time by developing lower-budget hour

dramas for CBS's *Crimetime After Primetime* and a pair of syndicated action-adventure hours (*The Renegade* and *Street Justice*) for Cannell Distribution. According to trade reports, former CBS Entertainment President Kim LeMasters is the leading candidate to fill Roth's position. ■

YOUNG PROPOSES FIVE-STATION BUY

Deal still contingent on financing; sale of H&C's major market affiliates might have repercussions for Petry TV

By Geoffrey Foisie
and John Gallagher

Broadcasting executives were surprised last week at the proposed sale of five TV stations belonging to H&C Communications to Young Broadcasting. A major reason for their surprise was that a much smaller company could get financing for a deal whose price is known to be large, if uncertain. Vincent Young, who, along with his father, Adam, runs Young Broadcasting, said financing under consideration might even include a public offering of stock.

H&C's decision to sell is apparently the result of a quiet agreement among the Houston family-owned media company's 11 shareholders to amicably liquidate the H&C properties. One, a Nashville TV station, was sold last year, and the proposed five-station sale would leave H&C with only KPRC(AM) Houston.

How much the Youngs were paying elicited a wide range of outside estimates; running as low as \$350 million and as high as \$650 million.

By week's end, a scenario had emerged that accommodated both estimates. H&C, it was said, would receive far below \$650 million. However, the Youngs would take the five stations, and perhaps some of Young's existing properties, public at a value, including debt, of \$625 million, or roughly 8.5 times their combined projected 1992 cash flow. In 1991 the H&C properties were estimated to have produced just under \$40 million cash flow on revenue of \$103 million—while the Young properties, it was said, were generating

roughly \$23 million of cash flow.

Undertaking a public offering would bring equity not only to the H&C purchase but might also help with the Youngs' prior acquisitions, at least one of which is said to be performing below expectations. Whether H&C would retain any stock or warrants in the public company was uncertain.

One way Young might increase the stations' cash flow would be to take their national representation in-house, since the Youngs also own the Adam Young rep firm, which reps all six Young Broadcasting properties. This would spell bad news for Petry Television, which reps the five H&C stations. Asked if he had talked with Petry executives about any possible changes, Young said he had not, adding: "We haven't reached a conclusion, but you can certainly draw your own conclusion."

The purchase would make Young Broadcasting the 17th largest TV station group owner, covering 6.1% of the country. The agreement in principle covers KVOA-TV Tucson, Ariz.; WESH(TV) Daytona Beach-Orlando, Fla.; KCCI-TV Des Moines, Iowa; KPRC-TV Houston and KSAT-TV San Antonio, Tex. According to one estimate published last year, three-quarters of the five-station group's cash flow comes from Houston and Orlando, both NBC affiliates, as is KVOA-TV. KCCI-TV is a CBS affiliate, while KSAT-TV is affiliated with ABC.

Young owns six TV stations: WTVO (TV) Rockford, Ill.; KLFY-TV Lafayette, La.; WLNS-TV Lansing, Mich.; WKRN-TV Nashville; WKBT(TV) La Crosse, Wis.; WTEN-TV Albany, N.Y. (and its satellite station, WDCD-TV Adams, Mass.). ■

CBS, NBC TIP THEIR FALL HANDS

CBS schedule includes nine news shows; NBC weighs in with eight

By Steve Coe

CBS unveiled its plan for a second consecutive prime time ratings victory in the form of its new fall schedule last Thursday, which features nine new shows and restructuring of four nights. The four new comedies are *Hearts Fire*, *Love and War*, *Bob* and *The Little Woman*. The four new dramas are *The Hat Squad*, *Picket Fences*, *Dr. Quinn, Medicine Woman* and *Polish Hill*. Also new to the schedule are *Golden Palace*, a reworking of *Golden Girls*, and *In the Heat of the Night*, both of which were dropped by NBC.

Perhaps responding to criticism that CBS's victory last season was due more to specials and sports than to series strength, Jeff Sagansky, president, CBS Entertainment, predicted another win next year. "I think our course here is we'll continue to grow. We'll win by as large a margin or more next season—even without major sports packages that helped us this year." He hinted that CBS executives would have liked to do even more restructuring of the schedule. "We left three nights intact because we've done enough already."

CBS is using its Monday night powerhouse to launch two new series, debuting the new Linda Bloodworth-Thomson comedy at 8:30 and handing the post-*Murphy Brown* 9:30-10 slot to *Murphy* creator Diane English and her latest project, *Love and War*. It is not clear whether CBS has given English and her Shukovsky/English Productions control of the coveted 9:30 slot, much the way Paramount controls the post-*Cheers* slot or, apparently, Roseanne Arnold the post-*Roseanne* slot on ABC. Making room for the two shows are *Major Dad* and *Designing Women*, which will anchor the network's Friday night lineup.

"Our strategy this past season was to grow Monday night before moving anything, and that's exactly what happened. As a result we were able to feed Friday night," said Sagansky.

Tuesday's lineup remains unchanged, with *Rescue: 911* followed by the *CBS Tuesday Movie*. Although it might be assumed network execu-

tives left the night alone because their development wouldn't support programming two more hours, Sagansky said there was no shortage of projects. "Our development was so strong we could have programed an eighth night."

Sagansky said Wednesday night is "up for grabs, particularly for the young demos." He said the slotting of Stephen Cannell's new drama, *The*

Sagansky described Saturday's schedule as "the biggest risk night for us. Saturday night is up for grabs with all three networks introducing new shows there." The night features *Brooklyn Bridge*, moved from Friday, and *The Little Woman*, Carsey/Werner's latest project. The night ends with two female-skewing dramas: *Dr. Quinn, Medicine Woman*, starring Jane Seymour, and *Polish Hills* (work-



NBC Entertainment President Warren Littlefield introduces the network's stars and fall prime time lineup in a presentation that was satellite-fed to affiliates last Thursday

Hat Squad, is designed to attract the young male demographic. *In the Heat of the Night* moves from NBC to take over the 9-10 slot providing counter-programming to younger-skewing programming on the other networks. *48 Hours* returns at 10-11.

He called Thursday "another opportunity night," and suggested NBC has declined "precipitously" since its days of complete domination. Combatting the NBC comedies and Fox's mix of comedies and *Beverly Hills, 90210*, CBS is returning *Tops Cops* and *Street Stories* at 8-10 and bringing back *Knots Landing* in the 10-11 slot.

The Friday lineup represents an attempt by the network to serve an audience they believe is being largely ignored: adults. "The ABC lineup is probably no longer as formidable now that *Full House* is no longer there. Adults have been looking for a Friday programming alternative for some time," he said.

ing title), starring Robin Givens.

CBS's stalwart Sunday night returns intact with *60 Minutes* and *Murder, She Wrote* leading into the *CBS Sunday Night Movie*.

NBC introduces five-and-a-half hours of new programming

NBC announced its fall schedule last Monday, and the network's hopes of reclaiming first place appear to rest on a handful of new series in strategic time slots. The lineup consists of eight new series representing five-and-a-half hours of programming.

"I'm anxious to see the new shows because they're key to the network's success on most nights," said Paul Schulman, president, Paul Schulman Company. "Their schedule is definitely for 18-49-year-olds. The lineup is advertiser-friendly, with nothing that could be considered controversial."

NBC had numerous holes to fill after losing five of its veteran performers: *The Cosby Show*, *Golden Girls*,

PRIME TIME 1992-93



ABC's Covington Cross



CBS's Hearts Afire



NBC's In the Loop

* —New Program
 † —New Time Period
 ^ —New Network

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY	ABC	The Young Indiana Jones Chronicles †		ABC'S NFL Monday Night Football		
	CBS	Evening Shade	Hearts Afire*	Murphy Brown	Love and War*	Northern Exposure
	NBC	The Fresh Prince of Bel-Air	Blossom	NBC Monday Night at the Movies		
TUESDAY	ABC	Full House	Hangin' with Mr. Cooper*	Roseanne	Coach	Going to Extremes*
	CBS	Rescue 911		CBS Tuesday Movie		
	NBC	Quantum Leap †		Reasonable Doubts †		Dateline NBC
WEDNESDAY	ABC	The Wonder Years	Doogie Howser, M.D.	Home Improvement †	Laurie Hill*	Civil Wars †
	CBS	The Hat Squad*		In the Heat of the Night ^		48 Hours
	NBC	Unsolved Mysteries		Seinfeld	Loved by You*	Law & Order †
THURSDAY	ABC	Delta*	Room for Two †	Homefront †		PrimeTime Live
	CBS	Top Cops		Street Stories		Knots Landing
	NBC	A Different World †	Rhythm and Blues*	Cheers	Wings	L.A. Law
FRIDAY	ABC	Family Matters	Step by Step	Dinosaurs	Camp Bicknell	20/20
	CBS	The Golden Palace*^	Major Dad †	Designing Women †		Bob* Picket Fences*
	NBC	In the Loop*	The Powers That Be †	The Round Table*		I'll Fly Away †
SATURDAY	ABC	Covington Cross*		Crossroads*		The Commish
	CBS	The Little Woman*	Brooklyn Bridge †	Dr. Quinn, Medicine Woman*		Polish Hill*
	NBC	Here and Now*	Up All Night*	Empty Nest	Nurses	Sisters
7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
es On	America's Funniest Videos		America's Funniest People	The ABC Sunday Night Movie		
utes	Murder, She Wrote		CBS Sunday Movie			
ervice*	I Witness Video*		NBC Sunday Night at the Movies			

Matlock, *In the Heat of the Night* and *Night Court*. Five nights have undergone change's at 8 p.m., with Friday, Saturday and Sunday opening with new projects. "Going into '92-'93 development and scheduling, we set some very specific goals: Continue the successful transition from households to demographic focus, maintain prominence as the premiere quality drama network, reinvigorate our comedy lineup and provide a balanced

and diverse programming slate. We are confident this schedule clearly satisfies our objectives," said Warren Littlefield, president, NBC Entertainment.

Monday is the only night that returns untouched. *The Fresh Prince of Bel-Air* and *Blossom* from 8-9 lead into the *NBC Monday Night at the Movies*. The first hour of the evening will pit NBC's younger-skewing comedies against the young-skewing *Indiana Jones Chronicles* on ABC and

against CBS's *Evening Shade* and the new *Hearts Afire*.

On Tuesday, NBC is counter programming ABC's comedy lineup with two hour dramas and *Dateline NBC*, which returns at 10-11. *Quantum Leap* moves to a new day and time to lead off the evening, followed by *Reasonable Doubts*, which takes on ABC's *Roseanne* at 9 and *Coach* at 9:30.

On Wednesday, in what is becom-

ing the most competitive night, NBC has inserted what sources say was their brightest development project, *Loved by You*, surrounded by proven performers. *Unsolved Mysteries*, a veteran time period winner, returns at 8-9, and *Seinfeld*, which became a legitimate hit last year, will go head-to-head with *Roseanne* at 9-9:30. NBC is banking on *Seinfeld* holding much of the *Unsolved Mysteries* audience and carrying it into *Loved by You* at 9:30-10. The show goes up against ABC's *Laurie Hill*, from *The Wonder Years* creators Neal Marlens and Carol Black. Other competition comes from Fox, which launches its sixth night of programming with *Beverly Hills, 90210* spinoff *Melrose Place* at 8-9 or 9-10.

A Different World inherits *Cosby*'s 8 p.m. time slot to open a night NBC has dominated for more than seven years. At 8-8:30, the network has

tabbed *Rhythm and Blues*, which, like *A Different World*, features a mostly young, black cast. *Rhythm* is about a black radio station that hires a white disc jockey. The remainder of the schedule is intact, with *Cheers* at 9-9:30, *Wings* in the 9:30-10 time slot and *L.A. Law* at 10-11.

NBC is taking another crack at solving the puzzle of Friday night with a complete makeover. *In the Loop*, a half-hour comedy at 8 p.m., stars David Keith and Bill Nunn as high-school friends who reunite after one is paroled from prison. The show leads into *The Powers That Be*, from Norman Lear, which had a successful mid-season run on Saturday night this past season. At 9 p.m. the network debuts *The Round Table*, an hour ensemble drama from Spelling about a group of young professionals who gather at a Georgetown hangout. Dependent on the strength of the new

shows is the critically acclaimed *I'll Fly Away*, which started last season in the Tuesday 8-9 time slot and now finds itself closing Friday evening.

NBC returns three proven performers on Saturday night from 9:30 to 11 while debuting two new comedies at 8-9 p.m. *Here and Now*, starring Malcolm-Jamal Warner, opens at 8 p.m., leading into *Up All Night*, which stars singer Patti LaBelle. Warner plays a young graduate student balancing school and adult responsibilities. LaBelle stars.

The network's problems on Sunday night between 7 and 9 almost rival their Friday difficulties. This time around, NBC executives are pitting an hour drama from Grosso-Jacobson, *Secret Service*, and a reality show from NBC News, *I Witness Video*, against CBS's *60 Minutes* and *Murder, She Wrote* and ABC's *Life Goes On* and half-hour video lineup. ■

PTAR ON FCC'S FULL PLATE FOR SUMMER

Video dialtone, network-cable crossownership, PCN's are also on Sikes's agenda

By Harry A. Jessell

With the White House urging him on, FCC Chairman Alfred Sikes is pushing hard for action this summer on a series of high-profile deregulatory initiatives affecting broadcasting and cable.

Among the items on Sikes's accelerated agenda: launching a proceeding aimed at repealing the prime time access rule's off-network prohibition; adoption of the so-called video dialtone rules intended to encourage telephone companies to build networks capable of delivering video to the home, and relaxation of the ban against networks owning cable systems.

Sikes also hopes to take the next step toward establishing the spectrum and rules for personal communications networks, which promise low-cost portable telephone service and have caught the interest of major cable operators.

FCC sources say Sikes would like the agency to act on PTAR and cable-network crossownership at the scheduled June 18 meeting and PCN and video dialtone at the scheduled July 16 meeting.

Whether there is slippage depends

on a number of factors, not the least of which is the other commissioners, whose personal agendas and timing may not coincide with that of the chairman.

A delay of a month or two on PTAR is possible, if not probable. Except for Sikes, none of the commissioners is keen on launching an off-network PTAR proceeding anytime soon. Among other things, they fear it will generate the same kind of inter-industry contention and internal ill will that characterized the financial interest and syndication rules relaxation proceeding in 1990 and 1991.

Some of the commissioners are also wary of Sikes's "video dialtone" scheme. In launching the proceeding last fall, Commissioners Ervin Dugan and Sherrie Marshall said the proposal smacked of "industrial policy"—anathema in the Bush administration.

And there is enough controversy among broadcasters surrounding the cable-network proceeding to delay action. Affiliates and their networks are locked in a dispute over the nature of safeguards to insure against anti-competitive activities by network-owned cable systems.

Should Sikes find stiff resistance to

any of his initiatives, he could pull his trump card—the presidential mandate for prompt deregulatory action by all federal agencies. The mandate, promulgated in Bush's State of the Union address and renewed at a White House briefing in April, is something none of the Bush-appointed commissioners could brush off.

The White House may not be telling the FCC and other "independent" federal agencies what to do, but it is certainly telling them when.

In an April 29 memo to the heads of the agencies, Bush sets a timetable for regulatory reform: action on reforms that need no public comment by June 1; action on reforms for which comments have already been received by Aug. 1, and action on reforms not yet put out for comments by Aug. 27. The memo also asks for a summary by Sept. 1 of "all pro-growth reforms" implemented since Jan. 28.

According to Sikes, the urgency of his agenda derives not from the White House alone. The items have been pending for months or, in some cases, years and are ripe for action this summer, he said. "We are in an industry segment that is undergoing enormous change, and we have to adapt quickly." ■

FBI SUBPOENAS UNAired L.A. RIOT COVERAGE

June 11 is deadline

By Mike Freeman

The seven Los Angeles TV stations appear to be moving toward a court showdown to quash a second subpoena order delivered last week for unaired tape of the L.A. riot coverage. Citing First Amendment provisions and California shield laws to protect what is considered unpublished material and reporters' notes, the station's news directors were said to be discussing joining with the Radio-Television News Directors Association of Southern California to file a unified motion in federal court in Los Angeles.

Delivery of the subpoenas by the FBI, on behalf of the U.S. Attorneys Office, surprised station officials, since all the stations had complied two weeks ago with a subpoena order to turn over copies of their aired coverage (BROADCASTING, May 11, 18).

Jeff Wald, news director of KCOP (TV), whose station was the first to dispatch a helicopter to Florence and Normandie streets in the south-central part of the city, said the second subpoena requested "film footage and audio that was *not* aired, relating to physical damage to property and/or people."

(The federal subpoena is ordering June 11 delivery of all "outtakes" from the period of extended broadcast coverage, April 29-May 3. The *Los Angeles Times* also received a subpoena for unpublished photographs.)

"This just shows how out of touch the federal authorities are," Wald observed. "They're still talking about 'film footage,' which indicates the feds still have no understanding of TV technology, and the fact that we've recycled [erased] most of raw tapes for reuse."

David Bartlett, president of the Radio-Television News Directors Association, said the national organization has not yet been contacted and would become involved only if the court action went as high as the U.S. Supreme Court or U.S. Appeals Court. ■

NAB ASKS FOR 25-25 RADIO CAPS

The National Association of Broadcasters radio board last week backed away from its earlier calls for gutting the radio ownership rules, voting to ask the FCC to moderate its new radio ownership restrictions.

The NAB proposals: 25 AM's and 25 FM's (30-30 for minorities), compared with the FCC's 30-30 with no accommodation for minorities; a limit of four stations in large markets (15 or more stations) and of three stations per small market, with no more than two in the same band and no more than half the station in the market, compared with the FCC limit of between three and six stations, depending on market size.

Some FCC officials charged NAB was playing to House Energy and Commerce Chairman John Dingell (D-Mich.), who has denounced the new FCC rules. FCC Chairman Alfred Sikes did not join in the criticism of NAB, but said he was "surprised by their 180-degree turnaround."

"We were hoping to make it more palatable" to Congress, acknowledged NAB Radio Board Chairman Richard Novik. In 1991 statements NAB had advocated elimination of the national ownership caps and relaxation of duopoly rules.

"What [the NAB action] does expose is that the commission gave the industry more than it asked for," said an aide to Dingell. "They are not interested in meeting the needs of the industry, but serving the [deregulatory] political needs of the White House."

-RMS

NBC, THOMSON CONFIDENT DESPITE HDTV SNAGS

By Peter Lambert

NBC and Thomson Consumer Electronics insist they will prove their Advanced Digital HDTV system design to be sound, although integration problems will shorten its two-month test period at the Advanced Television Test Center.

They described as "equitable" the Advisory Committee on Advanced Television Service refusal to alter the June 3-July 28 testing schedule, although Zenith and AT&T were granted extra time to replace a faulty integrated circuit earlier this month (BROADCASTING, May 11).

Thomson Senior Vice President D. Joseph Donahue said at least six of eight subsystems, including encoder and decoder, "work extremely well" independently. The Advanced Television Research Consortium (ATRC)—comprising NBC, Thomson and Sarnoff and Philips labs—will enter ATTC as soon as it isolates bugs in stringing them together, he said.

The advisory committee, chaired by Richard Wiley of Wiley, Rein & Fielding, and ATTC will help ATRC prioritize a shortened test list—"a difficult

and challenging" task, since the tests have been distilled over several years, said Mark Richer, PBS director of engineering and advisory committee member. "There will be a loss [of test data] no matter what. That will have to be addressed eventually by the advisory committee and the proponents," Richer added, declining to project whether that may mean added testing later this year.

But "even with a two- or three-week delay," said Michael Sherlock, president of operations and technical services for NBC, "I truly believe we can establish our credibility in [a shorter list of] interference, coverage, accommodation and quality tests" while, for example, forgoing audio quality tests. "It is absolutely not a system design flaw," he added. "If that were the case, it would be time to call it quits, and we are not about to do that." ■

**For More Late-Breaking
News, See "In Brief,"
Pages 56 and 57**

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

TALKING UP TELCOS

Look for a White House policy statement advocating the relaxing of restrictions on the telephone industry in the next week or so. According to Capitol Hill sources, the statement will come in the form of a response to a letter from Republican Senator Robert Dole (Kan.) and Conrad Burns (Mont.), who in March called on the Bush administration to support the FCC's "video dial-tone" proposal and relax the telco-cable crossownership ban as ways of fostering competition and the development of a fiber-based telecommunications infrastructure. There is still no definitive word on the fate of the long-overdue telecommunications policy paper from Vice President Quayle's Council for Competitiveness.

COUNSELING MODERATION

Don't go overboard in lightening the regulatory load on broadcasters. That was the message Sony Pictures Entertainment TV chief Mel Harris delivered to FCC commissioners and their staff last week. According to those who received him, Harris warned further deregulation would allow networks and large TV groups to bully program syndicators as well as independent stations. He also attacked retransmission consent. Should Congress approve it, he argued, the gulf between strong and weak TV stations will widen.

NEW YORK

EASING INTO CABLE

John Blair & Co. has been quietly searching for a way to enter the cable repping business. The company recently sought to represent Time Warner's all-news channel "New York 1 News" national sales but decided that billings would be inadequate since News 1 wanted to handle all New York-based accounts itself. Blair also apparently ended inconclu-

DEBATE, FOOTBALL BUTT HEADS

Sports and politics are headed for a clash on Monday, Oct. 5. That's when the Dallas Cowboys are set to meet the Philadelphia Eagles on ABC's *Monday Night Football*—it's also the likely date for a televised vice presidential debate. According to the Commission on Presidential Debates, although the date of the debate is not yet finalized, all of the networks offered up Oct. 5 as an acceptable day. But what ABC will do with its *Monday Night Football* game remains to be seen. The commission does not like the idea of starting the debate too early in the evening, at 7:30 or so, to accommodate the 9 p.m. football game. That hour would start the debate on the West Coast during the afternoon and that is unacceptable, according to a commission spokeswoman. One possibility is that the network and the National Football League would agree to delay the game to accommodate the debate. An ABC spokeswoman said it was "premature" to discuss any options it may have to choose. The length of the debate has not been decided. In 1988, the vice presidential match-ups were 90 minutes, not including post-debate analysis.

—SDM

sive negotiations with cable insertion company AdExpress. Both new John Blair & Co. President and CEO Tim McAuliff and the company's chairman, Jim Rosenfield, say Blair is proceeding in cable business carefully and learning from what it feels are mistakes made by arch-rival Katz. Said McAuliff: "We don't think there is a terrible disadvantage to being the second person in."

MONEY TALK

CBS is expected to bring up compensation and a number of other "partnership" issues at this Saturday's (May 30) business meeting with affiliates in New York. The network had been trying to postpone the potentially thorny debate until after the upfront selling season, but affiliates appear to have prevailed, asserting their business planning needs required earlier warning. The compensation issue led to a termination of affiliate-network negotiations at the NAB convention. Ironically, at the annual shareholders meeting a month later, CBS Chairman Laurence Tisch bragged about "ongoing review" with affiliates without telling shareholders the affiliates had terminated the talks.

CHICAGO

IN THE RESEARCH RUNNING

The latest company preparing to make a run at Arbitron's dominance of radio ratings research is Chicago-based Strategic Radio Research. Like Birch, the research firm that most recently competed against Arbitron, SRR has established itself by conducting music and programing research for stations. And like Birch, its ratings research will be based on telephone interviews rather than diaries. SRR officials say their service will have two advantages over Arbitron: greater sample size (as much as 12,000 in major markets) and more frequency (weekly faxed reports).

MIAMI

HOOKING THE MARLINS

Word has it that the Florida Marlins expansion Major League Baseball team and independent station WBFS-TV Miami are putting the final touches on a four-year broadcast TV rights deal valued at around \$4 million annually. WBFS-TV is also the home of the Miami Heat NBA team. A team spokesman would only say that a deal is close.

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Getting together?

Hollywood agency and syndication sources were abuzz with rumors last week that the Kushner-Locke Co. is trying to buy Rysher Entertainment, an independent syndication supply house founded a little over a year ago by former Warner Bros. Domestic Television Distribution sales veteran **Keith Samples**. Rysher serves as off-network distribution agent for NBC Production's *Saved by the Bell* and fall 1992 weekly action-adventure series *The Highlander*. Kushner-Locke, traditionally known as a supplier of network and cable series programming, has, according to an agency source, little long-term debt, and the addition of Rysher would make for a "stronger balance sheet." The source added: "Rysher doesn't have much, if any, program assets, but Samples knows the syndication business. Kushner-Locke has been looking for a strategic partner, and this one would be a good one."

The graduate

In the better-late-than-never department, Walt Disney Studios President **Rich Frank** participated in the graduation ceremonies at the University of Illinois on Sunday, May 17, 27½ years after receiving his diploma from the school. During the commencement ceremony, Frank was honored with the 1992 Alumni Achievement Award. "I graduated mid-term and immediately set off to make my mark on the world," Frank told the graduating class. "Consequently,



'Mom, are you happy now?': Rich Frank attends his graduation ceremonies...27½ years late

I never attended my graduation ceremonies. As a result, for 27½ years, I've had to hear my mother say, 'We sent you to college for four years...is it too much to ask to be able to go to your graduation?' Well, I may be 27½ years late, but here I am. Mom, are you happy now?"

Accent on Hispanic

A Bi-Coastal item in the May 4 issue reported the departure of vice president and general manager Vicky Gregorian from WHLL-TV Worcester, Mass., at a time when the station was exploring a possible change in programming. After Gregorian's departure, station president **Nolanda Hill** decided to affiliate the station with the Hispanic network Telemundo and to broadcast 44 hours of Hispanic programming a week. To some, the item left the impression that the

station was going Hispanic solely as a way to try to improve revenues in a depressed New England economy, and Hill was not reached for comment. Last week, however, she stressed that the primary reason for the shift was to serve Hispanics in New England, who compose the largest-growing audience segment in the region. "It really is an underserved audience," Hill said. According to station vice president and general manager **Michael Nurse**, WHLL-TV will be the only full-power Hispanic affiliate in New England when it makes the format change in July. The station is getting the Telemundo affiliation rights to both the Boston and Providence-New Bedford markets. The station will air Hispanic programs at night, and during the day will counterprogram other area independents with non-children's programming.

Television

MCA BRASS PULLS PLUG ON KITTY

Upper-level MCA executives veto national or slow rollout for 1992-93

By Mike Freeman

MCA TV began informing stations last week that it is pulling *Kitty Kelley* from the syndication market, despite sales of the projected fall 1992 talk show strip in 28 markets representing about 30% coverage. According to several sources close to the project, the decision to cancel sales came down May 17 from the highest levels of MCA Inc., with MCA Inc. Chairman Lew Wasserman, studio President Sid Sheinberg and MCA TV Group Chairman Tom Wertheimer reportedly agreeing that a full national or slow rollout was economically infeasible.

Discontinuation of the sales launch for *Kitty Kelley*, in which MCA TV is rumored to have invested over \$1 million, represents the fourth major setback in the Matsushita-owned studio's attempt to become a major first-run strip supplier—after last year's cancellations of the *Ron Reagan* show and the late-night strip *My Talk Show*, in addition to the aborted development project *Hollywood Studio 33* (with Cristina Ferrare and Ron Reagan).

Jim Kraus, executive vice president, director of sales, at MCA TV, who fielded questions in place of vacationing MCA TV President Shelly Schwab, acknowledged that Wasserman and Sheinberg were "kept apprised" of *Kitty*'s clearances and the "potential for major production deficits" if the series pressed forward with a slow market rollout.

"The decision was a purely economic one," said Kraus. "We had some good station clearances and time periods, in a limited number of markets, but the production deficits would have made a full or slow market rollout economically infeasible."

Kelley, the controversial novelist of unauthorized biographies of singer



Kelley: MCA found talk wasn't cheap

Frank Sinatra and former First Lady Nancy Reagan, was signed by MCA TV in May 1991 to headline the new syndicated strip. But MCA TV did not have a finished pilot ready until De-

cember and didn't mount its full national sales launch until the NATPE International program conference last January in New Orleans. By that time, sales of Group W Productions' Vicki Lawrence-hosted daytime talk show had already reached over 50% U.S. coverage, as had daytime game show strip *That's Amore*.

Although several major New York station rep firms gave favorable reviews of the finished *Kitty* pilot (which boasted an exclusive interview with Joe Jackson, father of singers Michael and Janet Jackson), and several key stations like KCBS-TV Los Angeles and KTVU(TV) San Francisco picked up the series, MCA's Schwab reappraised the market last March to further spur sales, giving stations the option of picking an abbreviated half-hour version of the slated series. The new marketing ploy only garnered nearly two dozen additional markets. ■

CHAO TO HEAD FOX STATIONS

Mitchell Stern named to number two spot at stations

By Mike Freeman

After two years at the helm of Fox's O&O station group, Greg Nathanson resigned as president of Fox Television Stations Inc. last week, with Fox Inc. Chairman and CEO Rupert Murdoch turning the top post over to Stephen Chao, who will also remain president of Fox News.

Since taking over operational control of Fox Inc. following the departure of Barry Diller a little over two months ago (BROADCASTING, March 2), Murdoch left little doubt of his intention to use the seven Fox stations as a foundation for a fledgling national



Fox's Stephen Chao

When CBS affiliate
KBCI had an eye on
improving its afternoons...



news operation through Fox Broadcasting Co. and/or Fox Basic Cable.

While Chao will have ultimate responsibility for the future direction of the seven Fox-owned stations, Murdoch also named Mitchell Stern, station manager of Fox O&O KTTV(TV) Los Angeles, executive vice president and COO of Fox Television Stations Inc., giving Stern day-to-day operational responsibilities over the broadcast group.

Chao had previously served as an executive vice president in charge of program development of such FTS-originated series as *Studs*, *Cops* and *America's Most Wanted*. He told BROADCASTING last week that his immediate mandate from Murdoch is to "further the newsgathering capabilities" of the Fox-owned stations with expanded satellite "news pool" feeds, which could serve as the basis for a future network newscast. He said that priority is being given to the development of a prime time news magazine, among other potential reality-based series for Fox Broadcasting Co.

As for Nathanson, who also served as general manager of KTTV since 1988, several Fox insiders indicated that Nathanson declined an arrangement in which he would have maintained his position while Fox O&O news personnel would have reported to Chao. During his tenure at Fox, Nathanson preferred to work without a contract. He will remain with the company through July 1. His future plans remain unclear.

"When Murdoch took over, it was just thought that Chao was going to head up all of Fox's future network news efforts, but as it turned out, Chao is also going to run the O&O stations' news operations," elaborated a Fox insider.

Nathanson is believed to have given notice following the departure of Diller, who was widely speculated last week to have Nathanson in mind for a future position in a possible broadcast or cable network venture he is rumored to be mounting. Nathanson told BROADCASTING, however, that he has not discussed any new communications ventures with Diller. "I honestly have to say that I don't know what Barry [Diller] is going to do," Nathanson emphasized.

"I really wanted Greg [Nathanson] to stay," says Chao, who, as head of FTS's program development, formerly reported to Nathanson. "The truth of

the matter is that Greg chose to resign. If he had stayed, I would have just been president of Fox News, although I would have taken a more active role in coordinating our national and local [O&O] news efforts."

When asked if the Fox affiliates are being groomed to serve as "news bureaus" for a future network newscast, Chao said it is "still not entirely clear how Fox News is going to develop." Chao added: "We don't want to create a [Dan] Rather or [Tom] Brokaw type

of newscast...at least not at this moment."

Some Fox insiders have expressed concern about Chao's lack of hard news credentials. "Ask Boone Arledge [president of ABC News] if he came from a news background, and I think he will tell you of his extensive background in sports programming," Chao responds. "Having a news background does not give you a birthright to head a news division. News is programming, after all." ■

GEARING UP FOR GREEN COVERAGE

As networks prepare for ecological summit, some media critics cite cut in environmental coverage

By Steve McClellan

With President Bush's decision to attend next month's United Nations-sponsored "Earth Summit" in Rio de Janeiro, news organizations are stepping up their coverage of the gathering. At the same time, the conference has put a spotlight on television coverage of environmental issues generally, and in many cases the coverage is criticized as superficial.

Network news people defend their coverage of the environment, however, suggesting that they must cover the beat, because polls show that most Americans feel it's an issue of increasing importance. And they also argue that their coverage has become increasingly sophisticated as the issues, almost never cut and dried, become more complex.

There is a general impression

among media watchers, confirmed by at least one monthly newsletter, that the network evening newscasts are devoting less time to environmental stories now than in recent years.

According to the New York-based *Tyndall Report*, which monitors trends in network news, all three network evening newscasts devoted significantly less coverage to environmental issues in 1991 than in 1990.

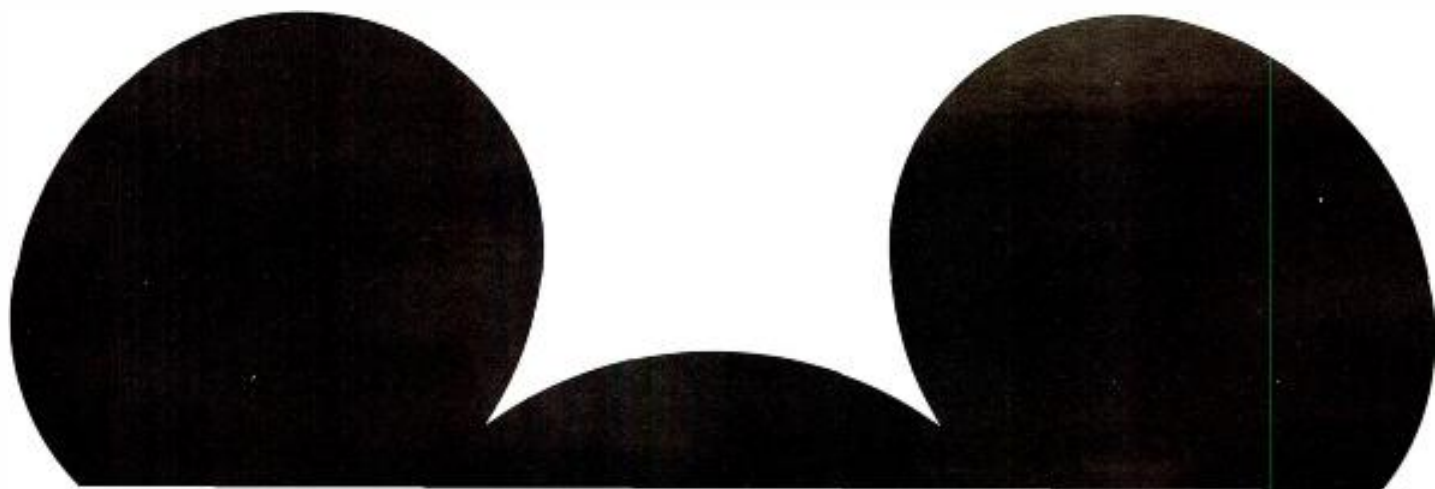
On a combined basis, the *Tyndall Report* found that environmental coverage on the evening news broadcasts peaked in 1989, the year of the Exxon Valdez oil spill, with a total of 774 minutes' worth of environmental stories. In 1991, the total had dropped to 482 minutes of coverage.

"Coverage of the environment has followed a boom-and-bust cycle over the past four years," said Andrew Tyndall, publisher of the *Tyndall Report*. Tyndall theorizes that the net-

KTLA-TV SNAGS DODGERS

Tribune Broadcasting-owned independent KTLA-TV has obtained the broadcast rights to Los Angeles Dodgers baseball telecasts. The five-year deal starting next season was for a reported \$75 million. The agreement marks the end of the Dodgers' 35-year association with Fox O&O KTTV(TV), a move widely anticipated due to Fox Broadcasting Co.'s expansion to a sixth night of programming next fall and a seventh evening expected by midseason 1992-93. KTLA already owns the rights to a 52-game telecast schedule of the California Angels (for a reported \$7 million-\$8 million per season) and, according to an KTLA spokesman, will promote itself as "L.A.'s Baseball Station," with a 50-game Dodgers' away schedule. The premium cable channel, SportsChannel, owns the home game rights to the Dodgers and Angels.

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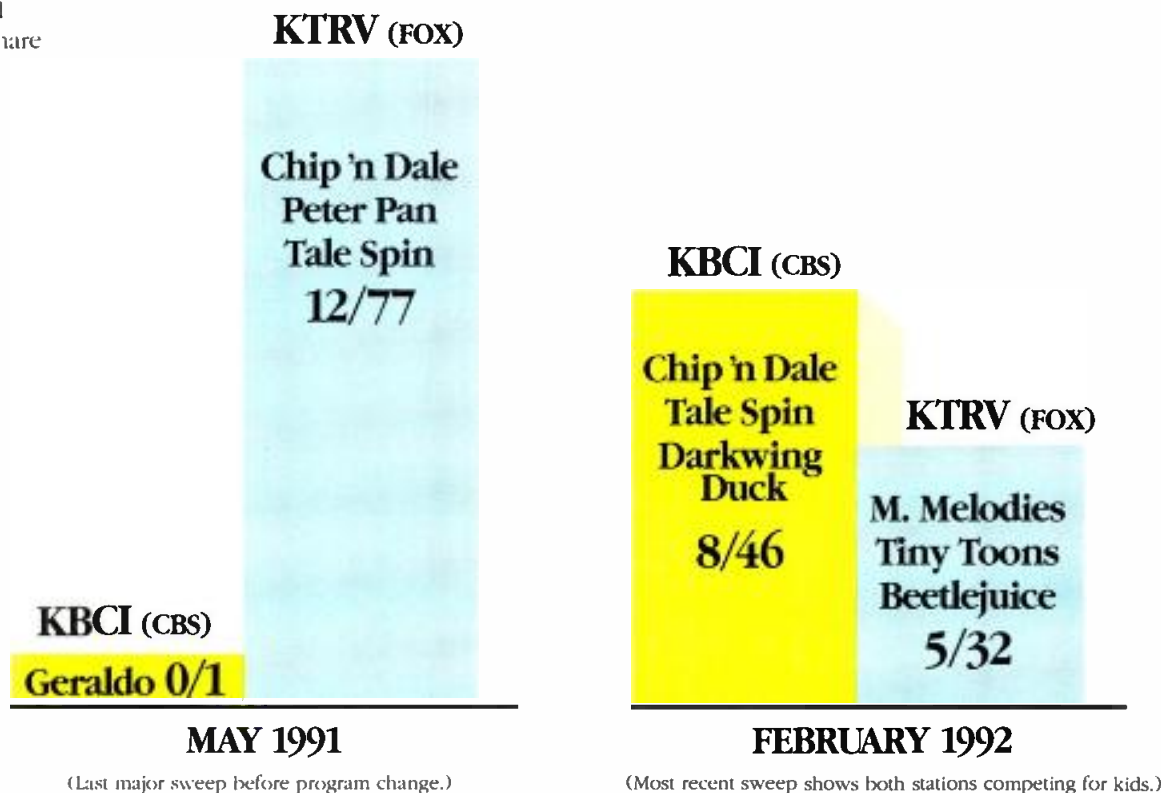
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—Tim Bever, General Manager, KBCI Boise

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Kids 2-11
Rating/Share



Source: NSI M-F 3-4:30pm, as dated.

works are inconsistent in their coverage because "there isn't really an enormous political 'green' constituency in this country forcing regular coverage, as you have with other issues, such as the economy, health care or the family."

But Barry Serafin, one of two full-time environmental correspondents at ABC News, disagrees, citing polls that show that "eight out of 10 Americans think of themselves as environmentalists and think it's an important issue."

ABC is the only network with correspondents assigned to the environment as a full-time beat. And while the amount of *World News Tonight's* environmental coverage may be down overall, Serafin said he has been reporting "steadily" on the issue for the newscast's *American Agenda* segment since it was introduced as a nightly feature four years ago.

But others point to what they say has been superficial coverage of the upcoming summit in Rio de Janeiro. "We're seeing a lot less coverage of environmental issues than we were a few years back," said Sharon Friedman, who chairs the Department of Journalism and Communications at Lehigh University.

"To the extent they do cover it," said Friedman, "they tend to focus on the political. That is, 'will Bush attend or won't he,' and how much the U.S. has succeeded in taking the bite out of the global warming agreement." She said that part of television's problem with covering the environment is the complexity of issues. "It's very difficult to deal with issues in one, two or even five minutes," Friedman said.

According to the *Tyndall Report*, ABC *World News Tonight* had the most coverage on the environment in 1991, devoting some 210 minutes to the issues. CBS *Evening News* was second, with 144 minutes, and NBC *Nightly News* was third, with 128 minutes.

While NBC has no full-time environmental correspondent, health and science correspondent Bob Bazell spends a good deal of time on the beat (he's doing a series linked to the Rio summit), while contributions to the coverage are made by various general assignment reporters. *Nightly News* has a periodic segment called *Assignment Earth*.

CBS's coverage of the beat is done by a variety of general assignment re-

POWER TO THE PACKAGE

Warner Bros. Domestic Television Distribution reports that *Power Package 1*, a 13-title package of action-adventure theatricals, has been sold in 30 markets (45% of the U.S.) including WWOR-TV New York, KCOP(TV) Los Angeles, WPWR(TV) Chicago, WGBS(TV) Philadelphia and KBHK-TV San Francisco.

ON HOLLYWOOD

The Peter Rodgers Organization, an independent Los Angeles-based distributor, has signed on KNBC-TV Los Angeles for the fall 1992 weekly *Only in Hollywood*. In all, the half-hour has been sold in 35 markets representing 47% of the U.S. Hosted by Peter Jones, who also serves as Hollywood correspondent of the American Movie Classics cable channel, the series features behind-the-scenes looks at the eccentric personalities who help give the city its unique character.

MORE FOR 'AMORE'

Group W Productions' half-hour daytime romance strip, *That's Amore*, has been cleared in over 78% of the U.S.—including 28 of the top-30 markets—for its syndication premiere Sept. 14. Most recent top-30 clearances: WOIO-TV Cleveland, WFTS-TV Tampa and KTVD-TV Denver. Production is slated to begin this summer in Los Angeles, with Four Point Productions (also producers

of Samuel Goldwyn Television's *American Gladiators*) and Group W Productions co-producers.

MULTIMEDIA BUY

WIVB-TV, the King World-owned station in Buffalo, has signed an unusual multiyear, multimillion-dollar licensing deal to pick up all of Multimedia Entertainment's syndicated talk show strips—veterans *Sally Jessy Raphael* and *Donahue* in addition to fall 1992 newcomers *Jerry Springer* and *Rush Limbaugh*. The CBS affiliate also picked up *Sweating Bullets*, an off-network hour drama that Multimedia is distributing following its run on CBS's *Crimetime After Primetime*.

TAKE TWO

Speaking of Hollywood, production on 26 episodes of *Hollywood Babylon* by Producer's Entertainment Group for distribution by Pandora International began recently in Hollywood and Edmonton, Alberta. Tony Curtis hosts the weekly 1992-93 series, which takes a look at the hidden underside of Hollywood, past and present.

ROGGIN RETURNS

MCA TV has given the green light to a third year of production of the weekly first-run half-hour *Roggin's Heroes*. The series is currently cleared in 179 markets covering 97% of the U.S. The third season order is for 26 weeks of original episodes.

porters as well. All three networks are covering the summit essentially from two angles—Bush's participation, with pool coverage being handled by NBC, and the environmental issues themselves.

ABC's Serafin said he would be in Rio for the entire two weeks of the summit, which begins June 2. NBC News is sending White House correspondent John Cochran, and others, for reports to air in regularly scheduled NBC News broadcasts including *Nightly* and *Today*. Bazell and others are currently working on environmental stories to air throughout the course of the summit.

According to *Nightly News* coordinating producer Jack Chesnutt, the

network was still debating whether or not to send Bazell. "These summits tend to generate stories with guys sitting around a room jawboning," said Chesnutt. "The environmental problems are somewhere else."

CBS News was still mulling whom to send at deadline, but has put together a package of stories and special reports to be broadcast throughout the summit. The package, under the umbrella title *Eye on the Earth*, kicks off May 31 during the Charles Kuralt-hosted *Sunday Morning*. Most of the CBS News shows will carry *Eye on the Earth* segments. In addition, a special 90-minute town meeting anchored by Dan Rather will air Wednesday, June 10, at 11:30 p.m.

A close-up, low-angle shot of a gun barrel, likely from a handgun, pointing towards the viewer. The barrel is metallic and has a blue light flare or smoke effect emanating from the muzzle. The background is dark and textured.

Only one
weapon
is this
Powerful.

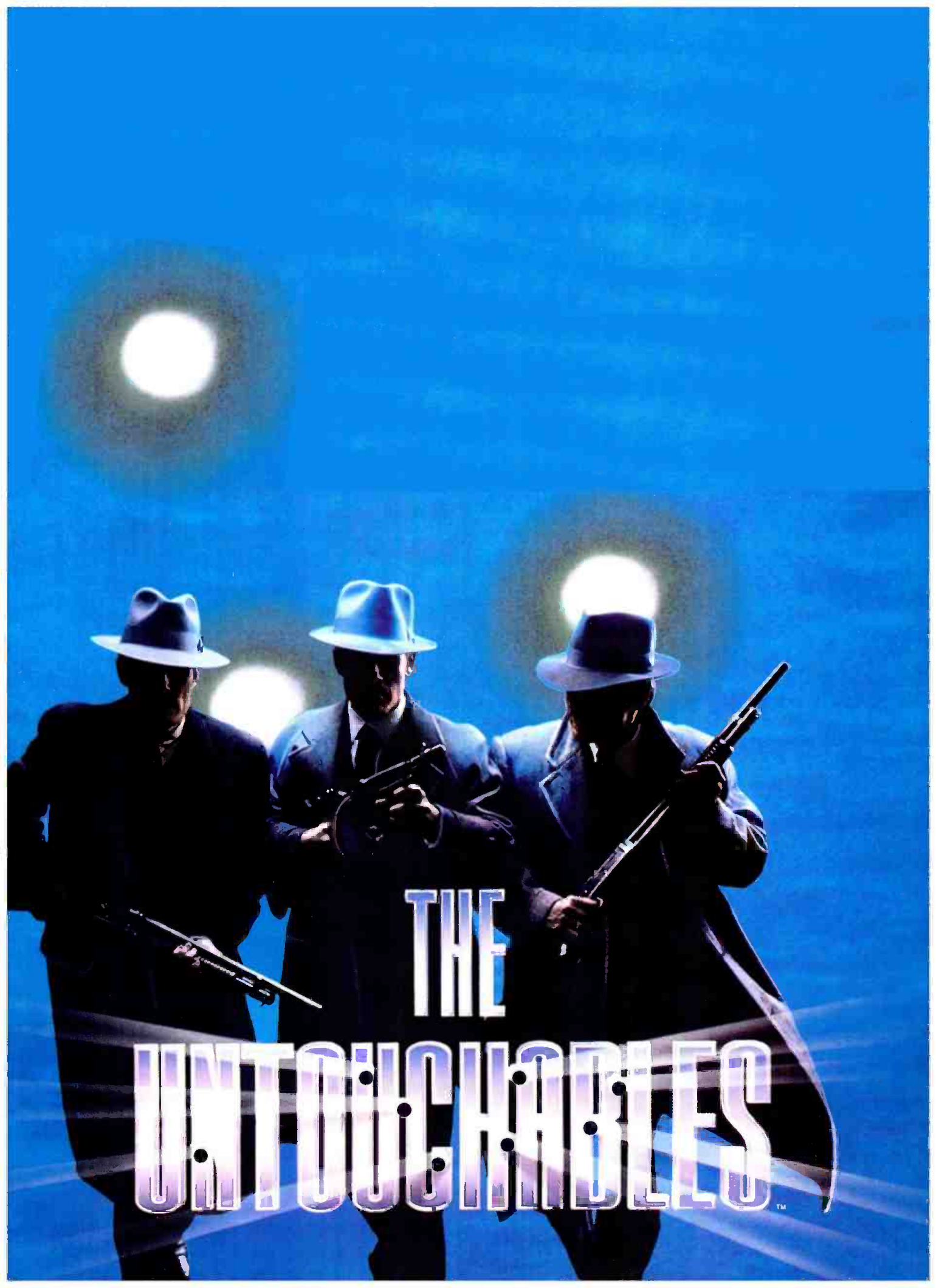
77 stations have already left a hole in their Schedule for it.



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A I R E A D Y S O L D:

New York	WWOR	St. Louis	KDNL	Buffalo	WUTV	Little Rock	KTHV	Greenville, NC	WFXI
Los Angeles	KCOP	Sacramento	KTXL	Norfolk	WGNT	Toledo	WUPW	Charleston, SC	WTAT
Chicago	WGN	Phoenix	KUTP	San Antonio	KRRT	Roanoke	WDBJ	Fargo	KVRR
Philadelphia	WTFX	Denver	KDVR	Salt Lake City	KSTU	Shreveport	KMSS	Monterey	KCBA
San Francisco	KBHK	Baltimore	WJZ	Memphis	WLMT	Rochester, NY	WUHF	Eugene	KEZI
Washington, D.C.	WDCA	Hartford	WTIC	Providence	WPRI	Des Moines	KDSM	Reno	KAME
Dallas	KTXA	Orlando	WCPX	Oklahoma City	KOKH	Spokane	KXLY	Amarillo	KCIT
Detroit	WJBK	San Diego	XETV	Harrisburg	WPMT	Las Vegas	KLAS	Corpus Christi	KDF
Houston	KTXH	Indianapolis	WXIN	Wilkes-Barre	WNEP	Tucson	KMSB	Rockford	WQRF
Atlanta	WGNX	Portland, OR	KPTV	Greensboro	WNRW	Cedar Rapids	KCRG	Boise	KTRV
Cleveland	WUAB	Cincinnati	WXIX	Louisville	WDRB	Columbus, SC	WLTX	Wichita Falls	KJTL
Seattle	KCPQ	Kansas City	KSHB	Albuquerque	KGSW	El Myers	WFTX	Lubbock	KJTV
Tampa	WTOG	Raleigh	WLFL	Albany, NY	WXXA	Madison	WISC	Gainesville	WOGX
Minneapolis	KMSP	Nashville	WZTV	Dayton	WROT	Waco	KWTX		
Miami	WBFS	Columbus, OH	WBNS	Richmond	WRLH	Colorado Spgs.	KOAA		
Pittsburgh	KDKA	Greenville, SC	WYFF	Charleston	WYAH	El Paso	KVJA		



THE
UNTOUCHABLES

Available January 1993.



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A Paramount Communications Company

CNN, perhaps the "greenest" of the mainstream television news organizations due to owner Ted Turner's pro-environment positions, will likely have a larger contingent of correspondents than the networks. According to Chet Burgess, executive producer of CNN's *Network Earth*, the network is

sending seven correspondents.

CNN's special reports will include pre- and post-summit prime time specials. CNN owner Ted Turner may even make news himself at the summit: Word last week was that Turner may participate in a panel session during the summit.

PBS will also do a two-hour special report tied to the summit on June 5 at 9 p.m. The program is hosted by NPR's Scott Simon, who will anchor from Rio de Janeiro. The broadcast is a joint production of WNET-TV New York and broadcasters from Canada, Japan, Australia, Brazil and Kenya. ■

AWRT'S KILEY: KEEPING AN EYE ON WASHINGTON

Outgoing president emphasizes importance of issues, and of getting answers to question of why there are not more women in top management positions

By Marsha L. Bell
and John Eggerton

The 1992 national convention of American Women in Radio and Television is being held in Phoenix this week, presided over by current AWRT President Jan Kiley, director of research for Midwest Television Inc., Champaign, Ill.-based owner of four radios and four TV's. Although the AWRT meeting is far from the nation's capital, it's emphasis on issues being decided there is near to the heart of its outgoing president.

The AWRT name is something of a misnomer, since the organization is open to both men and women. "It bothers me" says Kiley, "when people say 'women's issues' because I very much want to believe they're not women's issues, but 'people issues.'"

As an umbrella organization whose members include producers, writers, salespeople, on-air talent and those in allied fields, AWRT benefits from the diversity of individuals who affect the direction of the organization, says Kiley. Her focus has been threefold: Visibility for the organization, understanding Washington and emphasizing AWRT as an issue-based organization. "The issues we should be dealing with," she says, "are the ones that make our industry work. We need to know what's going on in Washington with the regulatory agencies. We need to know what's going on on Capitol Hill and with other broadcast organizations like the NAB and RTNDA."

AWRT began as an organization solely for women in management and ownership positions, she points out, but a dozen or so years ago, it opened its doors to anyone—including men—employed in broadcasting or allied



Outgoing AWRT President Jan Kiley

fields. As a result, she says, her members need to know about advertising law, licensing procedures, sales techniques, technological changes and much more.

Kiley feels that that emphasis on issues increases the importance of AWRT's presence in Washington (it was once headquartered in New York). She feels that the current FCC is doing a "tremendous" job. "I may not always agree with them, but our working relationship is good," she says.

On the FCC's raising of radio and TV ownership limits, Kiley says AWRT's position has been from the outset that more study was needed on whether an increase in ownership limits translates into an increase in opportunities for minorities and women to own and operate properties, or whether it means more centralized control and possible monopoly.

Kiley is not sure the broadcast workplace environment has changed because of the Clarence Thomas/Anita Hill hearings, but she believes there should be more studies of women in the workplace, as well as more comprehensive research on ownership and

management to find out why there are "so few women in management and ownership positions." There are, says Kiley, "a lot of talented women who are fully capable of managing and running broadcast properties. One of the things that has deterred ownership goes back to the age-old situation of women earning less than men; therefore, they control fewer dollars and don't have the capital or resources to buy the properties. We have a tremendous track record. Many are in high positions. They're doing a great job. I just wish there were more of them."

Kiley's track record has been built over more than two decades in the business—she has been a member of AWRT since 1974. Her broadcast career dates back to high school, when she got a part-time job in the research and education department at Midwest Television. The department was primarily in the program production business, "producing public affairs, minority and educational programming and some news," she says, but it also did license renewal research and some public opinion surveys. Her association continued through college and two days after graduation from the University of Illinois, she went to work for Midwest full time doing license renewal research. Eventually, the department changed its focus to a more corporate-based department devoted to research.

Patricia Niekamp, former AWRT president and current general manager of KAAL-TV Austin, Minn., describes Kiley as "eminently analytical" with "never-ending staying power."

"License renewal research and political polling are my true loves," says Kiley. "I started when I was 17 and I'm still here. I hope I'm still here when I'm 85." AWRT will be glad to hear it. ■

Broadcasting's Ratings Week May 11-17

	ABC	CBS	NBC	FOX
MONDAY	11.4/18	17.0/28	12.8/21	NO PROGRAMING
8:00	45. FBI: Untold Str. 9.7/17	18. Evening Shade 13.4/24	25. Fresh Prince 12.5/22	
8:30	40. Amer Detective 10.1/17	9. Major Dad 16.4/27		
9:00		3. Murphy Brown 20.9/32	21. NBC Monday Night	
9:30	27. ABC Monday Night Movie—Criminal Behavior 12.1/19	12. Designg Wmn 16.1/25	Movie—Kindergarten Cop 12.9/21	
10:00		5. Northern Exposure 17.5/29		
10:30				
TUESDAY	16.8/28	12.4/20	8.9/15	NO PROGRAMING
8:00	16. Full House 14.2/26	36. Rescue: 911 10.7/18	41. In the Heat of the Night 10.0/17	
8:30	5. Home Improvmt 17.5/29			
9:00	2. Roseanne 21.6/33	19. CBS Tuesday Movie— With Murder in Mind 13.3/21	50. Law and Order 8.9/14	
9:30	4. Coach 18.8/29		59. Dateline NBC 7.9/13	
10:00	16. Best of Barbara Walters 14.2/24			
10:30				
WEDNESDAY	12.1/20	10.1/17	13.6/23	NO PROGRAMING
8:00	35. Wonder Years 10.9/20	66. Royal Family 6.7/12	14. Unsolved Mysteries 14.7/26	
8:30	37. Doogie Howser 10.6/18	62. Davis Rules 7.2/12		
9:00			8. Night Court 16.5/26	
9:30	23. American Bandstand's 40th Anniversary 12.7/21	29. 48 Hours 11.7/19	46. Quantum Leap 9.6/16	
10:00				
10:30				
THURSDAY	10.8/18	6.9/11	17.9/30	9.9/16
8:00		63. Top Cops 7.0/13	10. A Diffmt World 16.2/28	39. Simpsons 10.2/18
8:30	43. Columbo 9.8/16			43. Beverly Hills 90210 9.8/15
9:00		65. CBS Thursday Movie— The Untouchables 6.9/11	1. Cheers 22.4/34	
9:30			13. L.A. Law 15.1/26	
10:00	22. Primetime Live 12.8/22			
10:30				
FRIDAY	10.6/21	10.4/20	7.7/15	5.7/11
8:00	32. Family Matters 11.5/24	56. Titanic: Treasure of the Deep 8.4/17	69. I Witness Video 6.4/13	69. America's Most Wanted 6.4/13
8:30	54. Rosey & Buddy 8.7/17			72. Sightings 5.6/11
9:00	50. Dinosaurs 8.9/17	33. Ancient Secrets of the Bible 11.4/21	56. I'll Fly Away 8.4/16	75. Trial & Error 4.5/8
9:30	46. Baby Talk 9.6/18			
10:00	25. 20/20 12.5/24			
10:30				
SATURDAY	8.0/16	9.5/19	9.1/18	6.9/14
8:00			58. Golden Girls 8.1/18	63. Cops 7.0/15
8:30	61. ABC Saturday Night Movie—Mario and the Mob 7.5/15	46. CBS Saturday Movie— The Color Purple 9.6/19	50. Golden Girls 8.9/18	59. Cops 2 7.9/16
9:00			37. Empty Nest 10.6/20	67. Code 3 6.5/13
9:30			49. Bob Hope Special 9.0/17	71. World's Big Lies 6.2/11
10:00	50. The Commish 8.9/17			
10:30				
SUNDAY	10.6/18	14.3/24	13.7/24	6.9/12
7:00	72. ABC's World of Discovery 5.6/11	10. 60 Minutes 16.2/31	41. Unsolved Mysteries 10.0/18	75. True Colors 4.5/9
7:30		14. Murder, She Wrote 14.7/25		74. Parker Lewis 5.1/10
8:00	30. Am Fun Hme Vid 11.6/20			34. In Living Color 11.1/19
8:30	28. Am Fun People 11.8/20			55. Roc 8.5/14
9:00				30. Married w/Childn 11.6/18
9:30	24. ABC Sunday Night Movie—Look Who's Talking 12.6/20	20. CBS Sunday Movie— Intruders, Pt. 1 13.2/21	7. NBC Sunday Night Movie—Cruel Doubt, Pt. 1 16.8/27	67. Jon Lovitz Show 6.5/10
10:00				75. Std by Your Man 4.5/7
10:30				78. Get a Life 3.3/6
WEEK'S AVGS	11.4/20	11.6/20	12.1/21	7.3/13
SSN. TO DATE	12.0/20	13.4/22	12.2/20	7.9/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Cable

WHAT PRICE PAY PER VIEW?

As summer Olympics draw near, NBC affiliate concerns are mounting over network's ambitious PPV project; some worry about systems' abilities to handle last-minute crush

By Rich Brown

With eight weeks to go before the start of the pay-per-view Olympics Triplecast, there is a considerable amount of uneasiness among NBC affiliates. Many of the stations that agreed to give up local spots to promote the PPV package have so far not seen any significant return on their investment, and it is still not clear just how much the experiment will pay off in the long run.

Virtually all of the NBC affiliates are participating in the pay-per-view Olympics per-inquiry plan, according to a network spokesman. Under the plan, which has been in effect since last December, participating affiliate stations are required to air 375 gross rating points' (GRP) worth of promotional spots per month (about one or two spots per day, depending on market size and daypart) in return for a share of the revenues from the NBC/Cablevision-produced Triplecast.

"I don't think, for the stations, that it's going to turn out to be a very good plan, just from a dollars-and-cents standpoint," says Rolla Cleaver, general manager, KVBC(TV) Las Vegas, a concern echoed by several other participants in the PI plan.

NBC affiliates are keeping a close eye on the Triplecast, which represents a number of breakthroughs for the rival pay-per-view industry, including its first \$100-plus price tag; its first three-channel, 15-day package, and the widest distribution ever for a PPV event.

"It's going to stimulate more and more programmers," says Seth Morrison, regional director of marketing, Viacom Cable. "People are going to



Olympic Triplecast hosts (clockwise from top) Don Criqui, Gayle Gardner, Kathleen Sullivan and Ahmad Rashad

start looking at pay per view as a more significant option."

It is just that kind of talk that has some NBC affiliates concerned. Jim Waterbury, president and general manager, KWWL(TV) Waterloo, Iowa, which is not participating in the PI plan, says he does not believe the network should share its exclusive Olympics franchise.

Waterbury, who is also president of the NBC affiliate board, says a number of affiliates are trying to make the Triplecast work. But many of those affiliates are also "wondering if we're helping to saw off the limb behind us," he adds.

Last fall, as NBC affiliates were signing up to participate in the PI plan,

it appeared that many of the stations had been warming up to the Triplecast concept (BROADCASTING, Oct. 14, 1991). But as the event draws nearer, many of the original fears and suspicions about working on the pay-per-view project are surfacing again.

Fueling some of that concern have been recent published reports in which NBC Cable President Tom Rogers said the network would not make back the \$200 million it would cost to produce and market the three PPV channels. Also raising eyebrows have been comments by top Triplecast executive Jim Dolan, vice president, Cablevision Systems Corp., who earlier this month said that sales so far were "not significant." (He added that sales were pacing as expected, however, and said a 4-6% buy rate was likely.)

"The excitement of the event hasn't hit the public yet," says Dolan. "This will behave much like any other pay-per-view event in that most of the orders will come in the last four weeks."

Concern over Triplecast sales is just one question on the minds of NBC affiliates. A number of affiliate executives are also expressing concern over exactly who is overseeing the project. NBC Cable appeared to be taking the leadership role in the Triplecast from the beginning, but in recent weeks Dolan has taken the reins.

"I get the sense right now that it's disorganized," says Waterbury. "It has been passed from party to party, and I don't know on a day-to-day basis who is running the project."

Another concern among NBC affiliates is how cable systems will be able to handle the crush of the approximately two million subscribers that NBC expects to make their Triplecast

purchase in the days leading up to the games.

"That sounds to me like an enormous task," says Waterbury. "I wonder whether it's feasible, given the state of technology."

An NBC spokesman says the network has worked intensively with the cable industry to prepare for the anticipated deluge of orders.

John Spinola, vice president, WBZ-TV Boston and head of the affiliate board sports committee, says that although he remains optimistic about the Triplecast, he is concerned that so much of its outcome appears to rest in the hands of cable operators.

"I'm concerned about their capacity to handle the orders when they come in," says Spinola. "To the extent that the spots have run on NBC, there's a chance for some trickle-down, which would not be positive."

At least one NBC affiliate, WCYB-TV Bristol, Va., is blocking the network spots. Joe Macione, executive vice president and general manager of the station, says that as a broadcaster he does not want to help grow the business for the local cable system.

Among the more optimistic affiliate executives is Courtney Westbrook, president and general manager of WVLA(TV) Baton Rouge, La., which has been participating in the PI plan since last month. He says the PI plan should be looked upon as a prototype that could lead to network-wide retailing along the lines of Home Shopping Network.

"It won't be a lost cause if we don't generate the money that we're looking for," says Westbrook. "We'll have an idea in place to sell something." ■

PAY-PER-VIEW PUSH

A group of 13 multiple-system operators representing two million addressable households will participate in a low-priced pay-per-view promotion during the week of June 12, billed as the first of its kind by New York-based organizer Richebourg Marketing. Under the plan, labeled "Try Pay-Per-View Week," Richebourg will supply participating operators with marketing materials at a cost of 13 cents per subscriber. The systems, in exchange, will be able to target first-time PPV users by offering several movies—such as *The Fisher King* and *The Last Boy Scout*—with a suggested retail price of 99 cents each. The operator costs in the promotion have been kept low through promotional agreements with the Olympics Triplecast and TVKO, according to Richebourg executives. Richebourg is positioning the June plan as the first such multiple MSO campaign for the PPV industry, which to date has concentrated on market-specific price promotions. The effort also marks the first PPV plan for Richebourg, which plans to broaden the program in January 1993. Participating MSO's are all Request affiliates, including Adelphia, Cencom, Continental, Greater Media, Hauser, Jones, KBLCOM, Post-Newsweek, Prime, Scripps Howard, Simmons, TCI and Warner. —B

PAXSON PLANS RELIGIOUS SATELLITE NETWORK

Lowell (Bud) Paxson, who co-founded the Home Shopping Network and helped grow it into a \$1-billion-a-year business, is planning another television venture. By late summer Paxson plans to launch The Christian Network Inc., a not-for-profit organization that will air inspirational programing, initially directly to viewers' homes by satellite from studios in Clearwater, Fla.

The programing, to be called "Worship," will reportedly consist largely of inspirational videos of nature scenes set to inspirational music. Call-in telephone lines will allow viewers to seek spiritual guidance through 900-numbers, which will also create a revenue stream for the network. Paxson has said he hopes to enlist cable operators and TV stations to carry the programing eventually.

Paxson told BROADCASTING he hopes to "further the good use of television for Christianity," but declined to elaborate on the venture. "We're just not ready to enter the media arena with it," he said.

Paxson, who recently sold \$69 million worth of Home Shopping Network stock, has made an aggressive entrance into the radio industry (see page 25). He said there will be no connection between the religious network and Paxson Broadcasting, the for-profit radio company. —PV

CTAM VOTES TO STREAMLINE COMMITTEE STRUCTURE

By Rich Brown

The Cable Television Administration & Marketing Society (CTAM) outlined a number of changes at a board meeting last week, including a re-evaluation of its long-standing noncommercial policy and a streamlined committee structure.

The changes, which marked the culmination of a year-long planning process, include the decision to allow more participation from companies at the annual CTAM conference. Among other changes, CTAM has decided to spin off its 15 regional chapters into

separate entities; streamline its committee structure from 15 to 11; add a quarterly journal and a case study digest for its members; eliminate its training seminars, and spin off its Human Resources membership into a separate organization (which plans to hold its first symposium in New York this September).

CTAM last week also elected the 1993 executive committee of its board of directors, including Disney Channel president John Cooke (chairman); Cox Cable senior vice president Barry Elson (vice chairman); Times Mirror senior vice president, marketing, sales

and programing Chris Forgy (secretary), and Warner Cable executive vice president Chuck Ellis (treasurer). Also elected to the board was Barbara York of the NCTA. Remaining on the executive committee is immediate past chairman Matt Blank, president and chief operating officer, Showtime Networks. Elson was also named chairman for the annual CTAM conference in Atlanta in July 1993; Turner Cable president Paul Beckham will serve as co-chairman.

CTAM holds its annual Pay Per View Conference this week in Orlando (May 26-28). ■

Technology

ACATS FLOATS CELLULAR HDTV APPROACH

Smaller, cheaper, lower-power antennas would reduce high start-up costs

By Peter Lambert

Cellular high-definition television broadcasting?

That novel, provocative idea, to be floated among HDTV proponents and broadcasters this month, is the product of efforts inside the Advisory Committee on Advanced Television Service (ACATS) and among HDTV proponents to find every way possible to make the birth of HDTV in the United States affordable and swift.

Driven in part by bad news on just how large and expensive HDTV antennas and transmission lines may have to be—and helped along by the inclusion of a cellular coverage-extension option in the Channel Compatible DigiCipher system submitted for test certification by the Massachusetts Institute of Technology and General Instrument—the idea has gained currency over the past few weeks.

Theoretically, the not-yet-proven HDTV cell approach would involve smaller, cheaper, lower-power antennas mounted without standard broadcast towers and perhaps co-located with cellular telephone antennas. In densely populated areas, a broadcaster could build his advanced TV services one affordable cell at a time.

By last Tuesday, May 19, less than a week after CC-DigiCipher met certification, an ACATS Implementation Subcommittee (IS) working party (WP-2) on HDTV transition scenarios decided to officially pursue the theory.

IS WP-2 plans first to query the four advanced TV proponents on whether their systems would technically support a cellular approach; then it will ask broadcasters in five local area groups—in Boston, New York, Chicago, San Francisco and Los Angeles—to explore the idea. Plans are afoot within the Broadcasters Caucus of the

Advanced Television Systems Committee to double the number of local area groups providing input on HDTV implementation.

According to several working party members, the largest markets could find the cellular approach just the ticket to speeding up implementation of a new advanced TV transmission standard. In New York, for example, a station might reach 90% of its population "from day one" with an affordable cell covering less than half its current NTSC coverage area. Over time, additional cells would cover the remainder of the region. Some stations facing the prospect of building all new antenna towers in cities with no room for them could find cellular the only way to go, he suggested.

In its CC-DigiCipher system description certified May 14 for testing in the sixth and last slot next fall, MIT said coverage could be extended at the

CONUS AND GATS COMBINE RESOURCES

Move is hoped to help both companies expand at home and abroad

By Peter Lambert

Conus Communications and Global Access Telecommunications Services (GATS) formed a joint satellite marketing agreement last week designed to position Conus Satellite News Cooperative to gain new international members and, at the same time, advance GATS's efforts to sell domestic and international satellite time on an occasional-use basis.

The companies will share access to 41 transponders—24 international C-band transponders and 19 domestic transponders (13 C-band, six Ku).



Dutcher sees a foothold in Europe

They may jointly negotiate additional and/or replacement capacity in the future.

Foreign interest in sharing news video with Conus members in the U.S. also could provide an impetus to European and Asian telecommunications ministries (PTT's) to grant landing rights to Columbia Communications, the newest privately owned international satellite system comprising 12 C-band transponders over the Atlantic and 12 over the Pacific aboard NASA TDRSS birds. GATS is occasional-use broker for those birds.

PTT's in Belgium, Holland and

ACATS FLOATS CELLULAR HDTV

Continued from page 23

fringe of an HDTV service area via low-power transmitters interconnected by fiber or microwave, each creating a cell of, say, five miles' radius. Adaptive equalizers at the receiving end could negate interference from the primary HDTV signal, it said, and "low antenna height coupled with low power makes the cell stations relatively inexpensive."

Although General Instrument says cells could work anywhere in the service area, the approach remains laden with unknowns. Breaking a coverage area into cells could create new difficulties, including multiplied ghosts and the challenge of canceling them at reasonable incremental costs. And, working party members noted, it would certainly create new regulatory assumptions in respect to interference standards, construction timetables and licensing.

In any case, the latest information from proponents reveals peak power level requirements higher than earlier anticipated. The upshot for broadcasters: significantly larger and more ex-

pensive transmission lines and antennas, in many cases too large for existing towers.

Previous CBS and PBS projections based on significantly lower peak-power assumptions had put initial capital outlay for an HDTV transmitter and antenna at between \$1 million and \$2 million for most stations. Cost increases based on the newer peak-power projections would be measured in hundreds of thousands of dollars, said one working party member.

Seeking ways to pre-empt the higher antenna costs (other than, or in addition to, the cellular approach), the working party will query proponents on whether the peaks could be statistically clipped without creating unacceptable errors in the digital signal.

On another front, the working party said preliminary projections from consumer electronics manufacturers put HDTV receiver availability at two-and-a-half to three years after detailed technical information on the winning transmission standard becomes available. One manufacturer said it believes a "conservative" development approach is required for "such a major new product."

Still a question is whether the winning proponent or any TV set makers would attempt to gain a head start on the market by beginning integrated circuit (IC) manufacture as soon as the

FCC announces a winning standard in early 1993, many months before details of the standard are set in stone. General Instrument plans to invest early in developing common receiver IC's, said consultant Jeff Kraus, adding, however, that set builders have indicated they wish to develop their own. ■

CONUS, GATS COMBINE

Continued from page 23

Sweden appear on the verge of granting Columbia landing rights, says Charles Dutcher III, vice president and general manager of Conus, a Hubbard Broadcasting subsidiary that coordinates news exchange among 150 members, mostly U.S. television stations.

Arguing that international satellite costs have been the decisive barrier to any more than ad hoc Conus activity overseas, Dutcher says: "If we can get this toehold in Europe, that will give us the opportunity to really start talking seriously about news exchange" with broadcasters there.

Dutcher believes that the addition of foreign Conus members will begin to allow local stations to become significant international newsgatherers in two or three years.

Access to video provided by foreign Conus members would also affect Conus-Viacom-owned All News Channel—which observers speculate will become a 24-hour news channel aboard Stanley S. Hubbard's direct broadcast satellite services scheduled to launch in early 1994.

In addition to expanding each company's satellite access, the deal combines distinct, complementary groups of satellite users that tend to book satellite time during different parts of the day. A subsidiary of Great American Communications, GATS serves business and syndication TV, including Aaron Spelling Productions. The joint venture, said Jack Morse, GATS vice president and general manager, will allow clients to "operate efficiently and economically throughout Asia, Europe and North America." ■

BAYLOR GOES HIGH POWER

Hughes Communications' fledgling direct broadcast satellite service, DirecTV, added another top network executive to its staff last week, naming David Baylor, vice president of broadcast operations for NBC since 1986, as vice president of DirecTV operations. Baylor served as PBS engineering executive through the implementation of closed-captioning, stereo TV and satellite distribution, and he implemented automation and two-way Ku-band satellite for NBC. The third executive hired by the nascent operation (programming developers Christine LaValle, formerly of The Disney Channel, and Keno Thomas, formerly of ESPN, joined DirecTV earlier this year), Baylor will design, develop and run uplink centers for the 150-channel, high-power DBS system scheduled to launch in early 1994.



Broadcasting Radio

HOME SHOPPER EMBARKS ON RADIO SPREE

'Mystery man' to some, Paxson moves quickly to establish duopoly-based station group

By Peter Viles

The media elite may have laughed at Lowell (Bud) Paxson when he helped start the Home Shopping Network. But nobody was laughing when he helped grow it into a household name and a \$1-billion-a-year public company. And now that Paxson has left HSN behind and set out to take advantage of radio's new ownership rules to build a radio empire in Florida, nobody doubts his ability to succeed.

In fact, Paxson has quickly and quietly become the odds-on favorite to be the first broadcaster to establish a new station group based on the efficiencies of duopolies. "I don't think anybody is as fast as he is," says Mike Osterhout, president and chief operating officer, Edens Broadcasting. "He's not doing it with LMA's. He's going out and buying radio stations. And he's got banks climbing all over each other to deal with him."

Paxson, who recently sold 12.8 million shares of HSN stock for a reported \$69 million, has been buying at a dizzying pace: seven stations in four



Lowell (Bud) Paxson: "I've certainly been outside the mainstream."

Florida markets over the past eight months, and another purchase awaiting FCC approval (see box). In addition, he bought a controlling share of TM Century Inc., a successful public company that provides programming services to more than 5,000 stations.

Paxson makes no secret of his strategy: to build a station group with two music-intensive FM's and two information-heavy AM's in each of Florida's four major markets, and to link the AM stations through a Miami-based all-news network. And using TM Century's public status, Paxson plans to take the radio stations public to attract additional investors.

"I think there is a window of opportunity here," Paxson told BROADCASTING. "I think the entrepreneurs in radio are going to have an opportunity while the [station] prices are still soft. We're going to take advantage of this opportunity and build a company which I hope has two AM's and two FM's in each Florida market."

Paxson, who operated radio stations from 1957 to 1984 before concentrating on HSN, says the move to increase ownership limits is what drew him back to radio. "It's the only reason, basically, that I felt you could go back to the radio industry," he said. "I believe that [the new rules] will allow us to operate the businesses on a profitable basis...[D]uring a great portion of the '80s that was not possible."

Paxson said he will apply some of the direct marketing skills he perfected at HSN to his radio stations, but in a limited fashion. He suggested he might use FM stations to sell music collections directly to listeners. "There are some opportunities where we can use radio to move products," he said. "But certainly it would be a misnomer to label our efforts as 'home shopping via radio.' I see it more as an added-value service."

He was more specific about his plans for an all-news network, saying he envisions a central newsroom in Miami where four news teams assemble separate newscasts for the four major markets.

Paxson's reputation for privacy and

PAXSON BROADCASTING: MOVING QUICKLY

September 1991: Paxson Broadcasting buys WROO(FM) Jacksonville, Fla., from Hoker Broadcasting for \$3.5 million.

December 1991: Buys WHNZ(AM)-WHPT(FM) Tampa from Susquehanna Radio for \$8.0 million.

March 1992: Paxson sells 12.8 million shares of Home Shopping Network stock for reported \$69 million. Transfers 5.6 million shares to charitable trust.

April 1992: Paxson Broadcasting buys WINZ(AM)-WZTA(FM) Miami and WWNZ(AM)-WZTU(FM) Orlando, Fla., from Guy Gannett Broadcasting for \$18.3 million.

May 1992: Paxson buys 63% of TM Century Inc. for \$8.4 million.

Pending FCC approval: Purchase of WNZS(AM) Jacksonville, Fla., from Panamedia for \$425,000.

-PV

his absence from radio for nearly a decade have made him a somewhat enigmatic figure in the industry. A hard-nosed, decisive businessman, he is known for his innovative approach to broadcasting. He is also deeply religious, and recently announced plans to launch a not-for-profit spiritual television network (see page 22), which he said would remain separate from his radio stations. "To a lot of people in the industry, he's a mystery man," says station broker Richard Chapin of Communications Equity Associates.

Chapin, a 40-year broadcasting veteran, first encountered Paxson's nonsense style during a series of recent telephone conversations in which Paxson made clear his interest in a station Chapin represented but ultimately didn't sell. "Boy, he was aggressive," Chapin recalls. "He knows what he wants. He didn't fool around. He got something in writing and put it on my desk within a few days."

Glenn Serafin, who is Paxson's broker and Chapin's colleague at CEA, says Paxson's reputation is somewhat overblown. "He has a reputation of being a tough, bad-guy negotiator, and it's simply not true," Serafin says. "He's definitive. He'll say, 'This is my decision on this.'"

One competitor, Jacor Broadcasting, has accused Paxson of being too aggressive. Jacor has petitioned the FCC to deny the transfer of WNZA (AM) Jacksonville from Panamedia to Paxson, alleging that Paxson actually took control of the station through an LMA without FCC approval. "It's not that we care whether he gets it," says Randy Michaels, Jacor's chief operating officer. "It's just that everybody has to play by the same rules."

Michaels adds that he respects Paxson's business abilities. "The guy is gutsy," Michaels says. "I admire that. He's tried unconventional things and he's had success at it."

Paxson, meanwhile, said he is confident the FCC will approve the Jacksonville transfer, and said of Jacor's complaint: "I question whether broadcasters who live in glass houses should throw stones." Of his reputation as a "mystery man," Paxson said: "I think that I have a great deal of friends in the broadcasting industry, but I don't know that they are of the late '70s or '80s group. And I think that's probably why that title may hang on me." He added: "And I've certainly been outside the mainstream." ■

TWO PROMOTED AT ABC RADIO NETWORKS

ABC Radio Networks last week announced the promotion of two executives to newly created executive vice president positions. David Kantor, president of ABC's Dallas-based Satellite Music Network, was named executive vice president with responsibility for programing, sales and affiliate marketing for all ABC Radio Networks. He will retain his position as president of SMN.

Kantor told BROADCASTING the change is intended to increase joint efforts by New York-based ABC Radio Networks staffers and SMN, both in developing new programing and in sales and marketing. Kantor said he will split his time between New York and Dallas.

"I think the company will certainly expand its programing reach," Kantor said. "I think there will be much more synergy in both the current product and in developing more new products."

Also, Bart Catalane was named executive vice president with responsibility for technical, operations and international areas of the radio networks. He will oversee engineering, research, management information systems and international development.

Kantor, who was named president of SMN last year, had previously been vice president of Cox Cable Communications, and held numerous positions with Continental Cablevision.

Catalane, who joined Capital Cities/ABC in 1984, had been senior vice president of finance and management information services at ABC Radio Networks.



David Kantor



Bart Catalane

EVERGREEN BUYING KMEL FOR \$44 MILLION

Chicago-based Century Broadcasting Corp. has sold KMEL(FM) San Francisco to Evergreen Media Corporation for \$44 million cash, subject to FCC approval. Evergreen, headed by Scott Ginsburg, also owns WAPE(FM) Jacksonville, Fla.; WVCG(AM) Miami; WLUP-AM-FM Chicago; KODZ(FM) Dallas and KKB(T)FM Los Angeles. It recently purchased a 40% interest in WTOP(AM)-WASH(FM) Washington and KASP(AM)-WKBQ(FM) St. Louis for an undisclosed amount.

CHR-formatted KMEL is the top-rated FM in San Francisco, according to the winter 1992 Arbitron rankings, trailing only AM powers KGO and KCBS. It garnered a 4.6 share in the winter book (persons 12-plus, total week).

Jack Minkow, president of Broadcasting Asset Management Corp., the broker in the sale, said the price represents a multiple under 10 times cash flow, and is "a combination of good management plus a very good technical facility." The station has 69 kw with an antenna 1,290 feet above average terrain, facilities that have been grandfathered by the FCC.

Minkow added that, even though they were not on the block, offers have been made for Century Broadcasting's other stations, WPNT(FM) Chicago and KYBG-AM-FM Denver.

Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ MAY '92

The soft new sounds of radio news

Stations drift away from top-of-the-hour reports in favor of information features

By Peter Viles

As cash-strapped radio stations continue to cut back on local news coverage, the radio industry is grappling with a difficult question that television and newspapers have also faced: is there a difference between news and information?

A new survey of radio newsrooms estimates that 38% of all commercial radio stations cut their news staffs over a recent 18-month period. Included in that figure are an estimated 250 stations across the nation that dropped their news operations entirely from 1990 to 1991.

The survey, conducted by University of Missouri journalism professor Vernon Stone for the Radio-Television News Directors Association, further estimates that total employment in radio newsrooms dropped 11% from 1990 to 1991, representing 2,100 full-time jobs.

Stone blames the recession for most of the cutbacks, but says the radio

NEWS DEPARTMENTS: DOWNSIZED OR NO SIZE

	No News Department	Full-time news staff				
		Time	1	2	3-5	6+
All Stations	12.5%	16.4%	50.4%	20.8%	8.8%	3.6%
AM	16.2%	20.7%	41.5%	20.7%	9.8%	7.3%
FM	17.4%	19.7%	62.0%	16.9%	1.4%	0.0%
AM-FM	6.9%	11.6%	49.6%	23.1%	12.4%	3.3%
Major mkts.	21.6%	10.3%	48.3%	13.8%	10.4%	17.2%
Large mkts.	10.2%	18.9%	35.8%	22.6%	15.1%	7.6%
Medium mkts.	12.7%	13.7%	57.9%	22.1%	5.3%	1.0%
Small mkts.	11.3%	20.2%	52.1%	19.1%	8.6%	0.0%

Source: Vernon Stone, University of Missouri, for RTNDA.

industry may have made matters worse by expanding too rapidly in the 1980's. "There are probably too many radio stations right now for the economy to support," Stone says. "And even in a better economy, there may be too many stations now for the advertisers to support."

While the drop in local news coverage troubles many observers, news executives at wire services and radio net-

works say it coincides with another, more widespread trend. Like television stations and newspapers, radio stations are moving beyond traditional, top-of-the-hour news coverage and toward a broader definition of news that takes in almost any piece of timely, interesting information.

That information ranges from better

Continues on next page.

Winter Arbitrons are music to Country ears

Format posts gains in every age group; AC, CHR slide; all-news slumps; all-talk jumps

By Peter Viles

Separate nationwide analyses of the winter 1992 Arbitron book confirm what Nashville has been smiling about for months: country music is indeed on a roll, and it shows no sign of slowing down.

In Katz Radio Group's analysis, which ranks the formats only in markets where they are available, country widened its lead as the highest-rated format, climbing from a 13.5 share in the winter 1991 book to 15.2 in winter 1992.

Contemporary hit radio and adult contemporary, the second- and third-

ranked formats as compiled by Katz, continued to slide: CHR from 10.3 to 8.6, and AC from 9.3 to 8.6, according to the Katz analysis.

The Interop Radio Store's analysis, which ranks formats within demographic groups across the nation, showed country posting gains within every major age group, but still running second to adult contemporary/soft rock among adults 12-plus. The two studies often rate the formats differently, but usually show the same trends.

While all-news stations continued to slump after posting high ratings during the Gulf War, news/talk appeared

steady, and all-talk stations posted gains in both surveys.

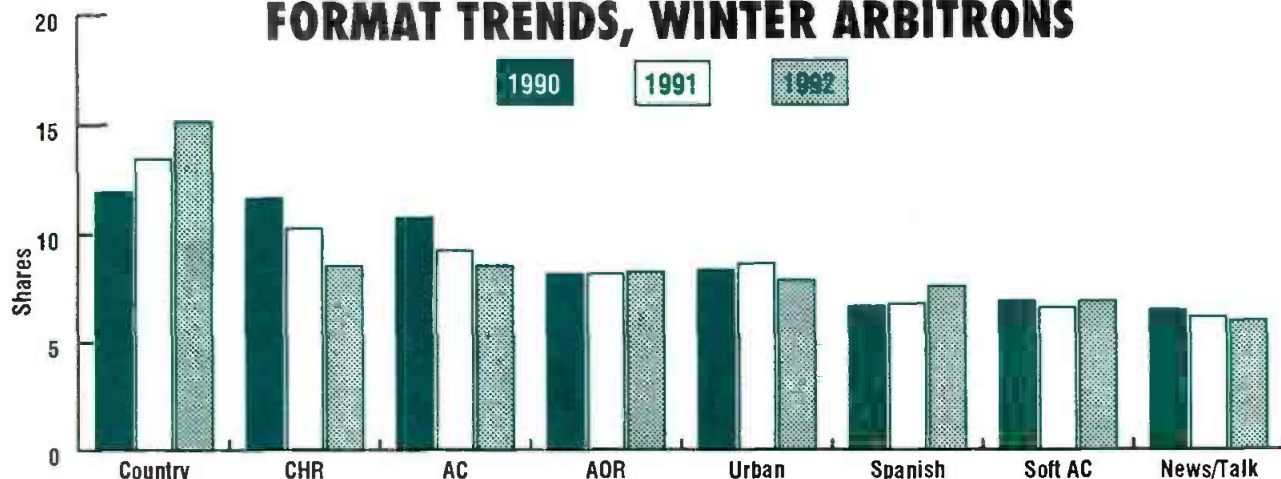
"It's kind of a continuation of what we noticed in the last book," says Jeff Wakefield, executive vice president, director of research, Interop. "Country and talk really appear to be the hot formats."

"I think this quantifies the fact that not only is country booming, but it's huge," says Gerry Boehme, senior vice president, director of research at Katz Radio Group. "And it doesn't look like it's over yet."

"Country is growing so much that I

Continues on next page.

FORMAT TRENDS, WINTER ARBITRONS



Source: Katz Radio Group Analysis, average share where available, Arbitron MSA, persons 12-plus, total week

ARBITRON

Continued from previous page.

think you will hear more and more talk about whether there's room to fractionalize the format," Boehme says.

Wakefield attributes part of talk radio's gains to the proliferation of syndicated talk shows and talk networks, which he says are pulling some stations from news/talk into pure talk.

Among the other highlights of the surveys:

■ CHR may have stopped its slide. The format dropped from winter 1991 to winter 1992 in the Katz survey, but held steady from fall 1991 to winter 1992.

■ Katz reports that response rates for Arbitron's diary service slipped significantly, but the actual number of diaries returned stayed relatively flat, a reflection of Arbitron's attempts to increase the sample size.

The response rate dropped 7%, from 42.2% to 39.2%, Katz reports.

Response rates were lowest in Las Vegas (29.9%), Los Angeles (30.2%) and New York (30.5%).

Boehme says the drop in response rates appears to be troubling the entire research industry. He suggests a variety of reasons for the decline, including the proliferation of research studies and of sales solicitations disguised as research.

"Quite honestly, what's happening isn't something directly related to Arbitron," he says. ■

NEWS DEPARTMENTS

Continued from previous page.

traffic reports to more comprehensive cultural and entertainment news, often provided by radio networks through celebrity interviews or in morning-show prep kits that provide everything from news summaries to suggested jokes to recaps of the previous night's television programs.

News executives agree that the demand for more varied kinds of information has created new opportunities for networks and wire services. They appear divided, however, on the question of whether the demand for softer news is crowding hard news off the dial.

"It's stuff that you can dress up in news clothing but really isn't news," laments Larry Cooper, vice president, CBS News Radio, who says he's happy to be producing such information but still troubled by what he sees as radio's drift away from conventional news coverage.

"It's a love-hate relationship," he says. "I love giving them something

they want. But I hate it when they use that in place of other things that are available from the networks."

Other news executives disagreed, however, contending that the demand for hard news is in some cases increasing, especially as music stations cater to aging baby boomers.

"I'm just gratified that programmers who said a few years ago, 'There's nothing in politics we're interested in,' now are telling us 'Ross Perot is one of the most important things for us to talk about on the air,'" says Robert Benson, vice president, radio news and sports, ABC Radio News. "They know that their audience has changed."

"We're really redefining news as information," Benson says. "And I don't think that we're losing the hard news component. We're just adding a whole bunch of other stuff."

"The definition of news has certainly broadened," says Brad Kalbfeld, deputy director for news and managing editor, Associated Press Broadcast Services. "You have to include stories that deal with health,

heart and pocketbook, entertainers, popular culture, stories about money."

"There's an argument to be made that this is sad because the newscast isn't what it once was," Kalbfeld says. "But there's an upside to this. The information is still out there, and the listener is still getting it."

Further, Kalbfeld says, the new information isn't confined to five-minute, top-of-the-hour newscasts, but is spread throughout the hour, often with the intent of meshing with the station's programming format.

"To me, in order to understand what drives it, you have to look at the way in which the broadcasting market has been fragmented and how narrowcasting has taken over," Kalbfeld says. A country station, for example, might want to air different entertainment news than would an urban station.

In large markets served by all-news stations, many music stations have decided to scale back or even eliminate local news coverage, according to Stone's survey. Stone found stations

Congratulations Bob Poe, We Asked You And You Told Us.

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Two months ago, we ran the GREAT RADIO PROMOTION. We asked radio people all over America to tell us why radio is so great. From all the letters we received, Bob Poe's letter was judged best by the Arbitron Radio Advisory Council.

Bob is general manager of WMMO in Orlando, FL. Next month we will publish his winning letter in advertising and trade publications.

To all of you who entered, we say thanks. You proved to us that radio is great.

ARBITRON

CHICAGO SHUFFLE

In what the *Chicago Sun-Times* called "the most stunning and bizarre talent raid" in the city's broadcasting history, WGN(AM) late-night man Eddie Schwartz (a.k.a. "Chicago Ed") has left to join his one-time enemies at WLUP(AM). Schwartz's move shocked listeners because WLUP's personalities have mocked him for years, ridiculing everything from his weight to his diction.



RADIO RANCH: Clear Channel's KAJA (FM) San Antonio has moved in with its promotional partner, Fiesta Texas, by opening broadcast studios at the \$100-million musical theme park. KAJA will maintain a second studio for use by visiting stations interested in broadcasting live from the park.

MIAMI: ALL EARS

What's the radio-listening capital of the U.S.? According to a new study conducted by Young & Rubicam San Francisco, it's Miami-Fort Lauderdale, where daily radio

in major markets—one million or more in population—were nearly twice as likely not to have a news department than were stations in smaller markets.

Warren Maurer, vice president and general manager of WINS(AM) New York, Group W's all-news station, says the trend toward specialization in large markets leads naturally to a reduction of local news at some stations.

"We believe the reason we've succeeded is that people know exactly what they're going to hear when they turn to us," Maurer says. "And I think you can make the same argument for some music stations. Full-service radio is a very rare commodity these days. I can see a music station very understandably saying, 'We don't need news anymore.'"

Adds Ellyn Ambrose, vice president



listening time averages 3 hours, 43 minutes. Rounding out the top five: Odessa-Midland, Texas (3:42), Providence-New Bedford, R.I. (3:40), Philadelphia (3:39), and Burlington-Plattsburgh, Vt. (3:39).

The least-tuned-in-to radio? The bottom five are Gainesville, Fla. (2 hours, 34 minutes), Lafayette, Ind. (2:38), Lake Charles, La. (2:48), Abilene-Sweetwater, Texas (2:48), and Boise, Idaho (2:49).

JAZZ LINE

Only in California: KJAZ(FM) Alameda, a 24-hour jazz station, has introduced a computerized, interactive jazz information service called Jazz Online. Jazz fans can now use their computers to dial up the station and hear jazz news, artist features, performance information, and jazz club directories for New York, Los Angeles and San Francisco.

of Zapnews: "The average music-intensive station just doesn't have a news department anymore. What they have is a news director who's also part of the morning show.

"It's not that the stations are re-treating from information," Ambrose says. "It's that the information they want [to provide] is changing."

Occasionally, a story such as the Gulf War or the Los Angeles riots comes along and commands so much attention that stations crave hard news. But for many stations, Maurer says, the top story of the day is often an off-beat item that comes along with the jokes in the morning prep kit.

"I don't think most people go to work and talk about the main news stories of the day," he says. "I think they talk about the kickers, the off-beat, water-cooler type stories—the

THE END IS BORN

Call it the beginning of the end for WPHR(FM) Cleveland. The contemporary hit station known as Power 108 died a noisy death on May 11 by airing the R.E.M. song "It's the End of the World as We Know It," again and again, nonstop, for 24 hours. The station was reborn the next day with new call letters (WENZ) a new slogan (The End), and a new format (alternative music and contemporary rock).



BERG TRAGEDY REVISITED: Actor Leigh Patellis portrays the son of Robert J. Matthews in "God's Country," a play exploring the rise and fall of The Order, the extremist group responsible for the 1984 murder of Denver radio host Alan Berg. "God's Country," by Steven Deitz, opens May 28 at La Mama E.T.C. in New York.

stories people talk about during their coffee breaks. If I were running a music station with a 'morning zoo' kind of a show, I'd be looking for more of that stuff."

While some would argue that this trend brings radio closer to its listeners, Stone warns that cutting local news puts stations at risk of losing touch with their communities. He says he is especially troubled that the number of small-market stations with no news departments appears to be rising, from 5% in 1990 to 11% in 1991.

"My concern is that some communities may be going without the news coverage they previously had," Stone says. "In a smaller market, radio stations survive to a great extent based on your community involvement. And the most direct way to be involved in community is to cover its news." ■

Washington

KCRA WANTS MORE NIGHT SHIFT

Station asks FCC to extend its experiment with 7 p.m. start for prime time

By Harry A. Jessell
and Mike Freeman

KCRA-TV Sacramento, Calif., has evidence its viewers may not be ready for prime time at 7 p.m., but the NBC affiliate wants more time to find out for sure.

After seven months of offering its three hours of prime time programming each evening an hour earlier, KCRA-TV has asked the FCC to extend the waiver of the prime time access rule that has made its time-shifting experiment possible.

The original waiver, granted last September, is set to expire June 1.

So far, the experiment is "inclusive," KCRA-TV says in its request. "Additional time will be needed for a clearer trend to develop or for it to become evident that the market is indifferent to the change."

KCRA-TV's preliminary results, some of which it includes in the filing, do

not appear to support KCRA-TV's hypothesis that its viewers want their menu of network programming an hour earlier.

"Viewing of NBC network programming between 7 and 10 p.m. appears to have been proportionately lower than viewing of the same programs on other West Coast affiliates between 8 p.m. and 11 p.m.," it says. "Further information will be required to confirm either result and to see whether the results persist over time."

KCRA-TV asked for an additional year or until the end of any time-shifting waiver granted to KRON-TV, the NBC affiliate in San Francisco. KRON-TV's request and another by KPIX-TV there (CBS) are still pending at the FCC.

KRON-TV has already moved up its prime time schedule by an hour. Like KCRA-TV, it needs the PTAR waiver only so it can air an extra half-hour of network programming—the first half-

hour of the *Tonight Show*—at 10:30 p.m. at NBC's insistence. Until the waiver is granted, KRON-TV is scheduling non-network programming in the slot.

In essence, PTAR prohibits network affiliates in the top 50 markets from airing more than three hours of network or off-network programming during the four hours of prime time each weekday.

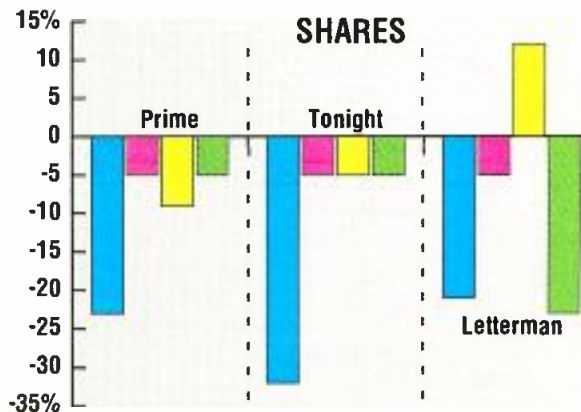
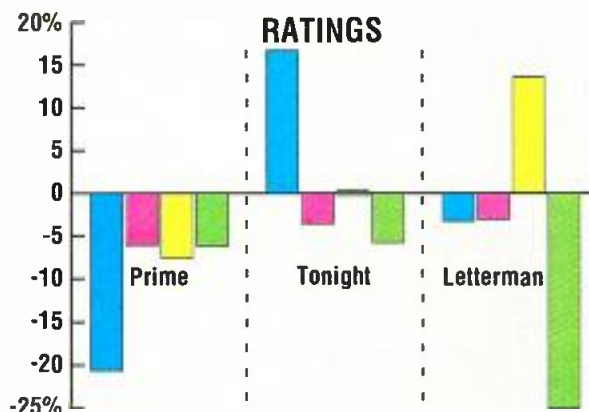
While its waiver extension is pending, KCRA-TV also asked for an interim waiver—a bridge between the expiration of its current waiver and the grant of the extension.

"Substantial and unnecessary public inconvenience and confusion would occur if [KCRA-TV] reverted to the normally designated prime time on June 1 and then upon grant of its simultaneously filed request re-reverted to the experimental earlier prime time designation," it says.

Aside from arguing that the original

KCRA-TV VS. OTHER NBC STATIONS

% changes from Sept. 1991 to April 1992



■ KCRA-TV
 ■ KNBC-TV Los Angeles
 ■ KING-TV Seattle
 ■ KGW-TV Portland, Ore.

waiver period (eight and a half months and three ratings sweeps) was not of "sufficient duration," KCRA-TV contends that the experiment has been hampered by the fact that it is the only station involved in it. If its experiment were permitted to run concurrently with that of KRON-TV, it says KRON-TV's results "might tend to confirm or diminish the significance of the KCRA-TV data."

"On the other hand, grant of [KRON-TV's waiver] at about the same time that [KCRA-TV's] temporary designation lapses would perpetuate for KRON-TV the same difficulties in data analysis experienced by [KCRA-TV] and thereby diminish the value of the KRON-TV experiment."

Bernie Koteen, KCRA-TV's Washington attorney, was optimistic the FCC would grant the extension, even if it is met with the same opposition from syndicators as the original waiver request. "It's the prudent thing to do," he said.

The fate of the extension depends on what happens to KRON-TV's bid, Koteen added. The two stations have significant overlapping coverage, and the experiment would "generate clearer information" if both are allowed to time-shift "in parallel," he said.

Koteen said the station is not disheartened by the early negative results. "So far, it's been somewhat ex-

pensive," he said. But the trends are "moving in the right direction," he continued. "It's just taken a little more time to re-establish viewing habits than we expected."

KCRA-TV's original waiver request met with stiff opposition last fall from independent TV stations and programmers, and its extension is likely to do the same.

David Donovan, of the Association of Independent Television Stations, said time-shifting experiments are squeezing the pre-prime time access period out of the high-viewership period. "That goes right to the heart of the PTAR," he said.

In its FCC filing, KCRA-TV submitted research that it contends is conclusive of the "changing lifestyle patterns," especially increased viewing of its earlier 10 p.m. newscast and subsequent drop in viewing of late-night programming from NBC.

At 10-10:30 p.m., the late newscast, which is considered the ultimate objective in KCRA's push for the earlier prime time, has shown overall HUT (households using television) levels decline slightly (from roughly 590,000 households during April 1991 to 560,000 in April 1992). But, at the same time, Kelly Broadcasting claims that "news" HUT levels have increased from 40,000 households a year ago to nearly 90,000 homes last

month (KCRA joined KTXL-TV in airing the only 10 p.m. newscasts in the market).

Conversely, whatever minor gain KCRA has claimed for the earlier 10 p.m. news, the 7 p.m. prime time start has wreaked havoc on NBC's prime time lineup, which is down by more than 20% in rating and share (see chart, page 27), compared to other West Coast stations with 8-11 prime time.

In attempting to sell its earlier-to-bed lifestyle thesis to the FCC, the report suggests that HUT levels for 11 and 11:30 talk show programming (*The Tonight Show*, going into *Latenight with David Letterman*) went down by an average 30,000 households from last year. In conclusion, KCRA wrote to the FCC that "the number of people tending to watch television between 11 and 11:30 p.m. decreased with the passage of time," in reference to the nearly eight-month transition since the prime time shift.

A competing station executive in the market, who wished to remain nameless, claimed that KCRA has lost \$6 million since the start of the prime time shift (including reportedly paying NBC for underperforming prime time ratings) and has gone from being the top advertising biller for nearly the last 10 years to second in the market behind Fox O&O KTXL. ■

POLITICAL AD CHANGES GENERALLY PLEASE STATIONS

Attorneys say FCC's clarifications—especially relief from litigation over lowest-unit-charge disputes—will be beneficial to broadcasters

By Randy Sukow

The early read on the changes and clarifications in the FCC's political advertising rules adopted May 14, Washington communications lawyers say, is that they are mostly positive for broadcasters ("In Brief," May 18). Most believe the commission's refinements will provide relief from possible litigation over interpretations of the "lowest unit charge" (LUC) rules.

"The general theme is that the commission reaffirmed what it did last December and did some fine-tuning that is quite helpful to broadcasters," says Daniel Marcus of Wilmer, Cutler & Pickering, attorneys for Capital Cities/ABC and other broadcasters.

The result of the FCC's action is "a net improvement for broadcasters. On balance, this will make it easier for broadcasters to comply with the political rules," says Steven Bookshester, associate general counsel, National Association of Broadcasters.

"What [the FCC] did last December was really quite a bit of changing. It was quite sweeping, and a lot of this uncertainty was inevitable. This is largely a clean-up effort," says Arthur Goodkind of Koteen & Naftalin.

The most significant element of the commission's 1991 political advertising order was assertion of jurisdiction over all LUC rule enforcement, preempting possible lawsuits in state and local courts (BROADCASTING, Dec. 9, 1991). The FCC also codified rules for

providing candidates "reasonable access" to the airwaves in the various dayparts at the lowest unit charge within 60 days of an election.

The new rules generated immediate complaints, and within two months of the order the commission had received 11 petitions for reconsideration from broadcasters and the political parties (BROADCASTING, Feb. 10).

The general agreement of the broadcasting legal community is that the reaffirmation of the lawsuit pre-emptions is the most significant aspect of the latest FCC action. "It's wonderful to have a strong statement of the commission supporting the broadcasters' position," says Suzanne Perry of Dow, Lohnes & Albertson.

The general interpretation of the

new rules, judging from the comments of commissioners and staff at the May 14 meeting, is that they are positive for broadcasters. But some lawyers are withholding final judgment until the full text of the order is released by the commission. "We've found out in this area that it is so complex, and obviously simplicity was not achieved when they rewrote these things," says Jerald Fritz, attorney for Allbritton Communications Co., Washington.

The commission plans to release the full text within 30 days of May 14. "The last report and order [in December] came out 10 days after it was adopted. We'll just try to get it out as quickly as possible," says Milton Gross, chief of the political programing branch of the Mass Media Bureau.

Even without the full text, some of the details of the May 14 action appear to be gains for broadcasters.

The 1991 rules required broadcasters to offer candidates "noncash promotional incentives" for advertising, such as merchandising and joint sponsorships, that are offered to other commercial advertisers. Some broadcasters worried that candidates could demand that broadcasters allow their call letters and logo to appear on a candidate's bumper sticker and other promotional items.

The commission's refinement relieves broadcasters of any obligation if the value of the promotion is "minimal" or if any relationship between the candidate and station is implied. "Of the changes the FCC made, the most significant from a broadcaster's standpoint is that they gave some relief on this issue," Marcus says.

The FCC also revised the rules for station maintenance of political advertising files on candidates. The order forms for political ads must immediately be placed in the files rather than the invoices immediately after airing. (The definition of "immediately" is among the items lawyers are waiting to learn in the full text.) If information beyond what is provided on the order form is requested, the station is to provide "immediate" access to the relevant program logs.

The new rules also eliminate the commission's "fire sale" policy—ad time sold at the last minute at discount prices to candidates would have affected the LUC for all political ads sold in the same time period. The FCC removed the rule, finding it impossible to accurately determine which

sales should be defined as fire sales.

The fire sale decision could be a loss for broadcasters, Marcus says. "If you have something you think is a fire sale, you're still going to have to take into account those low rates. If you have it during that 60-day period, it is going to affect your lowest unit rate."

Lawyers differ over another new rule requiring stations to sell advertising at the regular commercial rate prior to the 60-day period before the election when candidates are eligible for

the LUC. The same extensive documentation required for ads aired during the LUC rate period will now be required before the rate period as well. "This will be burdensome for some stations," NAB's Bookshester says.

But Roy Russo of Cohn & Marks said the documents required by the rule will contain information stations will already be logging and that no significant burden will be added. "We shouldn't be tricky with political advertisers. That's how this all began," Russo says. ■

COURT GIVES BLANKET TO CABLE

By Harry A. Jessell

The Supreme Court last week affirmed the right of cable networks to obtain blanket "through-to-the-viewer" music licenses from the American Society of Composers, Authors and Publishers, obviating the need for cable systems to obtain individual licenses to cover network programming.

Acting on a suit brought by Turner Broadcasting System, the federal magistrate in New York who oversees ASCAP licensing last year ruled that cable networks are entitled to the blanket license, as broadcast TV networks have been since 1950. The ruling was upheld by a federal appeals court.

"We are delighted to have it resolved in a way we and our customer wanted it resolved," said Bruce Sokler, the Washington attorney for Turner, who got help from 16 other cable networks and the National Cable Television Association in the three years of litigation that ended with the high court's rejection of ASCAP's plea for review.

"The music licensing organizations now have to treat cable networks like broadcast networks," said NCTA spokeswoman Peggy Laramie. "All we were seeking was equity and a convenient way to obtain music rights."

Bernard Korman, ASCAP general counsel, said the Turner victory would not necessarily save the cable industry either time or money. What the rulings do is merely shift the royalty burden from the cable operators to the cable programmers, he said. The value of the rights is the same, he said.

If ASCAP had prevailed and the operators had been forced to pay, Korman said, the NCTA could have negotiated a blanket license for the industry. It would have been a simpler and more economically sensible approach, he claimed.

In 1988, ASCAP began informing cable operators that they would become individually liable for all ASCAP music carried by their systems, even that contained in network programming. It argued that the consent decrees that permitted it to offer blanket licenses to broadcast networks did not allow such licenses to be extended to cable networks.

U.S. Magistrate Michael Dolinger disagreed. Like broadcast affiliates, he wrote, cable affiliates "do not control what music is included in the network programming they air."

Cable networks have been operating under an "interim" blanket license at rates set in 1989, Sokler said. With the end of litigation, he said, the parties must settle on a new rate or leave it to Dolinger to arbitrate.

The interim rate schedule costs cable networks million of dollars a year. According to Sokler, most basic cable networks pay 0.3% of annual revenues; music-based basic networks such as TNN and MTV are charged 0.7%, and pay networks owe 15 cents per subscriber.

In August 1991, the U.S. Court of Appeals in Washington ruled that Broadcast Music Inc., the other music licensing organization, had to make a blanket license available to cable networks. The ruling used the same reasoning as Dolinger in the ASCAP case. ■

Business

AN INVESTMENT VIEW FROM THE TOP

In the takeover battle for Pinelands Inc., one person in the news is not representing any of the principals. Mario Gabelli, a 13.6% shareholder, sounded off about the initial merger with Disney's KCAL-TV Los Angeles, predicted another bid by BHC Communications and feels vindicated on both counts. A one-time securities analyst who today manages close to \$6 billion in securities, Gabelli has always had a special interest in the media, entertainment and communications industries. Since starting his own firm in 1977, he has been a shareholder in companies such as Outlet, Chris-Craft and Paramount—in the last company, Gabelli funds own over \$300 million in stock. BROADCASTING's Geoff Foisie visited Gabelli in his New York offices, finding him in good humor, and not just about Pinelands—the first quarter finds him in the top 10% of money managers, according to CDA Investment Technologies.



Did you talk with BHC Communications about buying Pinelands?

I don't need to talk with them personally; I talk to them through the press. The deal with Disney came over the tape at 5:30 p.m., and the next morning I was in the papers saying the deal stunk; I don't have to pick up the phone to call anybody. Just like any other money manager, my clients expect me to work for them not just intellectually, but also to take the grapeshot against anything that's unfair, and we are the first ones to do that.

Paramount Chairman Martin Davis also read your comments in the newspapers; what is his reason for not bidding for Pinelands?

I'm not sure they aren't. There's speculation that [BHC Chairman Herbert] Siegel and Davis might want to do something. It makes sense, it's logical, it's got to happen.

There is a difference between good speculation and being logical.

If all you have is broadcasting, like Siegel, and you have \$2 billion—rough numbers—in cash, you have to own New York. Right or wrong, the \$350 million—or whatever the number he is putting up—is one-and-a-half years of earn-

ings off his cash. Whether or not you believe in the future of broadcasting, and a lot of people don't, Herb Siegel's decision had to be made.

Paramount did not have to make that decision. Disney didn't have to make that decision. They just blew it; they have to come back and buy Pinelands, swallow their pride and offer 0.14 shares and do it. It doesn't make any sense to have a standalone station. It's also obviously in my interest to have a bidding war.

What about Outlet Communications?

That is a difficult one. We owned a great deal of Outlet when Bruce Sundlun was involved in it. We made a ton of money when it was sold to the Rockefellers. Then we bought some at \$10 when it went public, and when it went to \$20 we sold some but kept most of it; today at \$4 it's pretty cheap.

I can't figure out what Wesray wants to do, and I can figure out what Mutual Benefit Life wants to do. Clearly somebody has to take charge, they aren't doing anything. They should have taken the debt out, bought back the Mutual Benefit debt at 50 cents on the dollar. Jim Babb is going to run the stations, but I don't know who is making

the decisions. Will I take my Pinelands money and buy more Outlet? Stay tuned.
And the other group owners?

In the case of Multimedia, I bought it because I happened to like [ex-Chairman] Wilson Wearne, and [Chairman Walter] Bartlett was doing a good job. I like the asset base they put together, although I'm not sure I like the Cleveland deal [WKYC-TV], but then they didn't ask me. Liberty Corp. I consciously bought because I thought they would take their broadcasting operation and spin it off.

We own some debt in Great American Communications. Media General we bought because of their cable business. We think eventually somebody will come and say: 'Spin off your cable systems' and it will create enormous value.

You don't own much of the three networks.

We owned a little bit of CBS and tendered it at the time of the share buyback. Maybe about three months ago we started nibbling at Capital Cities/ABC; whether we have \$5 million or \$10 million, for us it's not a big investment. I like what [CEO Dan] Burke is doing, and I think it is time to buy it again.

I have historically not bought the networks and, going back 20 years, seldom recommended them. I like the smaller group operators better—they had greater flexibility, more cash flow and were less regulated.

You also don't own a lot of News Corp.

We make mistakes. I think partly because we already owned so much of MCA, and Paramount and I already own newspapers.... If there is one stock I missed, that might be the one. I got interested in the News Corp. zeros [bonds], and bought a fairly large piece, not a huge piece.

Cable programing has been the hottest stock area.

We own a lot, including about \$100 million of Viacom and \$200 million of Time Warner. So I'm pretty pregnant.

Turner Broadcasting we own a little of; we own the zero bonds and we own some stock. Mostly we own it through our ownership of Time Warner and Tele-Communications Inc., which we own because of its merger with United Artists. So therefore we also own Liberty Media [spun off by TCI].

Now we are buying some Black Entertainment Television, also some Gaylord Entertainment.

What is your outlook for the television broadcast industry over the next year or two?

I am not in the negative camp. Broadcasting has gone from a great business to a good business. There will be a tops-down economic improvement. Consumers are going to come back, and I think it will be slow growth in 1992. After the election, the Fed is not going to have to worry about inflation. I think Germany, which has been sluggish, will kick in; I think Japan will kick in in 1993. In addition, I start feeling and sensing that companies are going to do more product advertising.

But broadcasting is going to need a second source of revenue. I think the FCC, at least in its current composition, has gone 180 degrees from being pro alternative media sources to now seeing that broadcasting needs help. Where that second source of revenue will come from is not clear; perhaps from an enlarged spectrum, or digitization. ■

Changing Hands

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

KMEL(FM) San Francisco □ Sold by Century Broadcasting Corp. to Evergreen Media Corporation for \$44 million cash (see box, page 26). *Broker: Broadcasting Asset Management.*
WOI-TV Ames (Des Moines) Iowa □ Sold by Iowa State University to Cita-

del Communications Co. Ltd. for \$12.7 million cash. **Seller** is headed by Bob Helmers, and is also licensee of noncommercial WOI-AM-FM Ames (Des Moines), Iowa. **Buyer** is headed by Philip J. Lombardo, and is also licensee of KCAU-TV Sioux City, Iowa;

SOLD!

KAHI-AM/KHYL-FM,
Sacramento, California and
KTCJ-AM/KTCZ-FM,
Minneapolis-St. Paul,
Minnesota from Parker
Communications to
American Media.

Elliot B. Evers acted as
advisor to American Media
on this transaction.

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PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$713,000 □ 5

FM's □ \$2,375,000 □ 4

AM-FM's □ \$3,800,000 □ 2

TV's □ \$13,526,000 □ 2

Total □ \$20,414,000 □ 13

1992 to Date:

AM's □ \$34,492,538 □ 74

FM's □ \$55,777,138 □ 91

AM-FM's □ \$83,041,205 □ 55

TV's □ \$275,116,620 □ 22

Total □ \$448,427,501 □ 242

For 1991 total see Jan. 27, 1992 BROADCASTING.

KCAN(TV) Albion, Neb.; WMGC-TV Binghamton, N.Y.; and WVNY(TV) Burlington, Vt. WOI-TV is ABC affiliate on ch. 5 with 100 kw visual, 20 kw aural and antenna 1,850 feet above average terrain. *Broker: Ted Hepburn Co.*

WKSJ-AM-FM Mobile, Ala., WRKA-FM Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va. □ Sold by Capitol Broadcasting to WESHAM Broadcasting Co. for \$8.125 million. *Seller* is headed by Kenneth S. Johnson, who will be WESHAM Broadcasting's president and CEO. *Buyer* is general partner of 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, communications lawyer and former president of group owner JAG Communications. WKSJ(AM) has country format on 1270 khz with 5 kw day. WKSJ-FM has contemporary country format on 94.9 mhz with 100 kw and antenna 410 feet above average terrain. WRKA has AC format on 103.1 mhz with 3 kw and antenna 135 feet above average terrain. WCAW has country, sports format on 680 khz with 50 kw day. WVAF has AC format on 99.9 mhz with 50 kw and antenna 490 feet above average terrain. *Broker: Blackburn & Co.*

WCNN(AM)-WALR(FM) Atlanta □ 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, and also owns WWM-

AM-FM Toledo, Ohio. *Broker: Stan Raymond & Associates Inc. and Burt Sherwood Inc.*

KNJO(FM) Thousand Oaks, Calif. □ Sold by Comedy Broadcasting Co. to Flagship Communications Co. Inc. for \$1.1 million, including \$600,000 in assumption of debt. *Seller* is headed by Ira Barmak, and has no other broadcast interests. *Buyer* is headed by Darryl A. Sragow, and has no other broadcast interests. KNFO has AC format on 92.7 mhz with 560 w and antenna 630 feet. *Broker: Amercian Radio Brokers.*

KRIT(FM) Clarion, Iowa □ Sold by Linder Broadcasting of Fort Dodge Inc. to Radio Iowa Broadcasting Inc. for \$785,000 in cash and notes. *Seller* is headed by Donald Linder. Linder has interests in licensees of KTOE(AM)-KDOG(FM) Mankato, KMHL(AM)-KKCK(FM) Marshall, and is permittee of KQXA(FM) Le Sueur, all Minnesota, and KKSJ(FM) Eddyville, Iowa. *Buyer* is headed by James D. Ingstad, who

owns licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KWBG-AM-FM Boone, Iowa, and KOVC-AM-FM Valley City, N.D. He is also permittee of KLPR(FM) Springfield and is applicant for new FM at Sleepy Eye, both Minnesota. KRIT has AC format on 96.9 mhz with 100 kw and antenna 578 feet. *Broker: Johnson Communications Properties.*

WAGR(AM)-WJSK(FM) Lumberton, N.C. □ Sold by Southeastern Broadcasting Corp. to Messa Inc. for \$400,000. Terms: \$230,000 cash at closing, \$50,000 10-year note at 9% and \$120,000 five-year noncompete covenant payable over 10 years. *Seller* is headed by Albert Kahn, and has no other broadcast interests. *Buyer* is headed by R.L. Harrell, and has no other broadcast interests. WAGR is fulltimer with country format on 1340 khz with 1 kw. WJSK has oldies format on 102.3 mhz with 3 kw and antenna 270 feet.

McAULIFF SUCCEEDS ROSENFELD AS BLAIR CEO

John Blair & Co. announced last week that Tim McAuliff (left) will become chief executive officer replacing Jim Rosenfield (right), who will remain chairman. McAuliff has been president of Blair Television since May 1987, one month after the company was bought in a leveraged buyout. A high debt level and weakness in national advertising forced the financial restructuring of the company in late 1989. Some have speculated that pressure from creditors may have played a role in the leadership change. A principal of Saratoga Partner LP, one of the major investors in the Blair LBO, declined to comment on the rumors, which were denied by Blair executives. Shortly after the buyout, the rep firm's station list hit a low of 122 but has since rebounded to about 140, picking up key clients such as WUSA-TV Washington, and a couple of the Post-Newsweek stations. Blair had estimated billings last year of close to \$800 million, placing it third among reps behind Katz and Telerep. Rosenfield said he "will be able to devote more time to long-term strategy."

—G



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Company _____

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Area code & Phone # _____ Area code & Fax # _____

Date Book

■ Indicates new listing or changed item

THIS WEEK

May 26-28—*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.

■ **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.

BUSY DAY IN D.C.

On Oct. 21, *BROADCASTING* magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

toria, 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. Sheraton Universal Hotel, Universal City,

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 cableexpo. Vancouver. Information: (613) 232-2631.

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

JUNE

■ **June 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.

MAJOR MEETINGS

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

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

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

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

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

June 14-17—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

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

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

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

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

■ **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.

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.

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 Program 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 Krakow, (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.

ERRATA

Last week's annotated listings of radio program providers and their services contained an incomplete entry for the ABC Radio Networks.

The listing should have read: Targeted news, sports, entertainment; Paul Harvey News & Commentary; long-form programming including American Top 40, American Country Countdown, American Gold, Hot Mix. Other: Talkradio, ESPN Radio, ABC DATA, USA Today, morning show services, Soundscan, comedy. Through Satellite Music Network: long-form programming with 10 satellite-delivered 24-hour-per-day formats.

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. Polack, 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* international 1992 radio programming and promotion awards ceremonies. Sheraton Hotel and Towers, 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 13-Sept. 13—"The Genius of Disney: The Television Years," exhibit sponsored by *Museum of Broadcast Communications*. Chicago. Information: (312) 629-6000.

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.

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| ☐ General Manager | ☐ Other (please describe) |
| ☐ General Sales Manager | |
| ☐ Station Manager | |

Open Mike

'FAX' FAN

EDITOR: BROADCASTING's daily *TV Fax* is tremendous! My department heads and I are already "hooked." We each look forward to keeping up with our business by a quick read every morning.

"Hitting in Front of the Curve" is our theme here at WCYB—your *Fax* helps us to do that.—*Joe Macione Jr., executive vice president/general manager, WCYB-TV Bristol, Va.*

JUST SAY 'NO'

EDITOR: A few observations, if I may, regarding your April 20 article, "Radio Looks to Marketing, Promotions for Revenue."

Once again, an industry "leader" [Radio Advertising Bureau President Gary Fries] is calling on radio stations to give up more in order to "survive" because "...a body count isn't what they [the agencies] want."

It seems to me that what the agencies, and many direct clients, want from radio (and only from radio) is to have their cake and eat it, too. Agencies have consistently demanded promotions from radio stations, in many cases as a condition for a buy. And, radio has always gone along and bowed down, no matter how outrageous the demand. TV doesn't. Newspapers, magazines and outdoor won't. Yet, you don't see TV or print losing business. Why? Because they made it a policy early on not to do so and have adhered to that policy.

And, when the agencies do get their promotions as a condition of their radio buy (one they would probably have made anyway), they then shovel the cake (the promotion) into their mouths for safekeeping (eating it) by reverting to the old, irrelevant CPP (cost per point) pricing formula. If you don't believe this, try quoting a "promotion rate" (this is the price of the promotion including spot schedules, etc.) and see how quickly the agency calculates a CPP factor into the equation to justify its acceptance

or rejection.

If the agencies don't want a "body count," then how can they justify buying on a CPP or CPM basis? Like it or not, the "body count"—a station's listening audience in terms of portion of the market listening in any given demographic—is any station's inventory. We're not selling spots, we're not selling time. We are selling potential customers and our ability to reach those customers with the client's selling message, and any way you want to look at it, that translates into numbers.

Yes. Promotions can be beneficial. But what is happening is that everybody is now "demanding" a promotion, often very specifically geared to his or her very narrow wishes. This, ladies and gentlemen of the radio industry, is what leads to on-air clutter, listener confusion and loss of audience for those stations that succumb to the siren's song of short-term greed and/or necessity, exacerbating the long-term problem.

Our method, which we've found successful, is to sell the remarkable concept of results—advertise with us and we will demonstrate the power and effectiveness of radio, assuming the key elements for success are present (reaching the right target audience with a sufficient number of commercials to get the job done, with an effective commercial message). And, we've developed a way of having the results directly attributable to WKGB-FM.

The promotions we do, we develop and execute very selectively to maximize appeal and effectiveness, and we give clients the opportunity to tie in with these promotions on the basis of theme and client compatibility under very clearly defined terms and conditions.

The result is a growing list of satisfied clients who have become consistent advertisers and firm believers in the value and effectiveness of radio advertising in general and WKGB-FM in particular.

I, for one, think it's about time radio started working on its image,

with the objective of regaining some degree of self-respect and professionalism being the highest priority.

In many cases, this means doing what must be done. Just saying "no" will be the most bitter dose of the medicine necessary to begin the process of healing the industry's very, very ill reputation.—*Walt Adams, general sales manager, WKGB-FM Binghamton, N.Y.-Susquehanna, Pa.*

HANDS-ON TELEVISION

EDITOR: As a follow-up to your March 23 "Monday Memo" commentary by David Kleeman, we believe we know of one way to create participation in government by young people. It is through the 10-week *Youth Perspective* television series sponsored by the Z. Smith Reynolds Foundation and produced and distributed this spring by North Carolina's Open Public Events Network (OPEN).

This weekly series features 10 different high school students as hosts of live, public affairs, hour-long call-in programs. Each student host chooses the topic for discussion. The leading concerns of these young people include teen pregnancy, teen violence, discrimination and civil rights, education, AIDS and drugs. Among the panelists who appear with the teen host are state legislators, public officials from the executive branch of state government, educators, and other policy-makers at the state and local levels of government.

We hope to find funding to be able to produce 10 more programs next spring. We're impressed that the students, reading their opening off the teleprompter, are altogether sincere. And we're even more impressed at the gutsy topics the students are choosing and the resulting sophisticated level of discussion about the major problems of our times.—*Lee Wing, executive director, North Carolina Agency for Public Telecommunications, Raleigh.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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.

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

Manager, Radio Station — WSAA: Purdue University seeks experienced manager for public radio station. Bachelor's degree in related field. Master's degree preferred. Two years administrative experience with a public radio or university station. Knowledge of FCC rules and regulations. Experience in fund-raising, underwriting, and familiarity with CPB grant process. Minimum of 5 years hands-on experience in radio-production and all areas of on-air operation. Salary: Commensurate w/ qualifications. Excellent benefits within the environment of a major educational institution. Deadline date: June 15, 1992. Applications will be considered until position is filled. For full position description, send letter and resume to: Thomas L. Haworth, Personnel Officer, Stewart Center-Room 265, Purdue University, West Lafayette, IN 47907-1530. An equal opportunity/affirmative action employer.

Morehead State University invites applications for the position of news and public affairs director. Responsibilities: Maintains established news operation; manages staff of part-time reporters and students; anchors major weekday newscast and produces weekly public affairs program; trains and supervises interns. Qualifications: Bachelor's degree in Communications or related area with experience in broadcast journalism, preferably in public radio. Good organizational and writing skills. Authoritative on-air presence. Demonstrated initiative and thoroughness in newsgathering and high standards for the use of sound. Submit letter of application, resume, three letters of reference, writing samples and audio tape no later than June 8, 1992, to: Office of Personnel Services, Attn: News Director, Morehead State University, HM 101, Morehead, KY 40351. MSU is an EO/AA employer.

General sales manager, (CRMC): Are you looking for the opportunity to move up the corporate ladder from GSM to station manager to general manager to ownership? We have that opportunity available to the right person. Our Midwest location offers excellent compensation and benefits in a very sound and growing economic area. Replies strictly confidential. Reply to Box C-46. EOE.

Burns Nugent wants to retire. Needs a general manager for AM/FM in The Dalles, Oregon. Equity possible. Hunting, fishing and sailboard capitol of the world. Send resumes to KACI, Box 516, The Dalles, OR 97058. EOE.

GSM: KWIN-FM/KCVR-AM, Stockton, CA. Aggressive, growing broadcast co. has an excellent career position for an experienced, selling sales manager. Format: Dance-CHR/Spanish. Prefer candidate from No. Calif. with a strong retail sales background and proven track. Resume, earnings history, and references to: Mike Murphy, GM, KWIN-FM/KCVR-AM, 7808 Kelley Dr., Stockton, CA 95207. Fax: 209-951-9797. EOE.

Northeast resort area: Successful AM/FM combo (the only game in town!) seeks GSM to take station to next level. Candidate must carry list and have demonstrated ability to train and motivate staff. Outstanding performance is recognized by liberal incentives. Full benefits provided. Send resume and salary history promptly to Box C-45. EOE.

HELP WANTED SALES

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.

As our station continues to grow we're looking for enthusiastic, highly motivated, and self-assured people to join our sales staff. If you're seeking endless income and a great career opportunity, send your resume today. We offer excellent health insurance, training, bonuses, and lots of incentives. Send to Howard Dolgoff/Owner, MIX 103.1, PO Box 13549, Tallahassee, FL 32317. EOE.

Selling manager: Someone to take charge of a great Adult Hits FM in Central Illinois. If you have great strengths in radio sales & promotion, have supervisory skills, and can run a client-oriented sales effort effectively, this can be an opportunity for you. EOE. Immediate opening. Resume to the GM, WSOY FM, POB 2350, Decatur, IL 62524.

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

Country AM/FM 20 miles from state capitol needs news director, preferably also PBP. No phone calls. Resume to Ray Rouse, KZMO, PO Box 307, California, MO 65018 or Fax 314-796-4131. EOE.

Assistant director of news and & programming: WTOP Newsradio 15, Washington's all-news radio leader, has an immediate opening for an assistant director of news & programming. Applicants must have prior major market news management experience, be detail oriented, have well developed people skills and demonstrated leadership ability. No calls. Send letter and resume to: Pat Anastasi, Director, News & Programming, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE. M/F.

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.

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.

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.

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

GM. 25 years, 10 with last group. Solid background includes managing top 5 to medium markets. Excellent sales, programming, administrative background. Available now. Box E-54.

Absolutely the best: Called "one of the top ten medium/small market broadcasters in the country." GM, group exec, consult or short term fix. Always top ratings/revenues in 6 to 12 months. Currently top 50-75 completing 8th successful turnaround or startup; station being sold. Worked Rockies, West, Southwest, Gulf. Consider all challenges. Call 214-994-7738.

Sales manager: Excellent sales and marketing experience. 8 years management small and medium markets. Conscientious, goal oriented, organized, good working relationships with staff and management personnel. I could benefit your station. C.W. VanCure 309-691-7604.

Attention midwest! Successful, sales-intensive GM/GSM ready to lead your team. Medium markets preferred. CRMC. Excellent track record. All offers considered. Reply to Box C-47.

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

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.

Positive thinking, motivational talk show host who sells on-air and on-street. Florida only. Box 426, Niles, OH 44446.

SITUATIONS WANTED ANNOUNCERS

Country DJ: "No drugs-no drinking." Want Mid. Southeast small market, 1 yr. experience. \$ open. Call 602-872-1805. Adult single & ready. (Gary).

SITUATIONS WANTED NEWS

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 newspaper 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

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.

National sales manager: WTVO-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, WTVO-TV, PO Box 470, Rockford, IL 61101. EOE.

Local sales manager: WLMT TV 30 is seeking an aggressive motivated individual with 3-5 years television experience in local sales or sales management to lead 7 person local sales staff. Must have experience in new business development, be a trainer and motivator. Independent experience helpful. Send resume or call Joe Mazza, WLMT-TV, PO Box 30030, Memphis, TN 38130. 901-346-3030. Minorities encouraged to apply. EOE/MF.

Business manager needed for midwest affiliate. Degree required; two years broadcast experience preferred. PC knowledge necessary; Columbine helpful. Candidate must possess ability to communicate and work with all levels of management. Send resume with salary history to: General Manager, WREX-TV, PO Box 350, Rockford, IL 61105. EOE.

Local sales manager: WOWK-TV/CBS affiliate is looking for the individual who can make a difference. The candidate must be creative, organized, a leader and capable of handling a multitude of projects. Local/direct sales experience required and a new business development plan a must. Please send resume and references to John A. Fusco, General Sales Manager, WOWK-TV, 555 5th Avenue, PO Box 13, Huntington, WV 25706. EOE.

HELP WANTED SALES

General sales manager for group owned affiliate in fast growing southeastern market. Must have strong track record with ability to train and motivate. Minimum three years sales management experience. EOE. Reply to C-49.

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.

Senior account executive needed for medium market Southeastern affiliate... Must have prior TV sales experience, and proven ability to sell projects, promotions and develop new business. Great list (agency and direct), great station and great place to work... A rare opportunity. Come grow with us. Reply to Box C-48. EEO.

Sensational sales opportunity: Fast growing cable network seeking candidates for sales & marketing manager positions in key U.S. cities. Individuals must have five years experience in independent television, cable or radio sales. Must be a good sales administrator, capable of managing an office and possess outstanding communications and inter-personal skills. Candidates must also be success motivated, energetic and prepared to lead and develop creative sales. This is a rewarding and exciting challenge for superstar types. Excellent income! Great advancement opportunities. Fax resume to: Personnel Dept. 702-731-4165 or mail resume to: Personnel Dept., 2860 E. Flamingo Rd., Ste. D, Las Vegas, NV 89121. EOE.

HELP WANTED TECHNICAL

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.

On-line editor. Immediate opening. State-of-the-art production facility working with Fortune 500 clients for commercial broadcast. Progressive midwestern community. Experience with Beta and 1" computer editing, creative skills, required. Salary commensurate with experience. Send resume tapes to: Allen Teague, Hawthorne Communications, Inc., 300 North 16th Street, Fairfield, IA 52556. EOE.

HELP WANTED NEWS

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 breathtaking scenery. Send non-returnable tape and resume c/o T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Kill-TV dominant ABC affiliate in beautiful, sunny Corpus Christi, Texas on the Gulf of Mexico, has an opening for a news reporter. Applicant must have one year of experience in radio or television news, including "live" reporting. A bachelor's degree from an accredited university is required. Two years of experience as a television news reporter can substitute for a degree. Tape and resume to Merry Tolle, PO Box 6669, Corpus Christi, TX 78466-6669. No phone calls, please. EOE.

Videographer/director: Award-winning cable TV system needs videographer/director for nightly newscast. Drug test required. Tapes and resumes to News Director, Cape 11 News, 10 Old Townhouse Rd., South Yarmouth, MA 02664. No phone calls. EOE.

Producer: CBS Radio Network seeks a talented, experienced producer for a nationally syndicated talk program. Resumes to: Network Programming Department, CBS Radio Networks, 51 West 52nd Street, New York, NY 10019. No phone calls, please. Equal opportunity employer.

Producer: Minimum three years newscast producing experience; must have excellent writing skills, management experience a plus. Send resume only to News Director, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121. EOE.

Morning show co-host: Looking for energetic person to work with current hostess and do general assignment reporting. Send tape and resume to: Mrs. Aries Hendershott, WIFR-TV, 2523 N. Meridian Rd., Rockford, IL 61101. EOE.

Eyes. We need two pair. We are expanding our photography team. We need two photographers who'll work four-day weeks (Sat.-Tues.; Thurs.-Sun.); strong photography skills; knowledge of "live" stuff; good work ethic; positive attitude; will to win; heart of a champion; good vibrations; good karma. Want to play "championship newsball" with us? Tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Don't call us. We'll call you. EOE/FM.

Editor: CNN Spanish is looking for a bilingual editor with minimum 4 years experience. Must be able to edit daily packages under tight deadlines, coordinate fees and assist with some office work. Send resume and resume tape to Marlene Fernandez, CNN, 820 First St., NE, Washington, DC 20002. EOE.

Anchor: On the move NBC affiliate with all the toys needs top-notch anchorperson for morning/noon newscasts. Significant anchoring/reporting experience, leadership skills and a personable, credible style are a must. Send resume, statement of news philosophy and non-returnable tape (VHS only, please) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

Producer: Minimum of 3 years experience in news gathering and/or news production. Experience working with national news organization desirable. Must have excellent managerial and people skills, and creative ideas on news content and production. We're looking for energetic professionals willing to work any shift. **Associate producer:** Need work experience and/or college-level education in broadcast news. Must be detail-oriented and able to edit videotape. News writing experience preferred. Excellent communications skills necessary. Send resumes to: Steve Cope, Conus Communications, 3425 University Ave., Minneapolis/St. Paul, MN 55414. EOE/M-F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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, KTVA-TV, 1007 W 32nd Avenue, Anchorage, AK 99503. EOE.

TV director: Small West South Central affiliate seeks experienced director for local newscasts and commercial production. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume and salary history to: Box C-50. EOE.

Morning producer: Leading CBS affiliate seeks talented, innovative producer for hour-long early morning program. Ability to visualize and translate local flavor and community events to live television a must. Good editorial judgment, writing, and people skills are required. Bachelors degree in Liberal Arts or Communications preferred. Send resume and tape to Personnel Manager, WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

Technical operations supervisor, The Weather Channel. Co-supervise 14 person department that covers master control operators, editors, photographers and technicians. Focus on: Air quality, training, customer service, scheduling crew and facilities. The ideal candidate has Bachelor's degree in Communications or related studies, minimum 1 year supervisory experience, knowledge of total automation systems for master control, and 5 years production experience. Please send cover letter and resume to: Buzz Shortland, Technical Operations Manager, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

Public affairs director: WBFS-TV seeks individual with on-camera experience to direct public service and public affairs efforts. Professional appearance, solid writing, verbal communication and organizational skills essential. Knowledge of FCC ascertainment and a background in public relations desirable. Resumes only to Program Director, WBFS-TV, 16550 NW 52 Ave., Miami, FL 33014. EOE.

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.

Chief engineer: Proven leader with solid system design and construction skills, heavy automation and computer experience. Seeking medium market where quality on-air look and zero defect on-air presentation will make the difference in ratings and bottom line. Twenty four years independent TV experience including four start-ups, national reputation, available 7/92. Call 201-890-3254.

SITUATIONS WANTED NEWS

Outstanding sportscaster (also knowledgeable newscaster) 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.

Small market newsmen that's brought stations to the top of the AP awards list. Have worked more than 6 years in Midwest, small market, one room shops, yet challenging medium and large markets in news gathering. Ready to step into larger market, team oriented news department. For more information reply to Box C-51.

Broadcast meteorologists: Recent B.S. and M.S. graduate of the broadcast meteorology program. Experienced in weather forecasting, developing weather graphics, and the art of broadcasting. All with on-air experience, most at commercial stations. Perfect for entry-level positions. Dr. Mark Binkley, PO Box 5167, Mississippi State, MS 39762; 601-325-2908.

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.

Make an ad to beat George Bush! Enter the Democratic party's "30 Seconds Over Washington" amateur video contest. Best amateur TV ad to help win back the White House wins \$5,000! Film and TV students especially encouraged to enter. Entry deadline July 3. Call 202-863-8069 for information and entry forms.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Associate director, Stanford University news service. News service gathers and disseminates news of Stanford teaching, research, issues, events. Seeks person to develop national electronic media relations program (40% of position); assist director and manage internal operations, including support staff, budget (40%); and write, edit, serve media (20%). Must demonstrate skill and experience as working broadcast — and, ideally, also print — journalist; excellent news judgement; supervisory experience; understanding of higher education and role of university news service. Salary commensurate with qualifications. Submit resume and cover letter to: Rita Jones, Administrative Assistant for Human Resources Office of Public Affairs, Building 170, Stanford, CA 94305-2040 no later than June 15, 1992. Stanford University is an equal opportunity employer.

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.

Graduate assistant/radio: WIDB, student station, at SIUC. 9 month appointment, \$701/month, year tuition waiver. Responsible for overseeing operations. Radio experience required. Send resume, 3 references to: Joanne Yantis, SIUC, Student Center, Carbondale, IL 62901 by 6/5/92. EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

Broadcast meteorologist: Receive meteorologist education via video-taped correspondence courses. Two year, ten course sequence. Broadcast Meteorology Program, PO Box 5167, Mississippi State, MS 39762; 601-325-2908.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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

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

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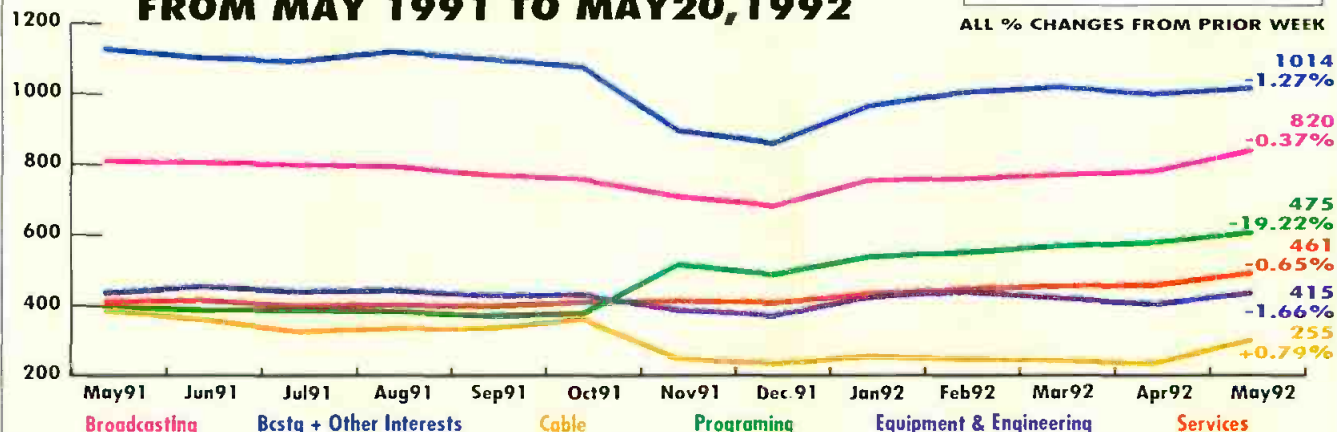
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Broadcasting's By The Numbers

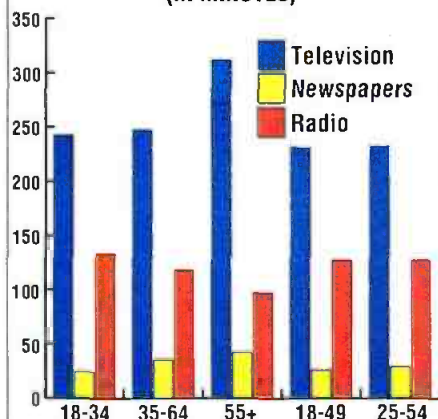
STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY20, 1992

NASDAQ: 580.29 (-0.36%)
S&P Ind.: 490.24 (-0.33%)

ALL % CHANGES FROM PRIOR WEEK

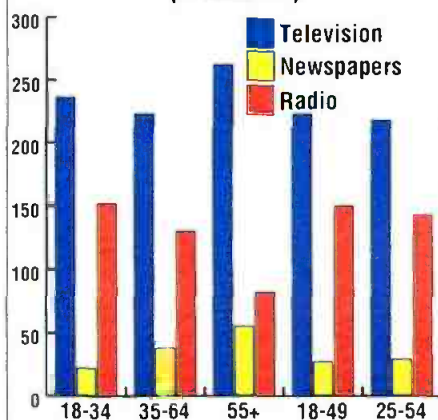


TIME SPENT BY WOMEN DAILY WITH MAJOR MEDIA (IN MINUTES)



Source: Television Bureau of Advertising from Bruskin Associates data.

TIME SPENT BY MEN DAILY WITH MAJOR MEDIA (IN MINUTES)



Source: Television Bureau of Advertising from Bruskin 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 11 through May 15 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WDAK(AM) Pepperell, AL** (BAL920504EA; 910 khz)—Seeks assignment of license from Glen H. Ward to Lee County Broadcasting Co. for \$5,000 and assumption of debt. **Seller** has no other broadcast interests. **Buyer** is headed by L. Lynn Henley, and owns WTCG(AM) Andalusia, AL, and has 51% interest in permittee of WMXG(FM) Macon, MS. Filed May 4.

■ **KNJO(FM) Thousand Oaks, CA** (BALH920506HE; 92.7 mhz; 560 w; ant. 630 ft.)—Seeks assignment of license from Comedy Broadcasting Co. to Flagship Communications Co. Inc. for \$1.1 million. **Seller** is headed by Ira Barmak, and has no other broadcast interests. **Buyer** is headed by Darryl A. Sragow, and has no other broadcast interests. Filed May 6.

■ **KRRU(AM) Pueblo, CO** (BAL920508EA; 1480 khz; 1 kw-D)—Seeks assignment of license from Yonker and Turner Broadcasting Inc. to Joyce Erway for \$183,000. **Seller** is headed by Donald J. Banner, receiver, and has no other broadcast interests. **Buyer** is licensee of KKS(AM) Santa Barbara, CA. Filed May 8.

■ **WOKV(AM)-WKQL(FM) Jacksonville, FL** (AM: BAL920506GY; 600 khz; 5 kw-D, 5.4 kw-N; FM: BALH920506GZ; 96.9 mhz; 98 kw; ant. 1,014 ft.)—Seeks assignment of license of Professional Broadcasting Inc. to Phalen & Associates Inc. for \$3.75 million. **Seller** is subsidiary of EZ Communications, headed by Alan Box, and is licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, CA; KYKY (FM) St. Louis; WBZZ(FM) Pittsburgh; WEZB(FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, NC. **Buyer** is headed by William R. Phalen, 50% shareholder of licensee of KNSS(AM)-KRZZ-FM Wichita, KS. Filed May 6.

■ **WRBQ-AM-FM St. Petersburg, FL** (AM: BAL920501GN; 1380 khz; 50 kw-U; FM: BALH920501GP; 104.7 mhz; 100 kw; ant. 555 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Clear Channel Communications Inc. for \$18.5 million ("Changing Hands," April 6). Sale includes WRVA(AM)-WRVQ(FM) Richmond, VA (see above). Filed May 1.

■ **WDCY(AM) Douglasville, GA** (BAL920504EB; 1520 khz; 2.5 kw-D)—Seeks assignment of license from William C. Dunn to The Parris Group Inc. for \$145,000. **Seller** has no other broadcast interests. **Buyer** is headed by Kenneth O. Parris, and has no other broadcast interests. Filed May 4.

■ **WBCL(FM) Fort Wayne, IN, and WBCU(FM) Archbold, OH** (WBCL: BALH920421GS; 90.3 mhz; 50 kw; ant. 499 ft.; WBCU: BAPH920421GT; 89.5 mhz)—Seeks assignment of CP from Summit Christian College to Taylor University Inc.; Summit Christian is merging with Taylor University, which will become licensee of both stations. Taylor University is headed by Theodore F. Bruland, and has no other broadcast interests. Filed April 21.

■ **KRIT(FM) Clarion, IA** (BALH920504HD; 96.9 mhz; 100 kw; ant. 578 ft.)—Seeks assignment of

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ant.—announced; ant.—antenna; sur.—aerial; 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.

license from Linder Broadcasting of Fort Dodge Inc. to Radio Iowa Broadcasting Inc. for \$785,000. **Seller** is headed by Donald Linder. Linder has 92.34% interest in Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-KDOG(FM) Mankato, MN. Minnesota Valley Broadcasting owns licensee of KMHL(AM)-KKCK(FM) Marshall, MN, and is 49% shareholder of permittee of KQXA(FM) Le Sueur, MN. Linder also has 55% interest in licensee of KKSII(FM) Eddyville, IA. **Buyer** is headed by James D. Ingstad, who owns licenses of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KWBG-AM-FM Boone, IA, and KOVC-AM-FM Valley City, ND. He is also permittee of KLPR(FM) Springfield and is applicant for new FM at Sleepy Eye, both Minnesota. Filed May 4.

■ **WCVX(TV) Vineyard Haven (Providence-New Bedford), MA** (BALCT920502KJ; ch. 58; 1,191 kw-V; 119.1 kw-A; ant. 470 ft.)—Seeks assignment of license from Cape Cod Television Inc. to Cape Television Inc. for \$826,000. Station, which is not on the air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp. **Buyer** is headed by Paul P. Flynn, and has no other broadcast interests. Filed May 2.

■ **WMLB(FM) Glen Arbor, MI** (BALH920506HQ; 98.1 mhz; 1.35 kw; ant. 492 ft.)—Seeks assignment of license from Michael E. Bradford to Cherry Capital Media Inc. **Seller** has no other broadcast interests. **Buyer** is headed by Del Reynolds, who, with 50% owner Richard E. Hunt, has interest in WCBY(AM)-WGFM(FM) Cheboygan, MI. Hunt also owns WPTW(AM)-WCLR(FM) Piqua, OH. Filed May 6.

■ **KYRO(AM) Potosi, MO** (BAL920505EA; 1280 khz; 500 w-D)—Seeks assignment of license from Mid Central Broadcasting Co. Inc. to James T. Porter for \$100,000. **Seller** is headed by James W. Crismon, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed May 5.

■ **WJSK(FM) Lumberton, NC** (102.3 mhz; 3 kw; ant. 270 ft.)—Seeks assignment of license from Southeastern Broadcasting Corp. to Messa Inc. for \$400,000. **Seller** is headed by Albert Kahn, and has no other broadcast interests. **Buyer** is headed by R. L. Harrell, and has no other broadcast interests. Filed May 4.

■ **KTB(AM) Roseburg, OR** (BAL920511EF; 950 khz; 1 kw-D)—Seeks assignment of license from Douglas Broadcasters Inc. to K-S Riggs Broadcasting Inc. for \$280,000. **Seller** is headed by Elliot

Motschenbacher, and has no other broadcast interests. **Buyer** is headed by Keith D. Riggs, and has no other broadcast interests. Filed May 11.

■ **WSMT-AM-FM Sparta, TN** (AM: BTC920505HK; 1050 khz; 1 kw-D; FM: BTCH920505HL; 105.5 mhz; 3 kw; ant. 35 ft.)—Seeks transfer of control from Jo Ellen Farley, executrix of estate of Ralph D. Farley, to licensee Heartland Broadcasting Inc. for \$50,000. Farley is selling her 40% of company to licensee; upon completion, stock will be retired, and four remaining shareholders will own licensee equally. Filed May 5.

■ **KAMV(FM) Victoria, TX** (BALH920421HN; 92.3 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Bennet Broadcasting Inc. to Ellis Broadcasting for \$90,000. **Seller** is headed by Dudley McDougal, who has 90% in licensee of KNAL(AM) Victoria, TX. **Buyer** is headed by John E. Ellis, and has no other broadcast interests. Filed April 21.

■ **WLPY(AM) Purcellville, VA** (BAP920430EC; 840 khz; 250 w-D)—Seeks assignment of CP from Martha Hahn and Philip Y. Hahn, father and daughter, to Broward Public Radio Assn. Inc. for no cash consideration in donation. Philip Hahn has 33.3% interest in assignee. Assignee has no other broadcast interests. Filed April 30.

■ **WRVA(AM)-WRVQ(FM) Richmond, VA** (AM: BAL920501GM; 1140 khz; 50 kw-U; FM: BALH920501GO; 94.5 mhz; 200 kw; ant. 455 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Clear Channel Communications Inc. for \$18.5 million ("Changing Hands," April 6). Sale includes WRBQ-AM-FM St. Petersburg-Tampa, FL (see above). **Seller** is headed by Gary Edens, and is also licensee of WWDE-FM Hampton (Norfolk), VA; KOY-AM-FM Phoenix, AZ, and KKLQ-AM-FM San Diego. **Buyer** is headed by L. Lowry Mays, and recently purchased WPTY-TV Memphis, Tenn. ("Changing Hands," Feb. 3). Clear Channel is licensee of WPMI(TV) Mobile, AL; KTTU-TV Tucson, AZ; WELI(AM) New Haven, CT; WAWS(TV) Jacksonville, FL; KAAS-TV Salina and KSAS-TV Wichita, both Kansas; WHAS(AM)-WAMZ(FM) Louisville, KY; WQUE-AM-FM New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City and KAKC(AM)-KMDF-AM-KOKI-TV Tulsa, both Oklahoma; KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALO(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. It is also proposed licensee of KQAM(AM)-KEYN-FM Wichita, KS, and WKCI(FM) Hamden (New Haven), CT ("Changing Hands," Feb. 10), and owns 49% of stock in licensee of KLRT(TV) Little Rock, AR. Filed May 1.

■ **WJUB(AM) Plymouth, WI** (BTC920504EG; 1420 khz; 500 w-D)—Seeks transfer of control licensee Jubilation Ministries Inc.; licensee, headed by William G. Kraemer, is increasing its board of directors. Filed May 4.

Actions

■ **WVYC(FM) Camden, AL** (BTCH910225HN; 102.3 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from Yvonne R. Carter to Down Home Broadcasting for \$34,000. **Seller** has no other broadcast interests. **Buyer** is headed by William Pompey (15.67%), Willie Powell, (13.33%), Leroy Griffith (5.33%), Thomas Pompey (5%), Brooks Holleman (2.67%), Mac Carter (16.67%) and Penick Broadcasting Corp. (41.33%). Carter and Powell are 51% and 24% shareholders, respectively, of Wilcox Network Inc. licensee of WCOX(AM) Camden, AL. Action April 30.

■ **KKUS(FM) San Luis Obispo, CA** (BALH920121HG; 98.1 mhz; 3.6 kw; ant. 1,624 ft.)—Granted assignment of license of Cabrillo Communications Inc. to Westcoast Broadcasting

Inc. for \$800,000 ("Changing Hands," Jan. 27). Seller is headed by Richard Mason, and has no other broadcast interests. Buyer is headed by Larry Woods, who also owns KJUG-AM-FM Tulare CA. Action May 1.

■ **WMFL(AM)-WJPH(FM)** Monticello, FL (AM: BAL920324HD; 1090 khz; 1 kw-D; FM: BALH920324HE; 101.9 mhz; 3 kw; ant. 249 ft.)—Granted assignment of license from Horizon Communications Co. to Mayflower Broadcasting Corp. for \$200,000. Seller is headed by Jack P. Hyden Jr., and has no other broadcast interests. Buyer is headed by Charles L. Webster, and has interest in licensees of KGDD(AM)-KBUS(FM) Paris and KKHR(FM) Anson, both Texas. Action May 7.

■ **WKRO(AM)** Cairo, IL (BAL920210EA; 1490 khz; 1 kw-U)—Granted assignment of license from WKRO Inc. to William T. Crain; asset purchase agreement will be filed as amendment in near future. Seller is headed by Dan A. Mohler, and has no other broadcast interests. Buyer has no other broadcast interests. Action March 20.

■ **WMCL(AM)-WTAO(FM)** Mcleansboro-Murphysboro, IL (BAL920214GQ; 1060 khz; 2.5 kw-D; FM: BALH920214GR; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WDXI(AM)-WMXX-FM Jackson, TN, and WKWK-AM-FM Wheeling, WV (see below). Action May 1.

■ **WRXS(AM)** Ahoskie, NC (BAL920318EC; 970 khz; 1 kw-D)—Granted assignment of license from Ahoskie Radio Inc. to WRCS-AM 970 Inc. for \$150,000. Seller is headed by Gardner H. Altman Sr., and recently sold WQDK(FM) Ahoskie, NC (see "Actions," below). Buyer is headed by James R. Wiggins, and has no other broadcast interests. Action May 4.

■ **WVBS-AM-FM** Burgaw, NC (AM: BTC-910808ED; 1470 khz; 1 kw-D; FM: BTCH-910808GY; 99.9 mhz; 100 kw; ant. 520 ft.)—Dismissed app. of transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications, Management Corp.; purpose is to convert non-voting stock of Sillerman-Magee Communications which owns 80% of Jones Eastern Radio, to voting stock. Conversion would give Sillerman-Magee de jure control of Jones Eastern Radio. Assignment includes WYAK-AM-FM Surfside Beach-Garde and WUJM-AM-FM Charleston-Goose Creek, both South Carolina, and WRSF(FM) Columbia, NC (see below). Seller is headed by C.J. Jones. Buyer is headed by Robert F.X. Sillerman, William J. Magee, Howard J. Tytel, Gene W. Schneider, Stanley Cohen and Richard A. Liese, and has interests in Command Communications and Capstar Communications Inc. Capstar is licensee of WIX-AM-FM Nashville. Sillerman owns 100% of Northampton Holding Corp., licensee of WHMP-AM-FM Northampton, N.J. Sillerman also owns, along with Tytel, Carl E. Hirsch, Harold Dean Thacker, Gary Chetkof and Richard Anderson, Legacy Broadcasting Partnership II, subsidiary of Legacy Broadcasting Partners Ltd., licensee of WMJL(FM) Cleveland and WYHY(FM) Lebanon, TN. Sillerman, Tytel and Chetkof have interests in Sillerman Assets Ltd., which owns MBC WNEW-AM Corp., general partner of WNEW-AM Partnership, licensee of WNEW(AM) New York. Sillerman, Tytel and Hirsch have interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major markets throughout the U.S. Action April 30.

■ **WRSF(FM)** Columbia, NC (BTCH910808HF; 105.7 mhz; 100 kw; ant. 613 ft.)—Dismissed app. of transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Action April 30.

■ **WIZE(AM)** Springfield, OH (BAL911011EA; 1340 khz; 1 kw-U)—Granted assignment of license from Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for \$300,000. Seller is headed by Alexander J. Williams, and is also licensee of

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.

WHAG-TV Hagerstown, MD; WFFT-TV Fort Wayne, IN, and WING(AM)-WGTZ(FM) Dayton-Eaton and WCOL-AM-FM Columbus, both Ohio. Buyer is headed by Gerald F. Staggs (60%), and has no other broadcast interests. Action March 23.

■ **WUJM-AM-FM Charleston-Goose Creek, SC** (AM: BTC910808EC; 1450 khz; 1 kw-U; FM: BTCH910808HE; 94.3 mhz; 6 kw; ant. 479 ft.)—Dismissed app. of transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Action April 30.

■ **WYAK-AM-FM Surfside Beach-Garde, SC** (AM: BTC910808EA; 1270 khz; 5 kw, 500 w-N; FM: BTCH910808GZ; 103.1 mhz; 6 kw; ant. 325 ft.)—Dismissed app. of transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Action April 30.

■ **KFCR(AM) Custer, SD** (BAL920225EA; 1490 khz; 830 w)—Granted assignment of license from French Creek Communications Inc. to Mount Rushmore Broadcasting Inc. for assumption of debt. Seller is headed by Conrad Sletton, and has no other broadcast interests. Buyer is headed by Jan Charles Gray, and has no other broadcast interests. Action May 6.

■ **WDXI(AM)-WMXX-FM Jackson, TN** (AM: BAL920214GO; 1310 khz; 5 kw-D, 1 kw-N; FM: BALH920214GP; 103.1 mhz; 3 kw; ant. 262 ft.)—Granted assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WKWK-AM-FM Wheeling, WV (see below), and WMCL(AM)-WTAO(FM) McLeansboro-Murphysboro, IL (see above). Principals Albert M. Holtz, Thomas D. Wright, Henry Posner, Fred W. Schwarz and John F. Hensler have interests in licensee of WIBM-AM-FM Jackson, MI, and WWSF-AM-FM Andalusia, AL. Buyer is headed by James D. Glassman, who is president and 29% owner of stock in Community Service Radio Inc., which owns WIRL(AM)-WSWT(FM) Peoria, IL, and KRVR(FM) Davenport, IA. Action May 1.

■ **WNTT(AM) Tazewell, TN** (BTC920313EB; 1250 khz; 580 w-D)—Granted transfer of control of license Clalborne Broadcasting Co.; Charles E. Shoffner agrees to assume remaining affiliation agreement with UniStar CNN News Service, payable in monthly installments of \$110 to last day of month of January 1995. Seller is headed by Floyd Turner and Hubert Turner, and has no other broadcast interests. Buyer, Shoffner, has no other broadcast interests. Action May 5.

■ **KRTW(TV) Baytown (Houston), TX** (BALCT920319KL; ch. 57; 5,000 kw-V; 500 kw-A; ant. 981 ft.)—Granted assignment of license from Pray Inc. to Patriot Broadcasting Inc. for \$12.7 million. Seller is headed by Eldred Thomas, and has interests in licensees of KVTI(FM) Dallas and KLTJ(TV) Galveston, both Texas. Buyer is headed by Bess Harrison, and has no other broadcast interests. Action May 5.

■ **KSGB(AM) University Park, TX** (BAL920323ED; 1540 khz)—Granted assignment of CP from Stuart Gaines Broadcasting Corp. to Dalworth Broadcasting Corp. for \$875,000. Seller is headed by John R. Stuart and Mary Gaines, who are permittees of class A FM at Gregory, TX. Buyer is headed by Jonathan Trip, and has no other broadcast interests. Action May 7.

■ **WKWK-AM-FM Wheeling, WV** (AM: BAL920214GM; 1400 khz; 1 kw-U; FM: BALH920214GN; 97.3 mhz; 50 kw; ant. 470 ft.)—Granted assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WDXI(AM)-WMXX-FM Jackson, TN, and WMCL(AM)-WTAO(FM) McLeansboro-Murphysboro, IL (see above). Action May 1.

NEW STATIONS

Applications

■ **Crawfordville, FL** (BPH920507MD)—Dash Communications Inc. seeks 94.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1181, Crawfordville, FL 32326. Applicant is headed by Beth Anne Posey, and has no other broadcast interests. Filed May 7.

■ **Audubon, IA** (BPH920430MD)—Stephen O. Meredith seeks 96.5 mhz; 100 kw; ant. 159 m. Address: 85 Glen Cross Rd., Wellesley, MA 02181. Applicant has no other broadcast interests. Filed April 30.

■ **Audubon, IA** (BPH920430ME)—Al Hazelton seeks 96.5 mhz; 100 kw; ant. 299 m. Address: 304 Durant, Harlan, IA 51537. Applicant has interests in licensee of KJAN(AM) Atlantic, IA. Filed April 30.

■ **Britt, IA** (BPH920427MB)—Robert W. Hawley seeks 99.5 mhz; 6 kw; ant. 37.8 m. Address: 3708 240th Tanglefoot, Clear Lake, IA 50428. Applicant has no other broadcast interests. Filed April 27.

■ **Cedar Falls, IA** (BPH920507MA)—Don Timmerman Broadcasting Inc. seeks 98.5 mhz; 25 kw; ant. 100 m. Address: 550 Preston Dr., Denver, IA 50622. Applicant is headed by Don Timmerman, and has no other broadcast interests. Filed May 7.

■ **Cedar Falls, IA** (BPH920506MC)—Ronald J. Michaelsen seeks 98.5 mhz; 25 kw; ant. 100 m. Address: Rte. 4, Box 78, Cedar Falls, IA 50613. Applicant has no other broadcast interests. Filed May 6.

■ **Cedar Falls, IA** (BPH920430MB)—Hawkeye Radio Partnership seeks 98.5 mhz; 25 kw; ant. 100 m. Address: 2302 University Ave. #352, Madison, WI 53705. Applicant is headed by partners Bonnie Fredine and Dale A. Ganske. Ganske is permittee of WYZM(FM) Waunakee, WI, and has interests in permittee of new FM at Susanville, CA. Filed April 30.

■ **Cedar Falls, IA** (BPH920506MD)—Double W Inc. seeks 98.5 mhz; 25 kw; ant. 100 m. Address: 2645 Princeton Rd., Iowa City, IA 52245. Seller is headed by Diane Winkey, and has no other broadcast interests. Filed May 6.

■ **Hudson, IA** (BPH920420MC)—Saga Communications of Iowa Inc. seeks 96.1 mhz; 3 kw; ant. 95 m. Address: 73 Kercheval Ave., Grosse Pointe Farms, MI 48236. Seller is headed by Edward K. Christian, and is licensee of KRNT(AM)-KRNQ(FM) Des Moines, IA. It is also parent corporation of licensees of WYMG(FM) Jacksonville and WLRW(FM) Champaign, both Illinois; WVKO(AM)-WSNY(FM) Columbus, OH; WKLH(FM) Milwaukee; WIXY(AM)-WAQY(FM) Springfield-East Longmeadow, MA; WFEA(AM)-WZID(FM) Manchester, NH, and WGAN(AM)-WMGX(FM) Portland, ME. Filed April 20.

■ **Meridian, MS** (BPCT920429KI)—Central Television Inc. seeks ch. 24; 25 kw; ant. 187 m. Address: P.O. Box 3660, Fort Pierce, FL 34948-3660. Applicant is headed by Frank K. Spain, and has no other broadcast interests. Filed April 29.

■ **Doolittle, MO** (BPH920506ME)—RBM Broadcasting Inc. seeks 104.5 mhz; 6 kw; ant. 100 m. Address: 1200 East Woodhurst, Building P, Springfield, MO 65808. Applicant is headed by Robert B. Mahaffey, and has interests in licensees of KRMS(AM)-KYLK(FM) Osage Beach and KTRR(AM)-KZNN(FM) Rolla, both Missouri, and KGGF(AM)-KUSN(FM) Coffeyville, KS. Filed May 6.

■ **Lake Ozark, MO** (BPH920501MB)—Herrin Broadcasting Inc. seeks 102.7 mhz; 6 kw; ant. 100 m. Address: 2279 Springs Landing Blvd., Longwood, FL 32779. Applicant is headed by Barbara Reichel, and is permittee of WVZA(FM) Herrin, IL. Filed May 1.

■ **Pattersonville, NY** (BPED920505MA)—Sound of Life Inc. seeks 90.7 mhz; .03 kw; ant. 199 m. Address: P.O. Box 777, Lake Katrine, NY 12449. Applicant is headed by Dennis Newcomer, and is licensee of WFGB(FM) Kingston and WLJP(FM)

Monroe, both New York, and holds CP's for stations in Hudson and Balmville, both New York. Filed May 5.

■ **Cottage Grove, OR** (BPH920430MF)—Thomton Pfleger Inc. seeks 100.5 mhz; 6 kw; ant. 35 m. Address: 321 Main St., Cottage Grove, OR 97424. Applicant is headed by Robert L. and Diane C. O'Renck, husband and wife, and is licensee of KNND(AM) Cottage Grove, OR. Filed April 30.

■ **Pioneer, TN** (BPED920508MD)—Cumberland Communities Communications Corp. seeks 89.3 mhz; 3 kw; ant. 234.4 m. Address: Rte. 1 Box 808, Duff, TN 37729. Applicant is headed by Tony Lawson, and has no other broadcast interests. Filed May 8.

■ **Webster Springs, WV** (BPH920507MR)—Cat Radio Inc. seeks 100.3 mhz; 1.3 kw; ant. 215 m. Address: WBUC Rd. Drawer C, Buckhannon, WV 26201. Applicant is headed by Richard R. Greene, and is licensee of WBUC-AM-FM in Buckhannon, WV. Vice president Norris D. Phillips' daughter Penny L. Phillips has interests in WBTQ(FM) Buckhannon, WV. Filed May 7.

Actions

■ ***Vall, CO** (BPED920304MG)—Returned app. of Public Broadcasting of Colorado Inc. for 90.1 mhz; 1.5 kw; ant. 47 m. Address: 2249 S. Josephine St., Denver, CO 80210. Applicant is headed by Frederic Bender, and is licensee of KCFR(FM) Denver and KPRN(FM) Grand Junction, both Colorado. Action May 5.

■ **Asbury, MO** (BPH910410MG)—Granted app. of William B. Wachter for 103.5 mhz; 6 kw; ant. 100 m. Address: 1612 Woodland Terrace, Pittsburg, KS 66762. Applicant has no other broadcast interests. Action May 11.

■ **Clovis, NM** (BPH910409MB)—Granted app. of Karen A. Mainieri for 102.3 mhz; 25 kw; ant. 100 m. Address: Quarters 6306-C, USAFA, Colorado Springs, CO 80840. Applicant has no other broadcast interests. Action May 8.

■ ***Providence, RI** (BPED880609MK)—Granted app. of The Wheeler School for 88.1 mhz; .1 kw; ant. 20 m. Address: 216 Hope St., Providence, RI 02906. Applicant is headed by Rhoda L. Flaxman, and has no other broadcast interests. Action May 1.

FACILITIES CHANGES

Applications

AM's

■ **Evanston, IL** WKTA(AM) 1330 khz—April 29 application of Polnet Communications Ltd. for CP to change PSSA-PSRA pwr to 24 watts non-da and make changes in antenna system.

■ **Greensburg, PA** WHJB(AM) 620 khz—May 1 application of WHJB Corp. for CP to reduce nighttime power to 350 watts; change TL to west side of Everglade Road and .55 mi. south of Rt 30, Hampfield Township, PA, and make changes in antenna system. 40 17 53 - 79 35 49.

FM's

■ **Lancaster, CA** KGMX(FM) 106.3 mhz—April 30 application of EricChandler Comm. of Antelope Val. for CP to change ERP: 3.66 kw (H&V); ant. 78 m.

■ **Thousand Oaks, CA** KNJO(FM) 92.7 mhz—April 27 application of Comedy Broadcasting Co. for CP change ERP: 1.52 kw (H&V) ant. 197 m.

■ **Cedar Key, FL** WVN(FM) 102.7 mhz—May 1 application of Karen Marie Voyles for mod. of CP (BPH-881115MD) to change ERP: 25 kw (H&V) class C3.

■ **Decatur, IL** WYDS(FM) 93.1 mhz—April 28 application of Howard G. Bill for mod. of CP (BPH-880407MU) to change TL: .83 km north of Rte. 30, 1.2 km NW of Elwin in Macon Co.

■ **Lafayette, IN** WKHY(FM) 93.5 mhz—April 27 application of U.S. Broadcasting Inc. for CP to change ant.: 75 m.

■ **Ankeny, IA KMXD(FM)** 106.3 mhz—April 30 application of V.O.B. Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Dodge City, KS KINF-FM** 91.9 mhz—May 4 application of Dodge City Community College for CP to make changes: ant. 68 m.; MSL: Dodge City; TL: proposed site is located at 3004 North 14th St., Dodge City.

■ **Jackson, KY WJSN-FM** 97.7 mhz—May 1 application of Intermountain Broadcasting Co. Inc. for CP to make changes: ERP: .895 kw (H&V), ant. 252 m.

■ **Morganfield, KY WMSK-FM** 95.3 mhz—May 6 application of Union County Broadcasting Co. Inc. for CP to change ERP: 6 kw (H&V); ant. 123 m.

■ **De Ridder, LA KROK(FM)** 92.1 mhz—April 27 application of West Central Broadcasting Co. Inc. for CP to make changes: ERP: 10.1 kw (H&V); ant. 152 m. TL: Old Singer oil field, 19 km west of SR27, 3.2 km north of Singer, LA; change class to C3 (per MM docket #90-123).

■ **Leesville, LA KVVP(FM)** 105.7 mhz—April 27 application of Stannard Broadcasting Co. Inc. for mod. of CP (BPH-910422IF) to change ERP: 9 kw (H&V); TL: .16 km west of US 171, Coopers, Vernon Parish, LA.

■ **Ville Platte, LA KVPI-FM** 93.5 mhz—April 20 application of Ville Platte Broadcasting Co. Inc. for mod. of license (BLH-3522) to change freq. from 93.5 mhz; to 92.5 mhz (per docket #91-57).

■ **Crisfield, MD WLSL(FM)** 96.9 mhz—April 28 application of Hoffman Broadcasting Inc. for CP to change ERP: 2.8 kw (H&V); ant. 123 m.; TL: Johnson Creek Rd., 1.9 km SE of Crisfield.

■ **Piedmont, MO KPWB-FM** 104.9 mhz—May 4 application of Hunt Broadcasting Group Inc. for CP to make changes: ERP: 25 kw (H&V), ant. 99 m., TL: 13.1 km NE of Piedmont in Reynolds County, MO; change class to 285C3 (per MM docket #91-274).

■ **Hastings, NE KEZH(FM)** 101.5 mhz—May 4 application of Heartland Radio Inc. for CP to make changes: ERP: 100 kw (H&V), ant. 306 m., TL: 1.3 m NW of Lowell, NE, on bearing N 302 deg. E.

■ **Carson City, NV KBUL(FM)** 98.1 mhz—April 29 application of Citadel Associates Ltd. for CP to change ERP: 72.5 kw H&V; ant. 697 m.

■ **Ocean Acres, NJ WQNJ(FM)** 98.5 mhz—April 24 application of Seaira Inc. for mod. of CP (BPH-870430NM) to make changes; change antenna supporting-structure height.

■ **New Paltz, NY WFNP(FM)** 88.7 mhz—April 29 application of State University of New York for CP to change principal community from New Paltz to Rosendale, New York.

■ **Elizabethtown, NC WGQR(FM)** 105.7 mhz—May 4 application of Sound Business Inc. for mod. of license to increase ERP: 4.3 kw (H&V) (per docket #88-375).

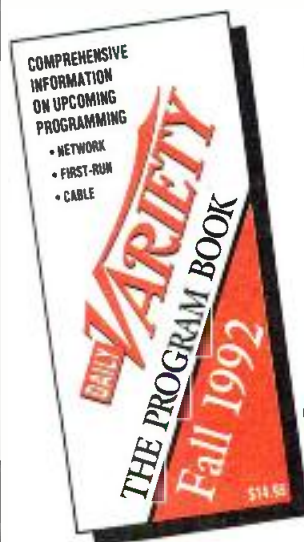
■ **Klamath Falls, OR KLAD-FM** 92.5 mhz—April 29 application of B&B Broadcasting Inc. for mod. of CP (BPH-870303IB) to change ant. 653 m.; change TL: tower located on Stukel Mt., 17 km SE of Klamath Falls, OR, at 141 ft. true.

■ **Boalsburg, PA WVCV(FM)** 92.9 mhz—April 28 application of Boalsburg Broadcasting Co. for mod. of CP (BPH-880219MQ) to make changes: ERP: .24 kw (H&V); ant. 351 m.; TL: Bald Knob, Tussey Mountain, Centre County, PA.

■ **Oil City, PA New FM** 96.3 mhz—April 30 application of Stephen M. Olszowka for mod. of CP (BPH-901217MK) to make changes: change ERP: 6.0 kw (H&V).

■ **Ridgeland, SC WSHG(FM)** 104.9 mhz—April 24 application of Mattox-Guest of South Carolina Inc. for CP to make changes: ERP: 16 kw (H&V); ant. 125 m.; change class to C3 (per MM docket #91-41).

■ **South Burlington, VT WXXX(FM)** 95.3 mhz—April 30 application of James Broadcasting Co. Inc. for CP to change ERP: 25 kw (H&V); ant. 85.7 m.; change freq. from 95.3 to 95.5; change to class C3



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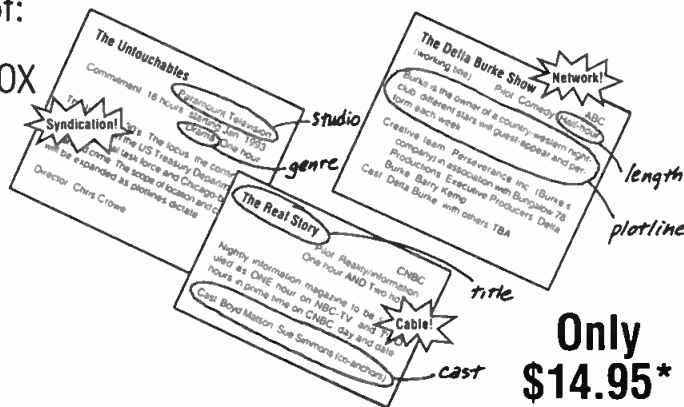
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(per MM docket #91-29).

■ **Roanoke, VA** WVTF(FM) 89.1 mhz—May 4 application of Virginia Tech Foundation Inc. for CP to change antenna supporting-structure height.

■ **Fairmont, WV** WFGM(FM) 97.9 mhz—May 6 application of Dailey Corp. for CP to change current 10 bay 37CP10 antenna to 6 bay ERI 11006E.

■ **Mayville, WI** WMVM(FM) 98.7 mhz—April 20 application of Molly E. Muth for CP to change ERP: 6 kw H&V, TL: NW quarter of section 28, town 12 north (township of Theresa), range 17 east, county of Dodge, WI, change antenna system from omnidirectional to directional antenna.

■ **Trempealeau, WI** WKBH-FM 105.5 mhz—April 27 application of Riverview Communications Inc. for CP to change ERP: 2.1 kw (H&V).

TV's

■ **Huntsville, AL** WHIQ(TV) ch. 25—May 7 application of Alabama Educational TV Commission for mod. of CP (BPET-900108KE) to change TL: 706 Read Drive SE, Huntsville, Madison County, AL; ERP (vis): 1225 kw; ant. 352 m.; antenna: Harris TWSC-23, (ST).

■ **Billings, MT** KPQD(TV) ch. 6—April 29 application of BHC Associates Ltd. for mod. of CP (BPCT-860110KG) to change ant.: 249 m.; TL: 8 mi. east of Billings at Quarry, off Hogan Road, .5 mi. from I-90 (Yellowstone County), (45-48-26 - 108-20-25); antenna: RCA TF5CM.

■ **Memphis, TN** WFBI(TV) ch. 50—May 1 application of Flinn Broadcasting Corp. for mod. of CP (BPCT-850108KF) to change ant. 347 m.; ERP (vis): 1,225 kw; TL: Raleigh-Lagrange Road north of highway 40, Memphis (35-10-26 - 89-50-57); antenna: Di-electric TFU-25G, (BT).

■ **Green Bay, WI** WPNE(TV) ch. 38—May 1 application of Educational Communications Board for mod. of license to reflect replacement of non-directional antenna.

Actions

AM's

■ **Athens, AL** WVNN(AM) 770 khz—Dismissed app. of Athens Broadcasting Co. Inc. (BP-900312AK) for CP to change day TL to .5 mi W of

Madison-Limestone County Line, on Hwy 72, 5.2 km NW of Madison, AL. 34 44 59 - 86 47 55. Action May 1.

■ **Scottsdale, AZ** KOPA(AM) 1440 khz—Granted app. of Great American TV and Radio Co. Inc. (BP-920212AA) for CP to correct coordinates to 33 28 43 - 111 56 24. Action April 29.

■ **Houghton Lake, MI** WHGR(AM) 1290 khz—Granted app. of Northland Communications Inc. (BMP-911008AB) for mod. of CP (BP911008AB) to change to daytime only. Action May 6.

■ **Mechanicville, NY** WMVI(AM) 1160 khz—Dismissed app. of Mechanicville Broadcasting Co. (BMP-880107AA; app. resubmitted nunc pro tunc: mod. of CP BP-810831AW) to change city of lic. to Clifton Knolls, NY; change TL: Grandview Drive, East Greenbush, NY; increase power to 50 kw, make changes in antenna system. 42 38 34 - 73 41 34. Action May 6.

■ **Waynesboro, PA** WEEQ(AM) 1330 khz—Dismissed app. of Mar-Bob-Ben (BP-881209AD) for CP to change city of license to Greencastle, PA; increase power to 5 kw; change TL to Greencastle, PA; and make changes in antenna system. 39 47 31 - 77 40 27. Action May 7.

■ **Riogeland, SC** WNFO(AM) 1430 khz—Granted app. of Walter M. Czura (BMP-920224AB) for mod. of CP (BP851112AU) to reduce power to .63 kw and make changes in antenna system. Action May 6.

■ **Lebanon, TN** WCOR(AM) 900 khz—Dismissed app. of Lebanon Broadcasting Inc. (BP-920317AA) for CP to change TL to highway 231, Lebanon. Action May 1.

FM's

■ **Merced, CA** KAMB(FM) 101.5 mhz—Granted app. of Central Valley Broadcasting Co. Inc. (BPH-920203IB) for CP to change ERP: 16.83 kw (H&V); ant. 258 m.; TL: atop Schultz Mt., 32.5 km northeast of central Merced at 62 degrees true. Action May 8.

■ **Key Largo, FL** WZMQ(FM) 103.9 mhz—Returned app. of Spanish Broadcasting System of FL (BMPH920409IF) for mod. of CP (BPH-910725IE) to make changes; change ERP: 50 kw (H&V), ant. 73 m.; TL: U.S. highway 1, mile marker 99.6, Rock

Harbor, FL. Action May 8.

■ **Trenton, GA** WBDX(FM) 102.7 mhz—Granted app. of RA-AD of Trenton Inc. (BPH-920115IE) for CP to change ERP: .318 kw (H&V); ant. 419 m.; TL: nine km east of Trenton, GA, on Lookout Mountain, High Point, Walker County, GA. Action May 4.

■ **Pana, IL** WXKO-FM 100.9 mhz—Granted app. of Southeastern Video Inc. (BMLH-900613KA) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action May 6.

■ **Jonesville, LA** KMES(FM) 101.1 mhz—Cancelled app. and deleted call sign of Jonesville FM Group Ltd. (BPH-851210MK) for CP for new FM; ERP: 3 kw H&V; ant. 327 m.; TL: 1.67 mi S. of US Rt. 84; 2.74 mi. E. of Rt. 565; and 3.49 mi W. of Rt 129, 4.2 mi SE of Jonesville (major environmental action). Action May 8.

■ **Lake City, MN** KQLW(FM) 102.5 mhz—Granted app. of Radio Ingstad Minnesota Inc. (BPH-910819IE) for CP to change ERP: 9.4 kw (H&V); ant. 161 m.; TL: 2.8 km ESE of junction of US Hwy 63 and MN Hwy 60 on bearing of 104°, Wabasha County; change to class C3 (per MM docket #90-408). Informal Objection denied 4-30-92. Action April 30.

■ **Lakeville, MN** KZPZ(FM) 105.1 mhz—Granted app. of Southern Twin Cities Area Radio Inc. (BMPH-910626IB) for mod. of CP (BPH-860317ML) to make changes; change ERP: 2.18 kw (H&V); ant. 167 m., TL: 4272 170th Street W, Empire Township, Dakota County, MN; 44 42 05 - 93 09 02; install directional antenna. Amended 10-16-91 to change ERP to 2.6 kw, ant. to 152 m. Action April 13.

■ **Los Lunas, NM** KZPY(FM) 106.3 mhz—Granted app. of Patricia Bennis Komorowski (BMPH-910904IE) for mod. of CP (BPH-880519OA) to change ERP: 100 kw (H&V); ant. 200 m.; TL: .3 mi. south of Rt. 6; change to class C1 (per MM docket #574) Action May 1.

■ **Oneonta, NY** WSRK(FM) 103.9 mhz—Granted app. of ultimate BCasting Network Inc. (BPH-911224ID) for CP to change ERP: 2.05 kw (H&V). Action May 11.

■ **Rensselaer, NY** WQBK-FM 103.9 mhz—Granted app. of Maximum Media Inc. (BPH-910930ID) for

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CP to change ERP: 6 kw (H&V). Action May 11.

■ **Fuquay-Varina, NC** WNNF(FM) 103.9 mhz—Granted app. of Ceder Raleigh Ltd. (BPH-910212IB) for CP to make changes: ERP: 10.1 max kw (H&V), ant. 159 m., TL: .5 km SW of intersection of SR 1404 and SR 1393, 6.8 km NE of Fuquay-Varina, change channel to 280C3 (per docket #89-435). Action May 11.

■ **Fargo, ND** KSMM(FM) 107.9 mhz—Granted app. of Nan E. Carlisle and Jitendra R. Patel (BMPH-901101ID) for mod. of CP (BPH-850712M6) to change ant. 233 m.; TL: SW quarter of SE quarter, section 21, T.139 N, R. 44 W, 4.9 km SE of Hawley, Clay Co., MN, change from class C to class C1. Action May 5.

■ **Washington, PA** WJPA-FM 95.3 mhz—Granted app. of Washington Broadcasting Co. (BPH-900627IC) for CP to change ERP: 4.2 kw H&V; other: change to directional antenna system. Action May 11.

■ **Humboldt, TN** WZDQ(FM) 102.3 mhz—Granted app. of Quality BCasting of Tennessee, Inc. (BMLH-900316KB) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action May 11.

■ **Hereford, TX** KMAZ(FM) 103.5 mhz—Forfeited and cancelled app. of Johnny V. Gomez (BPH-890123MR) for CP for new FM on 103.5 mhz, ERP: 50 kw H&V, ant. 150 m. 34 42 18 - 102 17 57. (major environmental action under section 1.1305); call sign deleted. Action May 8.

■ **Port Lavaca, TX** KPLV(FM) 93.3 mhz—Granted app. of Coastal Wireless Co. (BPH-911218IC) for CP to change ant.: 97 m.; TL: 3.4 km northeast of intersection of Hwy 87 and FM 1616 on south side of FM 1616 near Placedo, TX. Action May 5.

■ **Grundy, VA** WMJD(FM) 97.7 mhz—Granted app. of Virginia-Kentucky BCting Co. Inc. (BMLH-900710KB) for mod. of license to increase ERP: 1.4 kw H&V (per docket #88-375). Action May 4.

ALLOCATIONS

■ **Carmel Valley, CA** Proposed allotting channel 290A to Carmel Valley as its first local FM service. Comments are due July 6; replies July 21. (MM Docket 92-109 by NPRM [DA 92-557] adopted May 5, by Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Washington, LA** Effective June 29, substituted channel 284C3 for channel 284A at Washington; and modified license KNEK-FM accordingly. (MM Docket 92-29 by R&O [DA 92-566] adopted May 6 by Acting Chief, Allocations Branch.)

■ **Lincoln, Osage Beach, Steelville and Warsaw, all Missouri** Effective June 29 amended FM Table to substitute channel 228C3 for channel 228A at Osage Beach; modified license of KYLC(FM) accordingly; substituted channel 253A for channel 229A at Warsaw. (MM Docket 90-66, by R&O [DA 92-538] adopted April 29 by Acting Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Memphis, MO** Effective June 29, substituted channel 263C3 for channel 263A at Memphis; and modified license of KMEM(FM) accordingly. (MM Docket 92-19 by R&O [DA 92-562] adopted May 5 by Acting Chief, Allocations Branch.)

■ **Frona, TX** Effective June 29, substituted channel 234C2 for channel 236A at Frona; and modified license KGRW-FM accordingly. (MM Docket 89-618 by R&O [DA 92-552] adopted May 1 by Acting Chief, Allocations Branch.)

■ **Ravenswood, WV** Effective June 29, allotted channel 226A to Ravenswood as that community's second local FM service. Filing window opens June 30; closes July 30. (MM Docket 92-18 by R&O [DA 92-563] adopted May 5 by Acting Chief, Allocations Branch.)

The Acting Chief, Allocations Branch, by NPRMs adopted April 29, proposed amending FM Table for

following communities; comments due July 6, replies July 21:

■ **Lake City, MI** Allotting channel 285 to Lake City, reserved for noncommercial educational use. (MM Docket 92-104, DA 92-535.)

■ **Pequot Lakes, MN** Substituting channel 274C2 for channel 261A. (MM Docket 92-102, DA 92-537.)

■ **New London, MO** Allotting channel 290C3. (MM Docket 92-103, DA 92-536.)

ACTIONS

■ **Adopted rule** to expressly prohibit broadcast of hoaxes that are harmful to the public. New rule will prohibit broadcast licensee or permittee from knowingly broadcasting false information concerning crime or catastrophe if it is foreseeable that broadcast of such information will cause substantial public harm, and broadcast of information does in fact directly cause such harm. (MM docket #91-314, report DC-2106, by Commission May 14 by R&O [FCC 92-208].)

■ **Confirmed, clarified or revised** various aspects of its Political Broadcasting Report and Order released last December 23 in which it issued detailed and comprehensive rules designed to ensure that broadcasters, candidates, advertising buyers and public are fully apprised of duties required by, and rights accorded under, Communications Act with respect to political advertising. (MM docket #91-68 report DC-2109, by Commission May 14 by MO&O [FCC 92-210].)

■ **Decided** on several critical issues and seeks further comment on additional proposals, affecting the implementation of advanced television (ATV) service in United States. (MM docket 87-268 [FCC 92-174] by SR&O & FNPRM adopted April 9 by Commission.)

■ **Extended** to June 2 and June 22, dates for filing comments and replies, respectively, in proceeding involving the reexamination of Policy Statement on comparative broadcast hearings. (GC docket 92-52, by Order [FCC 92-032] adopted May 8 with release date of May 11 by General Counsel.)

■ **Ordered** amendment of Part 1 of Commission's technical rules for schedule of charges for mass media services and common carrier services. (By Order [DA 92-542] adopted April 23 by Managing Director.)

■ **Proposed** exempting two new systems of records from certain provisions of the Privacy Act of 1974-Criminal Investigative Files and General Investigative Files. Comments are due June 11, replies June 26. (MD Docket 92-92 by NPRM [FCC 92-182] adopted April 16 by the Commission.)

■ **Proposed** specific methods to improve its Multi-point Multichannel Distribution Service (MMDS) licensing procedures (wireless cable, 2.1 and 2.5 ghz bands). (PR docket 92-80 [FCC 92-173] by NPRM adopted April 9 by Commission.)

■ **Proposed** rewriting Public Mobile Services Rules; first major overhaul of Part 22 of the rules since 1983. There has been an extraordinary growth in mobile services that requires industry to respond promptly to rapidly changing technology and the changing needs of consumers. Proposed changes in Part 22 would help industry meet these goals. (CC docket 92-115, Report DC-2107.)

■ **Proposed** various approaches to relaxing national and local ownership restrictions on television broadcasters, radio-television crossownership prohibition, and certain restrictions on broadcast television networks, to enable them to adjust to changing communications marketplace and to meet needs of public. (MM docket #91-221, report DC-2110, by Commission May 14 by NPRM [FCC 92-209].)

■ **Upheld** earlier determination that federal law preempts state causes of action dependent on any determination of "lowest unit charge" under Section 315(b) of Communications Act or any other duty arising under that subsection. (Report GN-109, general action, by Commission May 14 by Order [FCC 92-211].)

■ **Fort Smith and Fayetteville, AR** Designated for hearing two mutually exclusive applications for new FM's on channel 209A at Fort Smith and on channel 207C2 at Fayetteville. (MM docket 92-107, by Order [DA 92-558] adopted May 5 by the Chief, Audio Services Division, Mass Media Bureau.)

■ **Carmel, et al., CA** Granted, in part, Petition for Reconsideration of request to allot channel 236A as community's first local FM service. (By MO&O [DA 92-556] adopted May 5 by the Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Castle Rock, et al., CO** Issued Orders to Show Cause to Krystal Broadcasting Inc., licensee of station KYSL(FM) and to Colorado Springs Radio Broadcasters, Inc., licensee of station KILQ-FM as to why their licenses should not be modified. (MM docket 89-172 [DA 92-498] adopted April 20 by Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Bethany Beach, DE** Designated for hearing two mutually exclusive applications for new FM station on channel 278A. (MM docket 92-106, by Order [DA 92-559] adopted May 5 by Chief, Audio Services Division.)

■ **Fenwick Island, DE** Approved settlement agreement and granted amended application of Delaware Shore Broadcasting Partnership for new FM at Fenwick Island; denied application of Fenwick Island Broadcast Ltd.; and dismissed with prejudice application of Fenwick Island Communications Inc. (MM docket 87-236 by Decision [FCC 92R-36] adopted May 4 by Review Board.)

■ **Crestview and Westbay, FL** Denied petitions for rulemaking filed by Crestview Broadcasting Company Inc. proposing substitution of channel 284C1 for channel 284C2 at Crestview and Tres Amigos Communications requesting allotment of channel 282A to Westbay. (MM docket 90-91 by R&O [DA 92-561] adopted May 5 by Acting Chief, Allocations Branch.)

■ **Macon, Warner Robins, Griffin and Milledgeville, all Georgia** Designated for hearing mutually exclusive applications, three for new noncommercial educational FM and one for modification of existing noncommercial FM (WXGC(FM), Milledgeville.) (NH docket #92-110, by Order [DA 92-560] adopted May 5 by Chief, Audio Services Division.)

■ **Corydon, IN** Affirmed decision by Review Board which granted application of Harrison County Broadcasting Co. for new FM on channel 229B in Corydon, IN; denied Pruitt and Owen review of that decision. (MM docket 87-559 by Order [FCC 92-204] adopted May 6 by Commission.)

■ **Wichita, KS** Consented to assignment of licenses for stations KQAM(AM) and KEYN-FM, Wichita, KS, from Radio Management Services, Receiver, to Clear Channel Communications Inc. (By MO&O [FCC 92-195] adopted April 20 by Commission.)

■ **Virgie, KY** Accepted settlement agreement and granted application of Kenneth Osborne for new FM on channel 298A at Virgie and dismissed competing application of Hobart C. Johnson. (MM docket 91-197, by MO&O [FCC 92R-37] adopted May 4 by the Review Board.)

■ **Charleston, MO** Denied South Missouri Broadcasting Co. Inc., reconsideration of return of its application for new FM on channel 291A in Charleston. (By MO&O [FCC 92-200] adopted May 1 by the Commission.)

■ **Redmond, OR** Dismissed petition for rulemaking to allot channel 259C3. (MM docket 91-266, by R&O [DA 92-551] adopted May 1 by Acting Chief, Allocations Branch.)

■ **Winchester Bay and Sutherlin, both Oregon** Dismissed request by Colleen E. Fafara to reallocate channel 266A from Sutherlin to Winchester Bay. (MM docket 91-256 [DA 92-497] adopted by Acting Chief, Allocations Branch.)

■ **Hormigueros, PR** Denied Aurio Matos reconsideration of R&O allotting channel 291A. (MM docket 86-433, by MO&O [DA 92-539] adopted April 28 by Chief, Policy and Rules Division.)

Fifth Estater

ROBERT GREGORY MEIDEL

With his golden hair and engaging smile, Greg Meidel looks the part of the typical California-born beachcomber, but his emphasis on cultivating friendships comes from a Midwestern upbringing in the central Illinois town of Danville.

Meidel, who racked up an impressive 13-year sales career at Paramount Domestic Television before joining Twentieth Television as president of domestic syndication sales earlier this year, is the first to emphasize that Danville—an agricultural-based city of 40,000 people, 120 miles south of Chicago—is far from a backwoods burg. His parents, moving him to Danville at age three, exposed Meidel to an unexpected bumper crop of homegrown talent: dancer Donald O'Connor, brothers Dick and Jerry Van Dyke, singer Bobby Short, actor Gene Hackman and movie/music executive Irving Azoff.

Recently, Meidel's mother, Anne, traveled back to Danville to attend a celebrity fund-raiser for a local theater, reviving in Meidel memories of the unlikely star appeal of the town. "I know it sounds camp, but it was really exciting to see the old hometown holding a parade for the Van Dyke brothers, Gene Hackman and Donald O'Connor," Meidel recalls. In fact, Meidel, who was at Paramount during his mother's Danville trek, called the production staff at *Entertainment Tonight* to suggest that a television crew cover the event.

Meidel is more than equal part Californian, however. At the age of 14 his family moved back, and he completed his prep school career at upper-crust Palm Springs High School in 1971, followed by college at UCLA, where he majored in the motion picture and television sciences. After graduation in 1976, Meidel landed an account executive position at now-defunct Four Star Entertainment in Los Angeles, selling such off-network Western series as *Big Valley* and *Wanted Dead or Alive*.

In the course of closing series deals with then-KCOP(TV) Los Angeles General Manager Rich Frank, who would



later head up domestic TV distribution at Paramount before moving on to Disney, Meidel found himself on the other end of a sales pitch. "One of the best pitches I ever received was from Rich to join Paramount," Meidel says.

He joined the studio in 1979, heading up Southwestern sales out of Paramount's Dallas office. Although he spent as much as 90% of his time on the road, Meidel insists that off-network launches of such series as *Happy Days*, *Laverne & Shirley* and *Taxi* "really pretty much sold themselves."

Paramount has boasted a flock of top names: Barry Diller, Michael Eisner, Rich Frank and Mel Harris. It was with the arrival of the latest, Lucie Salhany, as president of Paramount Domestic Television in 1985, that Meidel and his sales force would achieve their greatest success in first-run syndication.

When Salhany arrived, *Entertainment Tonight* was nosediving in the ratings toward likely cancellation, but she quickly called in the sales, re-

search and promotion departments to do a "complete re-examination" of the first-run strip.

"The morale of the sales staff was getting lower, particularly with the complete disaster [cancellation] of *America*, and *ET* down-trending in the ratings," Meidel recalls. "We had a tough time securing renewals, but Lucie made it our mandate to be back at the top. She instilled a work ethic at Paramount, and it exists today here at Fox."

After taking Paramount to new heights in first-run syndication with the lucrative launches of *Star Trek: The Next Generation*, *The Arsenio Hall Show* and *Hard Copy* during the latter half of the 1980's, Salhany grew restless for a new challenge. Paramount alumnus and then-Fox Inc. Chairman Barry Diller offered her the chairmanship of Twentieth Television, presenting her with a first-time opportunity to run the network and syndication production divisions.

Unfortunately for Paramount, Meidel, who developed a close working alliance with Salhany, had similar aspirations to take over a syndication division. Not long after making the move to Fox, Salhany offered Meidel the presidency of domestic television at Twentieth, which also gave him the chance to get involved in program development and production for syndication, as well as for the network division.

"Paramount is like IBM, in that it has a diversity of product, while Fox is like Apple Computers, an opportunistic company with a strong entrepreneurial spirit," Meidel says. "It's just great to be part of a studio that has a truly global approach, yet still has a lot of future growth potential." ■

President, domestic television, Twentieth Television (syndication), Los Angeles; b. April 22, 1953, Corona, Calif.; BA, motion pictures, television, UCLA, 1976; account executive, division manager, Four Star Entertainment, Los Angeles, 1976-79; southwest division manager, Paramount Domestic Television, Dallas, 1979-81; vice president, regional manager, southwest division, Paramount Domestic Television, Dallas, 1981-83; senior vice president and general sales manager, Paramount Domestic Television, Hollywood, 1983-89; executive vice president and general sales manager, Paramount Domestic Television, Hollywood, 1989-92; present position since February 1992.

Fates & Fortunes

MEDIA



Boyer

Jim Boyer, station manager, KOMO-TV Seattle, joins KATU (TV) Portland, Ore., as general manager.

William T. Reed, consultant, Corporation for Public Broad-

casting, and former senior VP, Public Broadcasting Service, joins KCPT(TV) Kansas City, Mo., as executive VP.

Luz Erdmann, general sales manager, KFI(AM)-KOST(FM) Los Angeles, joins co-owned KSRF(FM) Santa Monica, Calif., and KOCN(FM) Newport Beach, Calif. (simulcasting as "MARS-FM"), as general manager.

Joseph J. Armao, station manager, WFLA(AM)-WFLZ-FM Tampa-St. Petersburg, Fla., joins WEEP(AM)-WDSY(FM) Pittsburgh as VP and general manager.

Bob Houghton, formerly with WBBM(AM) Chicago, KRLD(AM) Dallas and WCCO(AM) Minneapolis, joins WGST(AM) and Georgia Radio News Network, Atlanta, as general manager. **Melinda Tompkins**, from Host Communications, joins GRNS, Atlanta, as operations manager.

Chuck Jewell, formerly with WHO(AM)-KLYF(FM) Des Moines, Iowa, joins KIOA-AM-FM there as station manager.

SALES AND MARKETING

Chris Kager, VP, sales and marketing, WFXT(TV) Boston, joins Columbia Pictures Television Distribution, New York, as VP, advertising sales and marketing.

Ted Kelly, director of marketing and promotion, WOGL-FM Philadelphia, joins WCBS-FM New York in same capacity.

Lois Jane Friedman, president, LJF Broadcast Marketing Inc., joins Telemundo Group Inc., New York, as VP, marketing.



Tritini

Laurie Tritini, manager of promotion and publicity, Hearst Entertainment, New York, named director of advertising and publicity.

Stan Weil, VP, sales manager,

Turner Entertainment Network, Atlanta, named senior VP, sales, Children's Entertainment for Turner Broadcasting Sales Inc.

Patricia E. Breman, marketing consultant, Richmond, Va., joins Television Bureau of Advertising there as manager, local advertiser marketing.

Harley Park, from Internart Broadcasting Group, Jacksonville, Fla., joins Radio Advertising Bureau, New York, as senior VP and chief financial officer.

Paula McDermott, from Lifetime Television, Astoria, N.Y., joins WPVI-TV Philadelphia as marketing and research associate.

Tom Olson, account executive, advertising sales, USA Network, New York, named director, advertising sales, Sci-Fi Channel, scheduled to be launched in September.

Harry L. Thornton, account executive, WJKA(TV) Wilmington, N.C., joins WKFT(TV) Fayetteville, N.C., as general sales manager.

David B. Stevens, regional sales manager, WBYR(FM) Van Wert, Ohio, joins WKJG-TV Fort Wayne, Ind., as account executive.

W.J. Maurer, VP, marketing, White Management Corp., joins Metrobase Cable Advertising, Utica, N.Y., as general sales manager, New York State region.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Michael**

S. Hutchinson, creative director, and **Marci K. Ranger**, account director, named VP's. **Arlo Oviatt**, formerly with Leo Burnett, Chicago, named copywriter.

PROGRAMING

Cathy Egan, director of station marketing, John Blair Communications and Blair's marketing director, KCAL(TV) Norwalk, Calif. (Los Angeles), joins CBS Television Stations, New York, as director, Olympic sales and marketing.

Mary Ann Pasante, VP, Latin American sales, Turner Broadcasting, joins Worldvision Enterprises, Los Angeles, in same capacity.

Roland Poindexter, formerly with ABC-TV, joins Nelvana Entertainment Ltd., Los Angeles, as manager of development.



Karo

Richard Karo, VP, program development, Hearst Entertainment International, joins The Limelight Group, Hollywood, as president and chief operating officer.

Laurie K. Turner, VP, accounts, Broyles & Associates, joins Republic Pictures Television and Domestic Distribution, Los Angeles, as director of marketing.

Steven Smith, VP, controller, Orion Television, joins DIC Enterprises, Burbank, Calif., as senior VP and chief financial officer.

Gail Stern, director of marketing, Godiva Chocolatier Inc., New York, joins Children's Television Workshop's products group there as product manager.

Robin Haas and **Steve Morrow**, account executives, syndication sales, GGP syndicator, named director, East Coast sales, Astoria, N.Y., and

director, West Coast sales, Corte Madera, Calif., respectively.

Alan Duke, senior VP, Grant/Tribune Productions, Los Angeles, named executive VP.

Michael Pack, founder and president, Manifold Productions Inc., New York-Los Angeles, joins Worldnet Television and Film Service, Washington, as director.

Appointments at Quality Family Entertainment Inc., New York: **Stella Giammasi**, communications consultant, named head of communications and design; **Cindy Bernstein**, executive assistant, named marketing coordinator, and **Elizabeth Schlamm**, license assistant, named assistant license manager.

Jim DeBellis, traffic manager, Conus Communications, Minneapolis-St. Paul, named manager of transponder sales and traffic.

Larry Y. Higgs, president and executive producer, Group Visionary Productions Inc., Los Angeles, joins TeleProductions International Ltd., Chantilly, Va., as president and general manager.

Cheryl R. Simon, former director of event operations, Viewer's Choice, Pay-Per-View Network Inc., joins Thursday Night Concerts, New York, as VP, affiliate relations.

Mary Anne Perry, news director, WGRX(FM) Westminster, Md., joins WLIF-FM Baltimore as air personality.

Mark Wainwright, New York-based freelance talk show host and former air personality, WHP(AM) Harrisburg, Pa., rejoins WHP as midday talk show host.

Quinn Klinefelter, morning host, WVPE(FM) Elkhart, Ind., joins Wisconsin Public Radio, Green Bay, Wis., as program host and producer.

Appointments at Vision Interfaith Satellite Network (VISN), New York: **Cynthia Dickason**, director of operations, named VP, operations; **Hilary Maddux**, director of programming, named VP, programing, and **Portia E. Badham**, associate director, public affairs, Children's National Medical Center, Washington, named promotion director.

Carl Hooper, commercial producer, KCPM(TV) Chico, Calif., named production manager.



ACCOLADES IN DALLAS

Women in Cable honored industry professionals in Dallas at its annual Accolade Breakfast. 1992 Accolade Awards were presented to individuals and companies who have demonstrated outstanding commitment to personal and professional goals. Recipients include (l to r): Jack Stanley, ATC; Angela Gerken, Creative Media Solutions; Patti Rowe, Jones Intercable; James O'Brien, Jones Intercable; Sharan Wilson, Netlink; Roy Bliss, United Video-WGN-TV Chicago; Netty Douglass, Monitor Channel; Virgil Reed, Warner Cable; Tracy Jenkins, Jones Intercable. Recipients not pictured: Barbara York, NCTA, and Oprah Winfrey, Harpo Productions.

NEWS AND PUBLIC AFFAIRS

David Tabacoff, senior producer, *The '92 Vote*, ABC News, New York, named senior producer, *20/20*. **Justin Friedland**, senior producer, *World News This Morning*, ABC News, New York, has been temporarily reassigned as senior producer, *The '92 Vote*.



Chandler

Angeles, named news director.

Kenneth Carlos Herrera, morning anchor, NBC Radio, Washington, joins WWJ(AM) Detroit as anchor and reporter.

Caroline Sarnoff, weekend anchor, producer and reporter, KCAU-TV Sioux City, Iowa, joins WTAJ-TV Altoona, Pa., as 6 and 11 p.m. co-anchor and special assignment reporter.

Susan Hudson, public affairs producer, KJY-FM Des Moines, Iowa, named morning anchor.

Hendrik Sybrandy, general as-

Nancy Chandler, anchor, WITI-TV Milwaukee, joins WTMJ-TV there as 6 p.m. co-anchor and reporter.

Jose Rios, managing editor, KTTV(TV) Los

signment reporter, WRTV(TV) Indianapolis, joins KMGH(TV) Denver in same capacity.

TECHNOLOGY

Gerta Lind, from Action Video, joins Editel/Los Angeles, as digital graphics designer.

Jim Shelton, director, DBS Authorization Center and IPPV operations, General Instrument's VideoCipher division, San Diego, Calif., named VP, programer services. **Rick Segil**, director of product management, GE's VideoCipher division, San Diego, Calif., named director of DigiCipher sales and marketing.

Hubert R. Beavers, technical manager, KAAM(AM)-KZPS(FM) Dallas, named VP, technical operations.

Lorna Levine, director of client relations, Soundtrack Music, joins Howard M. Schwartz Recording Inc., New York, as operations manager and director of client relations.

Marc Bressack, national products sales manager, A.F. Associates Inc., Northvale, N.J., named director of sales, cable television systems.

Evan H. Krachman, sales representative, Turner Engineering, joins Nikon Electronic Imaging Products, Melville, N.Y., as sales specialist, video products.

Fred Hamilton, formerly with EDS Video Services, joins Satellite

TATE ELECTED CPB CHAIRMAN

Corporation for Public Broadcasting Vice Chairman Sheila Tate, former press secretary to Nancy Reagan, was unanimously elected CPB chairman last Tuesday. Board member Honey Alexander, wife of Education Secretary Lamar Alexander, was elected vice chairman.

Alluding to the current debate over CPB's authorization in the Senate, Tate said during last week's board meeting that the corporation is in the midst of "probably the most significant re-examination of our purpose." A vote on the authorization has been delayed since last March over objections from some Republican senators over the amount of the authorization (more than \$1 billion over three years, 1994-96) and the content of some CPB-funded programming. A compromise on the authorization bill (S. 1504) is believed to be near, and resumption of Senate floor debate was, as of late last week, expected to begin soon.



-JS

Network Systems, St. Paul, as sales manager, Central and Northwest regions.

Robert Briskin, chief technology officer, Satellite CD Radio, Washington, named chairman and CEO.

PROMOTION AND PR

Wendy Ehrlich, manager, creative services, Warner Bros. Corporate Marketing & Advertising, Burbank, Calif., named director, creative services.

Ken Krupka, creative director, Travel Channel, joins Sci-Fi Channel, New York, as manager, on-air promotion.

John Bianchi, senior publicist, Cable News Network, joins CBS News, New York, as press representative, *CBS This Morning* and *Up to the Minute*.

Mike Jackson, promotion manager, KCNC-TV Denver, named director of creative services.

Alan Foster, executive producer, local news and public affairs programming, WGBH-TV Boston, joins WITF-TV Harrisburg, Pa., as director of creative services and production.

Joyce Simpson, manager, advertising and publicity, Warner Bros. International, Burbank, Calif., named director of advertising and publicity, Far East, Warner Bros. International.

Steve Miller, promotion manager, WBZ-TV Boston, joins KING-TV Seattle as creative director. **Jack Quinlan**,

formerly with Eddie Bauer Inc., joins King Broadcasting Inc., Seattle, as director of human resources.

ALLIED FIELDS



Ross as partner resident, concentrating in telecommunications group.

Stephen R. Ross, former Chief of Federal Communications Commission's Cable Television Branch, joins Ross & Hardies law firm, Washington,

Emilia Dumitru, head of international relations, Romanian Ministry of Communications, became U.S. Telecommunications Training Institute, Washington, 2,500th graduate.

Larry Marcus, chief financial officer, River City Broadcasting, St. Louis, Mo., elected president of Broadcast Cable Financial Management Association.

Pierson G. Mapes, president, NBC-TV, named recipient of Frederic W. Ziv Award from University of Cincinnati College-Conservatory of Music.

Charles Devine, producer, *Sno Country Reports*, New England Ski Areas Council, Woodstock, Vt., named director of broadcast operations.

Sunny Meriwether, news director, KEDM(FM) Monroe, La., elected president of board, Louisiana Associated Press Broadcasters Association.

DEATHS



Lawrence Welk, 89, host/conductor, long-running ABC-TV program *The Lawrence Welk Show*, died May 17 in Santa Monica, Calif. of pneumonia.

Welk

Welk took his music career to broadcasting in mid-1920's with appearances on WNAX(AM) Yankton, S.D. His six-piece band, "L.W.'s Hotsy Totsy Boys," were regulars by 1927, and band continued to grow and be heard through 1930's and 1940's. In 1951 Welk gained popularity on West Coast, where he was seen on Los Angeles TV. ABC put *The Lawrence Welk Show* on Saturday nights in 1955, where Welk's popular phrases, such as "wunnerful, wunnerful" and "a-one, a-two, a-three," and easy-listening, easy-to-watch style appealed to American audiences until 1971. After cancellation of *The Lawrence Welk Show*, Welk syndicated his program, continuing original programming through 1982 and enabling him to have 27 years as first-run performer. He is survived by his wife and three children.

Joseph G. Rose, 69, retired executive, WJLA-TV Washington, died of heart attack May 11 in Arlington, Va. Rose had 20-year tenure with John Blair and Co. before joining WJLA-TV in 1977. He retired in 1988. He is survived by his wife; six children; sister, and 15 grandchildren.

Howard Smiley, 77, president emeritus, California Association of Broadcasters, died of stroke May 15 in Sacramento, Calif. Smiley retired from CAB in 1983 after 18-year tenure. He previously worked at KCRA-AM-TV and KFBK(AM), all Sacramento, and was president and chief executive of Transtower.

Skip Stephenson, 54, TV comedian, died May 18 of heart attack in Los Angeles. Most recently, Stephenson co-hosted TV series *Real People*, from 1979 to 1984.

Monday Memo

“The sheer visibility of successful, coordinated licensing is a strong enticement for signing advertisers.”

As networks face eroding viewership and increased competition, advertisers must seek added impressions and expanded delivery of their commercial messages, and producers must search for new means to cope with skyrocketing production costs. Merchandise and promotional licensing is providing some key answers for the industry's most competitive players.

Many types of programing have been successfully licensed for decades. Through the 1980's, for example, many of the most successful licensing campaigns were based on children's television characters. Simultaneously, entertainment licensing has grown and captured an ever-growing teen and adult market. Properties including “Batman,” *Beverly Hills, 90210*, *In Living Color*, *Star Trek*, *Saturday Night Live* and MTV have spanned demographic groups from children to young adults.

Among the benefits a comprehensive merchandise campaign can offer a live-action television program are:

- Early defrayment of production costs.
- Generation of significant revenue streams.
- Reinforcement of the core demographics and the program's basic appeal.
- Free advertising and promotional opportunities.
- Creation of millions of additional positive impressions.

Considering the ever-rising costs of production, licensing becomes an even more attractive and profitable option. Syndication, though quite profitable in the long run, usually doesn't begin to bear fruit for production companies until three years after a show has premiered on a network. With licensing, however, these companies can rather quickly begin to collect royalties. Companies that have the foresight to recognize the power of program licensing can have a marketing partner already in place when looking to launch a new show, thus presenting a stronger package at the bargaining table.

The near-perfect synergy that can exist between program and merchandise in a well-defined licensing cam-

paign can actually help drive viewership. The program's weekly episodes continually fuel viewers' desire for its characters and plots, while licensed product offers status and a tangible extension of the television program. A viewer's emotional ties to a particular TV program are also reinforced through his or her ability to “own a part of it.”

Additionally, important promotional licensing opportunities at both the national and regional levels exist for advertisers, networks and affiliates. By offering program-licensed promotional, premium and sweepstake tie-ins to

advertisers, both networks and affiliates are presenting an extension of Hollywood's magic through direct participation in a television program. In today's marketplace millions of added positive impressions from promotional licensing hold significant value. The sheer visibility of a successful, coordinated licensing effort also is a strong enticement for signing advertisers.

It is important to the credibility of the program that the licensing agency be held accountable for the focus and quality of the campaign. All marketing partnerships attached to the campaign must uphold the integrity of the show.

The television industry as a whole has yet to take advantage of several obvious licensing opportunities. Soap operas, for instance, have been vastly

under-leveraged, which is ironic given the fact that networks have a lock on daytime television and the soaps have the most rabid following of all non-sports television programing. These heavily watched shows easily lend themselves to a myriad of opportunities, including sweepstakes involving most consumer packaged-goods brands, yet merchandise and promotional licensing have been greatly overlooked.

As the competition for viewers' attention increases and marketing dollars available to promote television programs shrink, the impressions and revenue generated by licensed merchandise and promotions grow in importance to the industry. Television and advertising executives must now work together to take full advantage of all licensing has to offer their programs and products. ■



*A commentary by Debra Joester,
president, Hamilton Projects, New York*

Broadcasting In Brief

FCC hit a new high with its indecency fines last week, levying a tentative **\$25,000 penalty on KGB-FM San Diego** for a series of morning-drive broadcasts in early 1990. FCC said the record fine was justified, given the station's broadcast of a song ("Candy Wrapper") that had previously been found to be indecent and its repeated broadcast of another ("Sit on My Face") the station itself acknowledged to be offensive. A decision on whether to challenge the fine has not been made, said station GM Tom Baker, but offending broadcasts were "isolated incidents totally at odds with what station and company stand for."

Taking a new tack in defending against pending FCC indecency charges, **WLUP(AM) Chicago sent the agency an 18-minute video collection and transcripts of recent television programming** dealing with explicit sexual themes. It was to make the point that the allegedly indecent programming on WLUP—brief

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending May 10. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	13.0/227/99
2. Jeopardy!	11.4/218/98
3. Oprah Winfrey Show	10.9/231/99
4. Star Trek	10.8/245/98
5. Entertainment Tonight	7.9/191/96
6. Married...With Children	7.6/175/93
7. A Current Affair	7.4/177/94
8. Wheel Of Fortune-wknd	6.9/182/82
9. Cosby Show	6.6/202/97
10. Inside Edition	6.4/136/89
11. Donahue	6.2/231/99
12. Hard Copy	5.5/176/92
13. Sally Jessy Raphael	5.3/211/98
14. WKRP in Cincinnati	4.8/239/99
15. Geraldo	4.7/171/87

segments of the *Steve and Gary Show* and the *Kevin Matthews Show* that deal with penis size—are consistent with "programming commonly found on radio and television programs throughout the Chicago area." "This is not a taboo topic on today's airwaves," Evergreen argues.

NEVADA TV'S FILE SUIT OVER GAMBLING AD BAN

Two Nevada NBC affiliates have filed suit against the federal government and the FCC, charging that their ban against gambling advertising is unconstitutional.

Sunbelt Broadcasting Co.'s KVBC(TV) Las Vegas and KRNv(TV) Reno filed on May 14 in federal district court in Nevada. The suit is a reaction to an "aggregation of events," namely a series of exceptions to the ban (such as state lottery commercials and advertisements of contests using 900 telephone numbers) that have been passed over the years, according to Janet Rogers, Sunbelt corporate counsel and part owner. The FCC would not comment on the suit; it and the government have 60 days to respond.

The suit comes at a time when TV stations are struggling to find new sources of ad revenue. While broadcasters are allowed to air ads for casinos, hotels and restaurants, no mention or pictures of any gambling activities are allowed. Airing such spots is a federal crime, punishable by a \$1,000 fine and a one-year prison term, according to Rogers.

The idea of bringing the suit was discussed at the Nevada Broadcasters Association convention, but no other stations have joined in the action. Rogers says Sunbelt decided it would be easier to go it alone, but she did not rule out the possibility of other stations joining later.

—SDM

TV station revenue increased 3.6% in April, according to the monthly "flash" time sales survey released by the Television Bureau of Advertising. Affiliate revenue improved 3.5%, while independent sales increased 3.9%. Local revenue increased 6.7% and national spot sales declined 0.1%. Comparisons may have been helped some because Easter fell in April this year—in 1991 the holiday fell in March.

This Thursday, May 28, **Zenith Electronics Corp. will demonstrate a 75-mile, over-the-air transmission of its Digital Spectrum Compatible HDTV system** for an invited audience in Glenview, Ill. The broadcast will originate at noncommercial WMVT(TV) Milwaukee. To date, the longest broadcast transmission of digital HDTV was General Instrument's 10-mile demonstration in Washington two months ago (BROADCASTING, March 30).

King World Productions has sent word out to Allen Funt Productions that it **will not pick up its option to syndicate *Candid Camera*** for a second season in 1992-93, according to Peter Funt, son of the show's creator and consultant, Allen Funt (see "Closed Circuit," page 10). Industry observers expected the series would not return due to nagging rating problems.

Another major rookie first-run strip, ***Now It Can Be Told*, from Tribune Entertainment Co., will discontinue stripping at the end of this season.** The Chicago-based syndicator, instead, has slated host Geraldo Rivera to host a pair of prime time investigative specials titled *Geraldo—Now*.

Tribune Broadcasting's **WGN-TV Chicago is looking to take *The Tonight Show* head-on by moving *The Dennis Miller Show* from its**

1:30 a.m. slot to 10:30 p.m., effective June 15. Don Hacker, Tribune president, distributor of *Dennis Miller*, believes the show has an opportunity to pick up viewers who may defect from *The Tonight Show*, with new host Jay Leno.

The Iowa legislature passed a bill early last Friday (May 22) **blocking the proposed sale of Iowa State University's WOI-TV Ames, Iowa**, to Citadel Communications Co. for \$12.7 million (see "Changing Hands," page 31). According to Iowa legislature officials, state code prohibits the school's board of regents from selling real estate without approval of the state's executive council. A contract for the sale has yet to be drafted.

Jacor Communications reported an \$11.7 million loss, or \$1.28 per share, in the first quarter of **1992**. Boosted by \$13 million from the sale of radio stations, Jacor reported pre-tax earnings of \$8 million, or \$0.66 per share for the first quarter of 1991. Much of the 1992 loss—\$7.1 million—was attributed to early termination of an interest rate protection agreement.

The May sweeps ratings in San Francisco, where NBC affiliate KRON-TV and CBS affiliate KPIX-TV continued with their test of shifted 7-10 p.m. prime time lineups, marked the second straight sweeps period without ratings growth. **KRON suffered an 11% share decline from May 1991** (when it had an 8-11 p.m. prime time) with a third-ranked 10.1 rating/17 share average (NSI, April 23-May 20), **and KPIX-TV remained flat** with a 10.7/18 Monday-Sunday average. ABC O&O KGO-TV, which stayed with an 8-11 prime time, improved 6% from a year ago with an 11.3/19 average. One of the biggest surprises was Fox affiliate KTVU-TV's 10-11 p.m. newscast, which shot up 27% to a 10.1/19 average, while KPIX-TV's upstart hour newscast suffered an 11% loss with an 8.6/16 average. KRON's half-hour newscast at 10 p.m. displayed a similar 12% decline with a 6.7/12 average.

The prime time shift blues also struck KCRA-TV Sacramento, Calif., where the NBC affiliate's 7-10 p.m. lineup averaged an 11.2/19 during the just-completed May sweeps (NSI, April 23-May 20), a 16% share de-

crease and 14% ratings drop from the May 1991 sweeps. Also, the station's earlier-to-bed newscast philosophy failed to reap any dividends, with its 10-10:35 p.m. newscast getting an 11.7/21 average, a 3% decrease in rating and a 32% drop in share.

It appears that the New York State Assembly, Senate and Governor's office have reached a compromise on a new bill to allow cam-

eras in the courtroom again. Due to concerns by some members of the Senate, the bill has a provision requiring TV coverage to block faces of witnesses (except defendants) upon request. An earlier cameras-in-court law expired. Like the old law, the new bill would prohibit TV coverage of criminal sex cases, domestic cases and those with minor defendants. Voting on the bill is due in the next few weeks.

"One might even call it a breakthrough in relations between the military and the news media," said David Bartlett, president, Radio-Television News Directors Association, following release of **new Pentagon guidelines for media coverage in battle zones** last Thursday (May 21). ABC, CBS, NBC, CNN, RTNDA and several major print media organizations endorsed the new guidelines as a vast improvement over press rules enforced during the Persian Gulf War. The guidelines eliminate pool coverage except in special circumstances, provide for expanded press access to military units and instruct military liaison officers and field commanders not to interfere with press coverage.

A.H. Belo Corp. and Falcon Cable TV have formed a partnership, Falcon Video Communications, to acquire and operate cable TV systems serving medium-sized towns and suburban communities (about 70,000 subs) in the U.S. Also investing in the venture is a group of institutional investors led by Butler Capital Corp. Initial capitalization of the partnership is expected to be about \$58 million, with Belo's investment representing approximately \$23 million.

Viacom will issue \$100 million in 8.75% senior subordinated reset notes due May 15, 2001. Proceeds will be used to facilitate repurchase of higher-interest notes.

Ruth Stephenson Stanton, 84, wife of CBS President Emeritus Frank Stanton, died at midnight May 16 in New York. She had pancreatic cancer. Although active as an artist she preferred to be known as a homemaker; the Stantons celebrated their 60th anniversary last New Year's Eve. There were no funeral services.



The Academy of Television Arts & Sciences commemorated Johnny Carson's 30 years as host of NBC's Tonight Show with a life-sized sculpture by Ernest Shelton in the academy's Hall of Fame Plaza.



Tennessee Governor Ned McWherter (l), singer Barbara Mandrell and TNN VP/GM David Hall gathered in Nashville for a tribute to Grand Ole Opry star Minnie Pearl. TNN's Hats Off to Minnie Pearl airs Oct. 26.

Editorials

NO TIME TO GO DOWN WITH THE SHIP

The Justice Department last week subpoenaed Los Angeles TV stations for unaired riot coverage tapes as part of an ongoing search—it had already subpoenaed, and received, material that had been broadcast—for suspects in those riots. We can sympathize with the pressure the FBI is under to “get its man” (and woman) following what was a frightening display of mob rule, but they should not be permitted to run roughshod over journalists in that pursuit.

But while we support the Los Angeles stations in not surrendering either broadcast or nonbroadcast material on a voluntary basis, discretion may be the better part of valor in resisting those subpoenas to the death. Each request must be considered on its own merits (or demerits), but given the circumstances in South Central Los Angeles, few courts are likely to support a reporters privilege, in the face of a compelling government case and the absence of alternative information sources. As First Amendment authority Tim Dyk cautions, losing a protracted fight over outtakes could end up making bad law.

JUST DO IT

The FCC has called for comments on proposed changes to its TV ownership limits (BROADCASTING, May 18). Since that is the business of this page, we gladly comply.

Our first observation, although the FCC has set itself no official timetable for these changes, is to urge expedience. As has been demonstrated by the James Madison-proposed pay raise amendment ratified two weeks ago, after some 203 years, the absence of deadlines for government decisions can prove problematic. More to the point, over-the-air broadcasters are in a battle for survival against an advancing army of media competitors, and the sooner they get that other hand untied from behind them, the better. Chairman Al Sikes has said he wants a decision by the end of the year. So do we.

Now, to the meat of the matter. At the heart of the FCC's action—which is not even a set of rules, but of proposals—is the recognition of a central truth, expressed last week by Commissioner Sherrie Marshall about the diversity of the current media marketplace: “It is the result of this success—this great proliferation in video choice—that allows us to recognize that competition is now performing much of the diversity protection role of several of our broadcast ownership rules.” Competition

has, in fact, been performing that function for some time now.

The changes in ownership caps and relaxation of duopoly rules represent no opening of the floodgates. In the case of duopoly, for example, the proposal is to allow ownership of two U's or a U and V in the same market when that would leave at least six independent stations. Add to those stations basic and pay cable services, LPTV's, satellite services, noncommercial TV's, commercial and noncommercial AM's and FM's, newspapers and magazines, and the argument that pruning the TV regs seriously threatens diversity of viewpoints is exposed for what it is: nonsense.

DIRTY JOB

As content regulation goes, the FCC's ruling on broadcast hoaxes wasn't too bad. But that's like giving credit to a minimum security prison for fresh flowers in the cells and a decent tennis court. It's still a prison, and content regulation, no matter how well crafted and well meaning, is still a chill on the First Amendment.

We recognize that the sitting commission did not grab for these new powers, and that it is not completely comfortable with them (the hoax rule is “a tough one” said Commissioner Jim Quello, considering that the alternative to establishing fines is to yank licenses).

And to its credit, the FCC tailored its punishment narrowly—the offender must knowingly broadcast false information on a crime or catastrophe that is likely to and subsequently causes public harm. That tailoring, said the commission, was “in deference to First Amendment concerns.” True deference, however, would be to leave such speech alone.



Drawn for BROADCASTING by Jack Schmidt

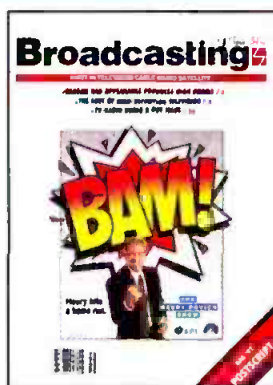
"I want my Broadcasting."

Recently, the Summit Research Group asked TV General Managers: "If you could receive only one trade magazine each week, which one would you choose?"

By far, they chose *Broadcasting*.

Probably because *Broadcasting*, among all these books, is the only one that covers every aspect of the business.

Everything. Including television, radio, cable, satellites, technology, journalism, advertising and marketing, the FCC, the courts, Congress.



Everything a successful executive needs to know about the business.

It follows that an ad in *Broadcasting* carries with it a power that is unique among trade journals. The fact is, more TV and radio general managers read and rely on *Broadcasting* than any other magazine.

And advertisers recognize its value by continuing to place more advertising lineage in *Broadcasting* than in any of its competitors.

Broadcasting

Nothing even comes close.

Source: 1991 Summit Research Group Survey TV General Managers Purchasing Decisions and Publication Reading Habits.
1991 RMS Survey of TV and Radio General Managers.

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Fax (212) 340-9869

Washington D.C.
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Fax (202) 293-3278

Hollywood
(213) 463-3148
Fax (213) 463-3159

Lewis Edge & Assoc.
(609) 683-7900
Fax (609) 497-0412

Yukari Media Inc. (Japan)
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There's only one sure way to see the future of optics: look into Fujinon's *New* A14X8.5EVM hand-held lens

Five-position servo grip
tilts 3 to 17 degrees
for comfort

Zoom speed is user-
selectable from
1 to 7 sec.



Focus from MOD
to infinity without
repositioning your grip

Cushioned non-slip
finger grip ensures
positive contact and
reduces wrist strain

Lowest chromatic
aberration and the
shortest MOD (0.65m) of
any standard hand-held lens

Compatible with all current
Fujinon lens accessories

Quite simply, you won't find a more advanced, ergonomically designed hand-held lens than the new A14X8.5EVM from Fujinon. Drawing on the same technology and expertise that Fujinon puts into its HDTV lenses, the A14X8.5EVM delivers unprecedented performance and functionality in a lightweight package.



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