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- **FOX GOES FULL SERVICE FOR FALL / 18**
- **PPV SUMMIT: PROMISE OF TECHNOLOGY, THREAT OF COMPETITION / 24**
- **TV GROUP OWNERS FIND LITTLE SYMPATHY ON WALL STREET / 36**

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EXCLUSIVE INTERVIEW:
ABC ENTERTAINMENT
HEAD BOB IGER
Page 12
Vol. 122 No. 23

FULL S ALL CASH! AND A TON



INDEX! NO BARTER! OF ACTION!

THESE STATIONS KNOW IT WHEN THEY SEE IT!

NEW YORK.....WWOR
LOS ANGELES.....KCOP
CHICAGO.....WPWR
PHILADELPHIA.....WGBS
SAN FRANCISCO....KBHK
ATLANTA.....WGNX
CLEVELAND.....WUAB
MINNEAPOLIS.....KMSP
MIAMI.....WDZL
PHOENIX.....KUTP

HARTFORD.....WTXX
PORTLAND.....KPTV
CHARLOTTE.....WJZY
NEW ORLEANS.....WNOL
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Top of the Week

TV NETWORK 'REBOUND' IS STILL TENTATIVE

Third-quarter scatter market dependent on NBC strategy; regular budgets off 6.5% in first quarter, according to network study

By Geoffrey Foisie

NBC's vulnerability in pricing its remaining Olympics inventory threatens to spread to ABC and CBS, a development that would hurt prospects for a third-quarter rebound in three-network revenues. That stanza had been looked upon as a bright light of the year; signs of revenue improvement have been mixed in 1992, with one network's study showing a decline in first-quarter revenue, excluding the winter Olympics.

So far, NBC is holding the line on

pricing, and even agency executives acknowledge the network has a good chance to continue holding that line. Allison Danzberger of Foote Cone & Belding said that unlike the final winter Olympics ad sales, NBC has the opportunity to combine the summer games with upfront deals for the next broadcast season: "They have a better environment than CBS had." Agreeing was Ogilvy & Mather's Jack Deitchman: "They are waiting for the upfront to begin to be able to meld Olympic and upfront pricing together."

It is almost certain, however, that

the summer games will rob money from regular network ad budgets, as appears to have been the case with the winter games. As a result of Olympic siphoning, the "underlying" revenue change in the first quarter was down 6.5%, according to one network's sales department.

The estimated decline "sounds about right," said Joseph Abruzzese, senior vice president, CBS Television Network Sales. "The Olympics can do that to a marketplace." Abruzzese is hoping NBC doesn't follow CBS's own example in discounting the Olympics.

He suggested that the added revenue from spots sold at a discount can be diminished if already committed advertisers complain that they too should receive a discount.

Even with an estimated \$225 million in incremental winter Olympics advertising, three-network revenue for the first quarter was up only 3.3% over last year's Gulf War period. During the previous winter games, in 1988, the first-quarter revenue increase was 17.9%.

Continues on page 11



Networks hope spending by auto advertisers will drive revenue

IGER ON THE ABC'S OF PRIME TIME



"Their voice [the sales department] is probably louder than it ever was. They were...quite eloquent in their expressed desire to get a younger schedule that will enable them to sell more units at higher prices."

ABC Entertainment President Robert Iger on drafting the new prime time schedule. For more on his and the network's prospects, turn to BROADCASTING's exclusive interview beginning on page 12

BASEBALL SWINGS AT LOCAL RIGHTS

*New language aimed
at superstations*

By Joe Flint and Randy Sukow

Major League Baseball threw another brushback pitch at superstations by requiring a language change for local broadcast contracts that would allow a team to terminate its contract with a station if game broadcasts are retransmitted "by any means" to more than 200,000 homes outside the team's territory.

An April 29 memo to the 28 major league teams obtained by BROADCASTING includes an "Extra Territorial Transmission" clause to be inserted in all contracts as they come up for negotiation.

And, in case Congress adopts retransmission consent language allowing broadcasters to charge cable systems for carriage of over-the-air signals, MLB has added a retransmission consent clause "designed to insure that clubs renewing or entering into new over-the-air TV agreements receive full value for the rights to broadcast their games."

Although the language in the extra-territorial transmission clause applies to over-the-air coverage as well as cable, wireless and satellite carriage, most see this as an attack on superstations. "It is very clear that Major League Baseball is opposed to superstations," said Bert Carp, vice president, government affairs, Turner Broadcasting, which owns superstation WTBS(TV) Atlanta and the Atlanta Braves. "We would hope a way will be found for baseball to continue to be on superstations. This [memo] appears to indicate that if baseball gets the changes it wants, there just won't be superstations."

David Alworth, Major League Baseball's executive director, broadcast, said the language required in renewal contracts is to "give the clubs the right to take back their broadcast rights if they don't feel that they are getting proper consideration for the use that is being made of those telecasts."

Alworth stressed that it is up to individual teams and not MLB to decide

ANOTHER HARBOR TRY / 8

Senator Robert Byrd introduces an amendment to public broadcasting authorization bill that would create a midnight-6 a.m. "safe harbor" for indecent programing.

PLAYING IT SAFE / 10

TV networks hope a fall schedule with little risky programing will translate into an attraction for advertisers.

THAT'S ENTERTAINMENT / 12

In an exclusive interview, ABC Entertainment President Robert Iger talks about his hopes for the network's "sales-friendly," younger-skewing lineup, as well as his own prospects for the future.

FULL WEEK FOR FOX / 18

Declaring itself a "full-service network," Fox extends its programing week to seven nights this fall.

PPV IN ORLANDO / 24

Among issues addressed at CTAM's PPV Conference is concern over the competitive threat posed by direct broadcast satellites. New technology to expand channel



Networks hope new shows—like NBC's 'Loved by You'—are loved by viewers and advertisers

capacity holds great promise.

WHITE HOUSE CALLS FOR VIDEO DIALTONE / 26

President Bush's chief domestic adviser, Clayton Yeutter, writes a letter to senators calling for removal of barriers to telcos' providing video services.

PTAR FLIP- FLOP / 28

With new Arbitron market rankings, Little Rock, Ark., and Albany, N.Y., change places as markets 50 and 51, which means stations there have to adjust their schedules and program buying habits.

RADIO REV UP / 30

RAB figures show station revenue up 3% in April compared with

the same month last year.

JAPAN PONDERS ULTRA / 32

Next-generation digital technology, ultra TV, is the goal of proposed new Digital Movies Laboratory.

BANKING BLUES / 36

With the largest number of broadcaster public securities offerings in recent years, the financial market facing them is one of the toughest.

REP- ERCUSSIONS / 38

Executives of rep firms are unclear how their business will be affected by the FCC's proposed liberalization of TV ownership limits.

NEWS DEPARTMENTS

Business	36
Cable	24
Radio	30
Technology	32
Television	18
Top of the Week	4
Washington	26

FEATURE SECTIONS

By the Numbers	44
Changing Hands	37
Closed Circuit	16
Datebook	34
DeSales Street	17
Editorials	58
Fates & Fortunes	52
Fifth Estater	51
For the Record	45
In Brief	56
Monday Memo	55
Ratings Week	19

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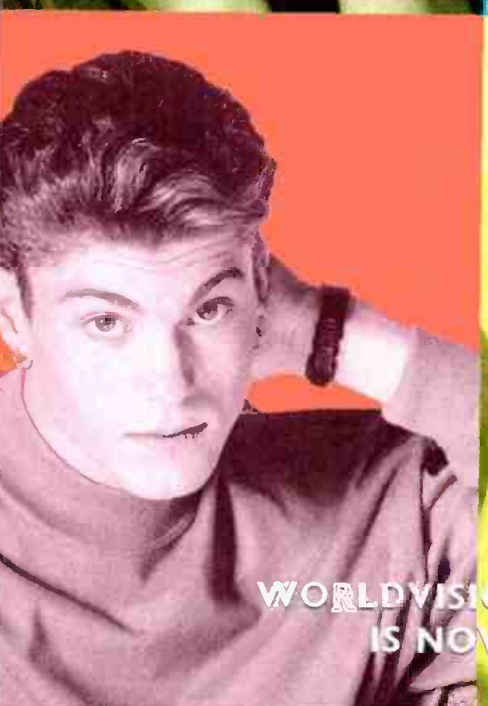
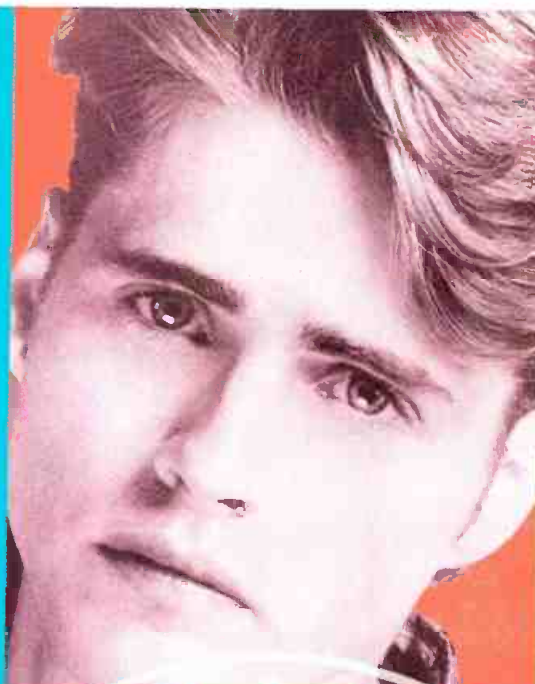
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AUDIENCE RETENTION IN REPEATS		
BEVERLY HILLS 90210	FOX	84%
Cosby	NBC	81%
Full House	ABC	80%
Golden Girls	NBC	79%
A Different World	NBC	75%
Cheers	NBC	73%

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whether to terminate a contract. Said Alworth: "Baseball can't tell them they have to terminate the contract. That is between the club and the station. We are telling the clubs that, henceforth, protect your rights. If you are not satisfied with the results of distant signal retransmission, then you have the right to terminate the contract."

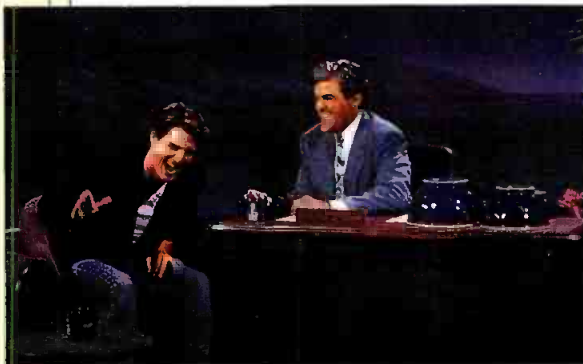
When asked whether the clause foreshadowed efforts by MLB to move the majority of the games to pay or basic cable, Alworth said: "Baseball's record is impeccable on this count. Better than 60% of the games continue to remain on over-the-air TV." Alworth added that there were fewer games on free, over-the-air TV 15 years ago, before the cable boom, than there are now. "Saying this is a plan to take games away from free TV does not wash with anything we have done or anything the clubs have done.... This is really only dealing with a few people out there concerned about a niche business of retail common carriers who distribute games across the country to cable subscribers—not free, over-the-air television."

The new "required" contract language is the latest strike by MLB against superstations. Baseball has been a strong advocate for congressional repeal of the cable compulsory license, which allows copyrighted MLB games to be retransmitted nationwide at low copyright fees.

In the House, MLB has floated an amendment to the cable reregulation bill (H.R. 4850) to require cable systems to black out baseball games and other sporting events on superstations whenever the local broadcast and cable rights to the same events have been sold. That amendment faces heavy opposition in the House Energy and Commerce Committee.

The retransmission consent clause has also provided more fuel for cable in its battle to have it removed from the cable bill. "This is a striking example of the forces that would be set loose if Congress went ahead with retransmission consent. CBS once estimated that retransmission consent could cost \$1 billion per year; this would certainly up the ante," said a spokesperson for the National Cable Television Association, who also said, "if you want to see how people who are immune to antitrust law [MLB] behave, take a look at this memo." ■

LENO GETS STRONG SAMPLING



Jay Leno with guest Tom Cruise

Jay Leno's *Tonight Show* scored a three-day 9.3 rating/30 share average in the 25 Nielsen metered markets (May 25-28, NSI). (Carson scored a 7.4/41 national average for his 1962 debut week.) For the record, Carson's May sweeps-targeted farewell week turned in a 14.3/40 national average, with his final broadcast peaking at a 31.9/62 overnight average. His 27.9/63 preliminary national score—an estimated 50 million viewers—would surpass the previous *Tonight Show* record of 45 million viewers for the 1969 Tiny Tim wedding.

BYRD WANTS MIDNIGHT-6 A.M. INDECENCY HARBOR

CPB bill amendment would affect all stations

By Randy Sukow

Robert Byrd (D-W.Va.), president pro tempore of the Senate, plans to offer an amendment to the Senate's public broadcasting authorization bill (S. 1504) restricting all "indecent" programming to a midnight-6 a.m. "safe harbor." Although it will be an amendment to a public broadcasting bill, the indecency restrictions would apply to both commercial and noncommercial radio and TV stations.

Capitol Hill sources say the Byrd amendment stands a strong chance for passage when the Senate returns to debate on S. 1504 tomorrow (June 2). It is part of a package of amendments developed as a compromise between Republican and Democratic senators who have kept the controversial public broadcasting bill in limbo for the past three months.

Assuming eventual enactment of S. 1504 with the Byrd amendment, a legal challenge is almost certain.

The indecency harbor as enforced by the FCC had been 10 p.m.-6 a.m. up until 1987, when the FCC stepped up enforcement of its indecency rules, including narrowing the harbor to midnight-6 a.m. Following a challenge to the new policy, an appeals court in 1988 ruled the FCC had failed to justify the more restrictive harbor. That justification was put on hold when Congress in late 1988 passed a 24-hour indecency ban as a rider to a budget bill. The

ban was eventually struck down.

The Supreme Court ruling that the 24-hour indecency ban was unconstitutional found the FCC record did not justify a strict ban (BROADCASTING, March 9). One First Amendment attorney (who declined to be identified) said the Byrd amendment is likely to face the same fate. "I don't know what findings Congress could make that could be sustained," he said.

Most of the other amendments planned for S. 1504 are meant to break the deadlock between the managers of the bill and a minority of conservative senators who objected to "liberal bias" and indecency in programs funded by the Corporation for Public Broadcasting and to the amount of the authorization—\$1.1 billion dollars to CPB for 1994-96.

Among the expected amendments:

- A proposal to freeze or reduce the amount of the authorization, supported by Jesse Helms (R-N.C.).

- A statement to clarify how the CPB Board is to meet its obligations under current law to develop high-quality programming that is also "balanced and objective."

- A proposal by Senate Minority Leader Bob Dole (R-Kan.) to eliminate or change funding for the Independent Television and Video Service, a CPB-funded organization created by Congress to provide grants, without editorial oversight, to independent producers. ■

GOSSIP GOSSIP GOSSIP

JOAN'S ON TOP WITH SCANDALS, SCOOPS — AND A 9% SURGE IN RATING!

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# Charlotte	WCCB	+ 100%
* Cleveland	WJW	+ 68%
*† Detroit	WJBK	+ 167%
Hartford	WVIT	+ 6%
Houston	KTXH	+ 14%
Los Angeles	KTLA	+ 25%
Miami	WSVN	+ 44%
Milwaukee	WITI	+ 67%
New York	WPIX	+ 19%
Philadelphia	KYW	+ 21%
Phoenix	KTVK	+ 13%
San Francisco	KTVU	+ 28%
Washington, D.C.	WJLA	+ 59%

Source: * ARB/NSI Overnights, 5/92 vs. 5/91
† ARB/SNAP, 5/91
NSI/SNAP, 5/91

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TRIBUNE ENTERTAINMENT

FALL TV: ADVERTISER-FRIENDLY

With audience numbers on the rise, TV networks are taking safe approach to programing, hoping advertisers will 'buy, buy, buy'; Fox declares itself a 'full-service' network, with seven nights for fall

By Steve McClellan

With an audience base that is on the upswing after years of decline, the big three networks are, for the most part, taking a don't-rock-the-boat approach to scheduling next season's prime time. There are no singing detectives, no fire-breathing dragons, no alien puppets nor people whose fantasies come to life.

In a phrase, there's little risk. And according to advertising executives, the network message is loud and clear: "We're safe, so you can buy, buy, buy," as one executive put it.

And then there's Fox, which is nothing if not contrary. If one of the traditional networks passes on a project because it seems too risky, count on Fox to give it a look. Which is exactly what it did with *Woops!*, a Witt-Thomas sitcom about survivors of nuclear war. NBC passed on it, and Fox has scheduled it for Sunday at 10:30 p.m.

The no-longer-fledgling network declared its intention to expand to seven nights a week this season, adding two hours each night on Wednesday, starting next month, and Tuesday, effective at some as-yet-unspecified date next fall. In addition, Fox will expand its Monday movie night from a monthly to a weekly event by the end of the 1992-93 season.

Some were questioning last week whether Fox's decision to go to seven nights by fall was influenced by the increasing amount of syndication prime time product making its way to air, most notably the Warner-supplied Television Consortium that bows in early 1993.



Of the fall crop, new shows that look promising: 'Hangin' with Mr. Cooper' (top) on ABC; 'Love and War' (middle, left) on CBS; 'Loved by You' (middle, right) on NBC, and 'Melrose Place' (bottom) on Fox

According to Fox Entertainment President Peter Chernin, the answer is "no, not at all. We had initially planned to add a seventh night by sometime this coming season. So we're really only moving it up by a couple of months. And our relationship with our affiliates is very good. They have an enormous investment in Fox, and it's working pretty well for both of us, so we really haven't felt any particular pressure to move early."

While new network fare is generally seen as "safe," the networks are credited with renewing a handful of borderline performers to see if they can find an audience in a year or two. ABC's *Homefront* was saved by a grass-roots letter-writing campaign, while the network simply bit the bullet and renewed Steven Bochco's *Civil*

Wars, as well as the sitcom *Room for Two*.

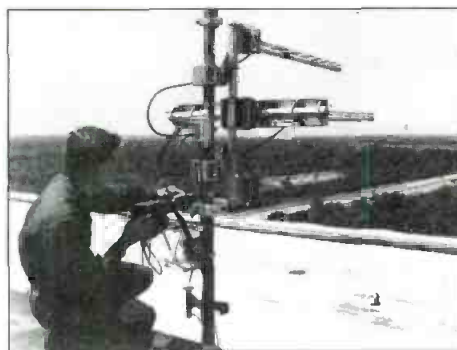
NBC is keeping the faith in what it sees as two quality sophomore dramas with breakout potential—*I'll Fly Away* and *Reasonable Doubts*. CBS renewed the Gary David Goldberg comedy *Brooklyn Bridge*, which ranked 73rd among regularly scheduled series during the season but was a favorite of the critics and CBS Chairman Laurence Tisch (making the decision a little easier, perhaps).

"Everyone tried to put together a salable schedule," says Julie Friedlander, an executive vice president and head of national media buying at Ogilvy & Mather. "The thing that worries me is how many of the borderline [renewals] will stick, and how many quality dramas and quality sitcoms do we buy that become cheaper reality shows and magazines—and movies—a few weeks after the ratings come in?"

Friedlander says it was her impression that the sales departments at the networks this year "had a bigger say" as to what shows made the schedules. One example, she says, was the "big push" the CBS sales department made to keep *Knots Landing* on the schedule. That kind of input, says Friedlander, is a good thing. "I get the sense the input is there for the initial schedule, and if things don't work out, then there won't be that same level of input."

As Fox goes to seven nights this fall, executives there declared Fox to be, at last, a "full-service network." But clearly the former weblet is still the youngest skewing of the networks, program watchers say. And that perception is fine with Fox. Although, inevitably, the network's audience base will broaden as it expands.

"It's an interesting challenge," says Fox's Chernin. "On the one hand, we would like to get as many people watching our shows as possible. On



ZENITH/AT&T: LONG-DISTANCE DIGITAL HDTV

Zenith and AT&T debuted Digital Spectrum Compatible HDTV last week with a 6 mhz broadcast from WMVT(TV) Milwaukee (channel 36) to a directional antenna atop Zenith's Glenview, Ill., technical center, 75 miles away (pictured, right).

In attendance with officials including FCC Commissioner Ervin Duggan, NAB Senior VP Michael Rau said the "great pictures" convinced him "digital provides comparable coverage in the field at a tenth the power" of a 5,000 kw UHF transmission. He perceived no interference from a low-power, analog TV station 9.6 miles away, channel 36, Palatine, Ill.

The compressed, 787.5-line progressively scanned signals—including 1125/60 HDTV images, multimedia and computer graphics, 60- and 24-frame film images and upconverted 525-line video—were decompressed and monitored in Glenview (left) and by a Zenith mobile unit 50 miles from WMVT. The transmission "proved there is no cliff effect" (sudden drop-off) with digital, said Zenith VP Wayne Luplow. "If the outcome [of standards testing] is decided by technology, we feel very confident our system will come out on top. We'll have to see how other factors turn out," he said.

the other hand, it is very important to us to maintain what we look at as being a Fox signature [young, hip, edgy, etc.]. Some of the dramas will skew older, so I think by definition the audience will broaden."

"I think for some advertisers Fox has been a full network all along," says Betsy Frank, a senior vice president with Saatchi & Saatchi Advertising. "For others, Fox was not that viable an option, and going to seven nights doesn't really change that."

As to possible hits from the new crop of shows, Paul Schulman, president of the media buying firm that bears his name, predicts that four shows have the best shot: CBS's *Love and War*, NBC's *Loved by You*, ABC's *Hangin' with Mr. Cooper* and Fox's *Melrose Place*.

Generally, Schulman says, he agrees that the four networks' new season lineups are "advertiser-friendly. Just about every show is buyable without a problem. There don't seem to be any real clinkers, like last year's *Mark and Brian* [on NBC], where you wondered, what were they thinking?"

One trend that's positive for a number of reasons is an increase in the number of blacks and other minorities in starring roles in prime time. According to a survey by Warner Bros. Corporate Media Research, next season will start with 15 shows with blacks and other minorities getting star billing. That compares with 13 shows the

year before.

The Warner survey excluded news and reality shows, movie time slots and Monday Night Football.

Aside from the obvious program diversity benefits, agency executives say a key reason for this is that black households account for more television viewing than TV homes overall, a fact documented by Nielsen.

"It reinforces the message that the networks are going after higher-viewing audience segments, black and ethnic, and they are not targeting the hard-to-reach viewer, such as upscale men," says Ogilvy's Friedlander.

By going after the easier-to-reach audiences, she says, the networks stand a better chance of maintaining viewing levels. Nevertheless, adds Paul Schulman, shows with black leads will fail or succeed like other programs. He cites two examples—the canceled *True Colors*, which he described as "reverse appointment television," and *In Living Color*, one of the top-ranked programs among adults 18-49. ■

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

THIRD-QUARTER TV REBOUND?

Continued from page 4

The most recent unaudited network numbers are difficult to compare. Both ABC's and NBC's first fiscal quarter had two fewer days this year, with ABC's two missing days including an estimated \$25 million in advertising from its *Academy Awards* telecast. Also, several NFL wildcard playoff games, accounting for an estimated \$40 million-\$45 million, ended up not in the first quarter, as happened last year, but in 1991's fourth quarter.

Another network's sales department has estimated that excluding these "calendar" factors, three-network revenue, including the Olympics, was up about 9%.

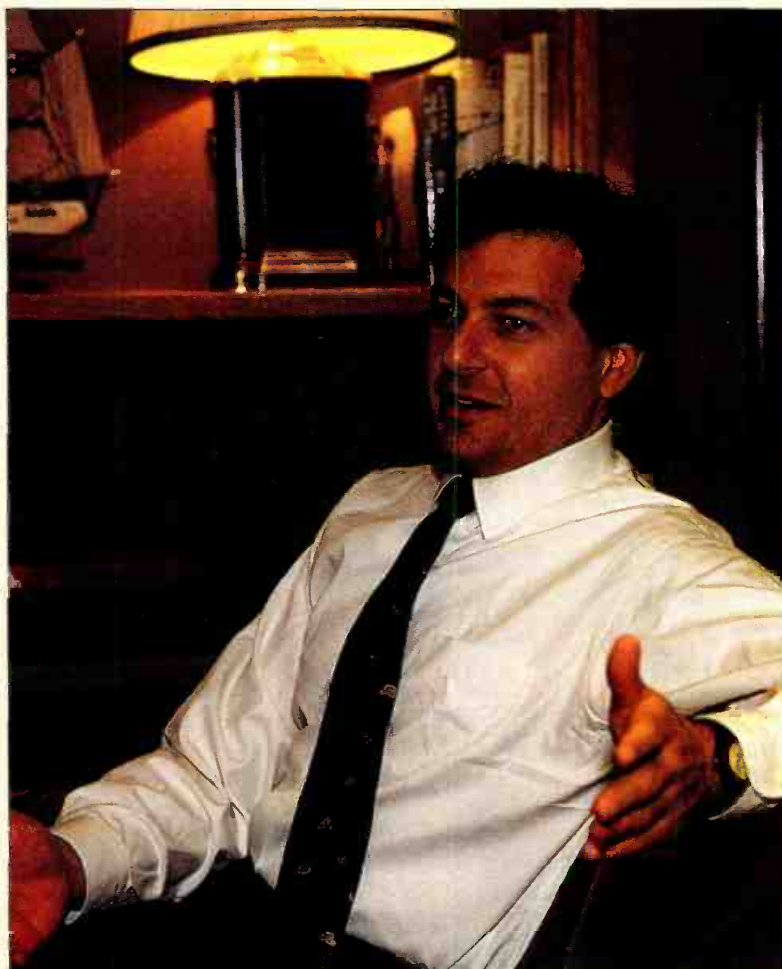
The summer games will also affect the third-quarter scatter market. If Olympic viewing—and ratings—fall short of NBC's guarantee to advertisers, the network will steal spots from regular inventory to make up the deficiency. Of the other two networks, CBS is said to be less exposed to the third-quarter scatter market, whereas ABC has more to gain or lose.

Fourth-quarter revenue will largely be determined by the upfront market, with major activity possibly starting as early as next week. ■

ROBERT IGER

ON PRIME TIME, PRIME DEMOS AND THE BUSINESS OF ENTERTAINMENT

Fresh from unveiling the new fall schedule and on the eve of the ABC affiliate meeting in Los Angeles, ABC Entertainment President Robert Iger talked with BROADCASTING's Steve Coe about that network's drive for the under-50 set, the shows he hopes will fuel that effort and his thoughts on a timetable for leaving a post he says, quoting Brandon Tartikoff, "isn't a gold-watch job."



Some people have suggested that the networks—with the possible exception of CBS—generally don't care about attracting viewers over 49.

I can only say that in our case, our priority is viewers under 50. I will call them 2-49. That is not to say that there isn't room in our schedule to put on certain shows that have broader appeal, but the demographic we are looking to obtain the most is the younger viewer. We're not abandoning [the 50-plus viewer]. We have a number of shows that have viewers that are over 50, and in fact we would welcome viewers that age watching some of our own programs. It would be great, for instance, if a show such as *Homefront* broadened its appeal and had a larger segment of the 50-plus demographic, but it's not a priority. For example, we get a daily national ratings sheet, and up until recently we got them all in households, and then on page three you would see the demographics. We now have a full page, a ratings grid, with just the 18-49 demographic on it. And I know in the circulation of that sheet in New York, it's the number one page.

How long would you say this push for the younger viewers has been going on at ABC?

It's certainly been going on as long as I have been here, and I guess it really was something that was started under Brandon Stoddard. But in terms of the real priority, the past three years we've established that as a goal. It's related to commerce more than anything else. If you talk with the advertising community, you find that their primary

interest in terms of buying spots on network television is guaranteeing the 18-49 demographic.

Do you think NBC got rid of too many of its older-skewing shows?

I don't want to start analyzing someone else's schedule because it's a difficult thing and they have their own decisions. We heard loud and clear throughout our scheduling process that the 18-49 demographic in this economy was more critical than it has ever been and thus tried to maintain the young schedule. And it seems as though NBC's thrust was similar to ours. In our case, we picked up *Matlock* [from NBC] because you always need a show that skews 50-plus at some point on your schedule because in a certain time period, if two or even three networks have all the other audience segments covered loyally, there is only one direction to turn. So we look at *Matlock* as a real utility player, and we've purposely kept it off the schedule until we get a sense of where we need it most.

The word "safe" has been used to describe the new schedules. Has the ABC sales department taken a more aggressive, or more intrusive, role in the entertainment side?

No. I think their voice is probably louder than it ever was, but ultimately it's not their schedule, it's our schedule. But we listened to them carefully and they were, I think, quite eloquent in their expressed desire to get a younger

Nielsen



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schedule that will enable them to sell more units at higher prices. But I don't view them as intrusive at all. This is a business that we're running, and it's not only putting on good television, but selling advertising at as high a rate as possible. And thus their voice is, I think, integral to the process. As to your question about "safe," I think this is a sales-friendly schedule, but I also think it's a viewer-friendly schedule—and I could also say it's a press-friendly schedule in many ways because it probably has more across-the-board quality than any schedule this network has put together.

Left to its own devices, would the entertainment division have scheduled differently?

No. It's a schedule that not only am I very comfortable with—because it's ultimately my schedule—but it's a schedule that I'm proud of. It just happens to be a very sales-friendly schedule as well. The hard part about this process—and this job, and working in this department in this community—is divorcing oneself from a very, very traditional and very, very useless measurement system, the system that measures just households. Because that bears absolutely no significance at all to the business side of this industry. None. We read about those numbers every day. I mean, you're locked in a battle to win the

young appeal." I don't think that's aggressive. That's just throwing something onto a schedule and hoping it will stick. This is aggressive. And then there's the decision to keep *Life Goes On* on Sunday at seven, which was actually made for a few reasons. It made absolute sense going into a season from the demographic standpoint. It allowed ABC News more time for its new hour to gestate, and it allowed us to keep a program that we loved. We tried putting it in other time periods and they didn't make sense for us or the show. So it killed many birds with one stone.

What will happen in January when the news show is supposedly ready?

We haven't determined what date the news show will be on. Our leaning would be to premier it after the football season is over, which really isn't January, it's after the Superbowl sometime, more toward February. We'll cross that bridge when we come to it.

Do you think that the absence of *Cosby* on Thursday makes that a particularly vulnerable night?

Yes. Except that you also have to take into account what Fox has been able to do. As you look at the younger demographic profiles of the networks, you'll find that

"[Y]ou're locked in a battle to win the season, the week, the sweeps, and that has no meaning whatsoever, except in some form or another to make certain people who work here feel good."

season, the week, the sweeps, and that has no meaning whatsoever, except in some form or another to make certain people who work here feel good, which really shouldn't be a priority. We are not here to feel good. We are here to run a business in as efficient and as profitable a fashion as possible, and at the same time we're here, and I think this is a priority as well, to put on good programming. Because, ultimately, good programming is going to find viewers and advertisers.

How does the new schedule reflect that younger skew?

We're younger on Monday night than we might have been with *Young Indy* there versus the reality shows. Tuesday night's been young for a long time, and it continues to be young. Wednesday night, the same thing. Thursday night, instead of a two-hour *Columbo*, which has a 50-plus demographic, we are going after primarily women, eight to nine, with *Delta* and *Room for Two*, and *Homefront* at nine o'clock is the most aggressive scheduling we've had at nine o'clock since *Twin Peaks* was there—and that was more of a gamble than an aggressive programming move.

You don't consider this more a gamble than aggressiveness?

No, because I don't put *Homefront* in the "gamble" category at all. I'd put it in the category of taking a show that had a very loyal young demographic and moving it so that we can achieve that same audience profile on Thursdays at nine o'clock. By putting a show in there that already has a loyal following, we view that as an aggressive move, versus taking a show that no one's seen before and saying: "We don't know. We think this will have

Fox's foray into that younger-skewing programming has hurt us more than NBC or CBS. So when we program Thursday night at eight, sure we recognized that we had a great opportunity with *Cosby* gone. But we couldn't ignore the fact that *The Simpsons* was there.

Can we now assume that Roseanne Arnold controls the post-Roseanne time period?

Why would you make that assumption? *Coach* is on the air in the fall.

But The Jackie Thomas Show (hosted by Roseanne's husband, Tom Arnold) will replace that midseason.

Right. We obviously have to recognize Roseanne's talent and the tremendous importance of Roseanne's program and Roseanne the performer to our network. With that in mind, we agreed to give her a serious commitment that led to a time period, that led to a script that we liked a lot, that led to a pilot that was pretty good, that led to a series order.

And we reserved the right to schedule the network the way we wanted to schedule it. Even though we frequently take into account politics, personality and relationships. But the schedule we put together is in the best interests of this company.

Roseanne and Tom desired the nine-thirty Tuesday time period, and I think it would be safe to assume that their real interest was in being there in the fall. I explained to them that the show was a good show, that it could logically be launched after *Roseanne* the way we've launched, or tried to launch, a number of other shows, but that it might be easier

Continues on page 22

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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

PERSONAL CALL

Former FCC Chairman Dennis Patrick has entered the fray over 2 ghz spectrum, making rounds at the FCC to argue for setting aside large chunks of the band for personal communications networks and other novel radio-based services. Patrick pledged to eschew lobbying when he relinquished the chairmanship in 1989, but this is one fight he cannot avoid. He is now president and CEO of Time Warner Telecommunications, among those racing to develop PCN and like services.

PCN, TAKE TWO

In hopes of assuaging Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) concerns about the FCC's liberalized radio ownership restrictions, FCC Chairman Alfred Sikes last week sent the senator an analysis of the effects the new rules might have in various South Carolina markets. The analysis, which neither Hollings's nor Sikes's staff would release, is the upshot of a May 14 meeting between the two to discuss the rules and Sikes's plan to reallocate 2 ghz spectrum for personal communications networks, about which Hollings is also wary.

MINORITY RULE

The FCC has drafted a brief opposing Supreme Court review of minority preferences in awarding broadcast licenses, according to FCC sources. The draft is headed for the Solicitor General's office, which has the final say on what position the government takes before the high court. The minority preference has been challenged by a station applicant who lost a license to a competing applicant due to preference. In its draft, sources say, the FCC avoids endorsing preferences, (the Bush administration opposes preferences). Instead, they say, agency argues review is premature, given Supreme Court affirma-

'SETS UP!' SAYS HDTV STUDY

As many as 56% of U.S. TV homes will own a high-definition television display within 10 years after the FCC issues a report and order adopting a standard, probably in 1993, according to a new study by Planning Working Party 5 of the Advisory Committee on Advanced Television Service. The latest projections for advanced, widescreen service appear significantly better than in March 1991, when the same group envisioned only 10% penetration by year eight, 40% by year 13, even given high consumer perceptions of HDTV value and low cost. Now a best-case scenario sees more than 25% by year eight, 56% by year 10. Even given less than optimal consumer perceptions or costs, the study projects 5% by year five, 37% by year 10. Worst case: 2.5% in year five, 15% in year 10. But manufacturers are confident of the intrinsic appeal of HDTV's 16:9 aspect ratio and believe 1 million large-screen NTSC set owners will convert to HDTV in one year, says working party Chairman Rupert Stow. And, the new study says, by decade's end, terrestrial broadcasters will dominate HDTV delivery.

Though cable and home video will drive penetration early, broadcasters will pass them all in year five and, by year 10, reach 34% of all TV households, compared with 19% for cable, 10% for home video and only 2% for DBS—in part because consumers will redirect money spent on premium cable service to HDTV.

PDJ

tion of preferences in *Metro Broadcasting* just two years ago.

POLICY POLISHERS

An informal group of lawyers and lobbyists has begun churning out briefing papers for presidential candidate Bill Clinton on subjects ranging from cable rereg to HDTV, says the group's Tom Casey, an attorney in private practice who was an aide to Carter-appointed FCC Chairman Charles Ferris. The papers provide background and in some cases recommendations, says Casey.

PASSING ON PTAR?

FCC Commissioner James Quello and Matthew Rinaldo (N.J.), ranking Republican on House Telcomsubcom, have told FCC Chairman Alfred Sikes to cool it on PTAR reform. Sikes wants a rulemaking this summer targeting PTAR's off-network prohibition. Rinaldo (in a May 19 letter) and Quello have let him know they believe consideration premature, given ongoing litigation involving related fin-syn rules. Such resistance may cause PTAR reform to slip

from the June 18 meeting agenda—Sikes's original target.

ATLANTA

INTERACTIVE OUT, FOR NOW

CNN has scrapped plans to employ interactive elements in its coverage of the Democratic and Republican conventions. According to Tom Hannon, CNN's political director, the network had hoped to use a variety of interactive methods to create town meeting programs with viewer participation, but has concluded the technology is not available. Hannon said the network hopes to overcome the current obstacles and employ interactive technology sometime during its presidential election coverage.

TURNER PPV

Ted Turner is looking to expand his pay-per-view business beyond professional wrestling. Turner Home Entertainment Vice President Sharon Sidello is talking with at least two different sports organizations about distributing and marketing their events on PPV.

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DESALES STREET



FCC Commissioner Ervin Duggan, in a major policy address last week, developed three tenets worth heed. First, he declared the Advanced Television Test Center to be a national resource worth preserving, and recommended that the major networks and the broadcast TV industry jointly perpetuate it. Then he took up the cause of the conventional TV networks, holding them less delicate than many believe, and far from danger of extinction. And finally, he declared himself to be a disciple of incrementalism in deregulation, and advocated a go-slow approach in applying remedies to the ills

that ail over-the-air broadcasting today.

Two out of three ain't bad.

Duggan is not alone in arguing the value of the test center, and this column seconds the motion. Another leading light in the world of engineering, CBS's Joe Flaherty, wrote his own white paper on the subject earlier this year, concentrating on the need for a broadcast laboratory to fill the void left by the networks themselves, which once carried the freight for the entire industry. The momentum from the glory days—which gave us electronic news gathering, the one-inch recorder, slo-mo, wireless cameras and mikes, and the like—continues to this day, which may be why no one has yet noticed that such development is a thing of the past. Without a new developmental incubation vehicle, as the test center could grow to be, over-the-air television will inevitably be stunted.

Duggan, whose agile and inquisitive brain is a match for his skill in articulation, is also on track in arguing the value of the networks—"television's home base," in his apt phrase. "I believe [the majority of viewers] like the idea of fresh, compelling programs, and of shared experiences they can talk and debate about at work—like Johnny Carson's swan song and Murphy Brown's morals," the commissioner said. Again, I second the motion, with a caveat. There will always be a need in television for a big three (or four) that can serve as a critical mass for the medium's biggest and best, but there is no manifest destiny assuring that their call signs will be ABC, CBS and NBC (or even Fox).

But, with respect, I part company with Commissioner Duggan on the incremental pace of deregulation. If he and his colleagues pursue the same cautious approach to all deregulation as they did to fin-syn, they may get it right just in time to bury those same networks Duggan would have us save. ABC, CBS and NBC may be forgiven for hoping help comes in time for this generation of television, not the next one.

So too with network/cable crossownership, and cable/broadcast crossownership, and radio and television multiple ownership. It will take years after these changes take place—if they do—for their full impact to be felt. In the meantime, cable inexorably extends its reach and influence, and free broadcasting undergoes a slow dissolve.

An old passage comes to mind. "We are all dying men, Ebenezer. There's time for naught but bold resolves."

Tim West

Television

FOX 1992-93 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-10 <i>FOX Night at the Movies</i>	8-9 <i>Class of '96*</i> 9-10 <i>Key West*</i>	8-9 <i>The Heights*</i> 9-10 <i>Melrose Place*</i>	8-8:30 <i>The Simpsons</i> 8:30-9 <i>Martin*</i> 9-10 <i>Beverly Hills, 90210</i>	8-9 <i>America's Most Wanted</i> 9-9:30 <i>Sightings</i> 9:30-10 <i>Likely Suspects*</i>	8-8:30 <i>Cops</i> 8:30-9 <i>Cops</i> 9-9:30 <i>Code 3</i> 9:30-10 <i>The Edge*</i>	7-7:30 <i>Great Scott*</i> 7:30-8 <i>The Ben Stiller Show*</i> 8-8:30 <i>In Living Color</i> 8:30-9 <i>ROC</i> 9-9:30 <i>Married... With Children</i> 9:30-10 <i>Herman's Head</i> 10-10:30 <i>Flying Blind*</i> 10:30-11 <i>Whoops!*</i>

* New program

FOX FILLS IN THE BLANKS

Goes to seven nights of programing beginning in fall

By Steve McClellan

Laying out a seven-night-a-week schedule for the 1992-93 season, to include seven new half-hour series and four new hour-long shows, Fox declared itself a "full-service network" last week. Earlier this year, Fox officials said the network would go from five to seven nights of prime time programing by the end of 1992.

"That's right, we'd actually prefer you don't call us a weblet anymore," quipped Fox Entertainment President Peter Chernin, at the network's new schedule presentation last week. "The fledgling, almost, not-quite-a-wannabe network will become a full-service, seven-night source" of programing, Chernin said.

"What you're about to see is a moment of passage for Fox," said Jamie Kellner, president of Fox Broadcasting Co. "Like when a steady hand let go of the bike and you realized that you could ride. Well, that's how the people of Fox feel today."

Kellner estimated that by going to seven nights, the network would expand its weekly audience reach by about 25%.

Technically, Fox won't be up to a full seven nights a week, every week, until the end of next season. The plan is to expand the current monthly Monday night movie to a weekly event by then.

The network, as Chernin acknowledged last week, has struggled in its efforts to develop consistent product for its Monday movie night. "We've done a bad job" on the movie night, he said. The network recently hired Rick Bieber from HBO Pictures to oversee movie development.

Fox's current rollout plan, adding two new hours (8-10 p.m.) on both Tuesday and Wednesday, coupled with a weekly Monday movie, would put Fox at 16 hours of prime time, one hour over the FCC-prescribed fin-syn limit.

Six months after Fox reaches that point, said Kellner, the network would eliminate the Sunday 10-11 p.m. hour, where two new comedies are scheduled—*Flying Blind* and *Whoops!*

As Fox is wont to do, the network's new season launch will straddle summer and fall. Its sixth night of programing, Wednesdays (8-10 p.m.) will kick off with two Spelling Pro-

ductions dramas: *The Heights*, about the working class members of a rock band, and *Melrose Place*.

The 90-minute pilot for *Melrose* will premiere July 8, behind a one-time-only original airing of *The Simpsons*. To help establish the spinoff, original episodes of *Beverly Hills, 90210* will air on Wednesdays throughout the summer at 8 p.m., leading into *Melrose* at 9 p.m. In September, *90210* shifts back to its Thursday 9 p.m. time period.

The Simpsons will return to its Thursday 8 p.m. spot. Leading out of that show will be a new comedy, *Martin*, starring comedian Martin Lawrence as a Detroit DJ (not to be confused with NBC's new sitcom about a Detroit DJ, *Rhythm and Blues*).

On Friday, *America's Most Wanted* and *Sightings* return at 8 p.m. and 9 p.m., respectively. They'll be joined by the new 9:30 p.m. comedy-whodunit *Likely Suspects*, an "audience participation mystery show."

Cops returns to lead off Saturdays from 8 p.m. to 9 p.m., followed by

Broadcasting's Ratings Week May 18-24

	ABC	CBS	NBC	FOX	
MONDAY	9.8/16	17.0/28	14.6/24	6.2/10	
8:00	60. Full House 7.1/13	12. Evening Shade 13.8/25	20. Fresh Prince 12.1/22	65. Fox Night at the Movies—Bill & Ted's Excellent Adventure 6.2/10	
8:30	49. Family Matters 8.6/14	11. Major Dad 14.7/25	7. NBC Monday Night Movie—Bird on a Wire 15.1/24		
9:00	28. ABC Monday Night Movie—Calendar Girl, Cop, Killer? 10.7/17	1. Murphy Brown 23.0/35			
9:30		2. Evening Shade 17.9/27			
10:00		3. Northern Exposure 16.2/27			
10:30					
TUESDAY	14.1/23	12.0/20	13.7/23	NO PROGRAMING	
8:00	21. Full House 11.9/22	30. Rescue: 911 10.3/18	24. In the Heat of the Night 11.4/20		
8:30	6. Home Improvmt 15.4/26	15. CBS Tuesday Movie—Intruders, Pt. 2 12.9/21	10. NBC Tuesday Movie of the Week—Cruel Doubt, Pt. 2 14.8/24		
9:00	4. Roseanne 16.0/25				
9:30	9. Coach 15.0/23				
10:00	14. Oprah: Behind the Scenes 13.1/22				
10:30					
WEDNESDAY	10.8/19	10.1/18	11.8/22	NO PROGRAMING	
8:00	47. Wonder Years 9.0/18	39. Country Music Hall of Fame 9.7/18	13. Unsolved Mysteries 13.4/26		
8:30	41. Doogie Howser 9.6/18		29. Seinfeld 10.4/18		
9:00	23. American Comedy Awards 11.6/20				22. Quantum Leap 11.7/21
9:30					
10:00		26. 48 Hours 10.9/19			
10:30					
THURSDAY	9.1/16	8.5/15	12.5/22	7.8/14	
8:00	65. The Young Riders 6.2/12	35. Top Cops 9.9/19	42. Cosby 9.5/19	52. Simpsons 8.2/16	
8:30	53. MacGyver 8.1/14	34. Street Stories 10.0/17	30. A Diffrent World 10.3/19	71. Drexell's Class 5.8/11	
9:00			17. Cheers 12.7/22	49. Beverly Hills 90210 8.6/15	
9:30			25. Wings 11.3/19		
10:00	15. Primetime Live 12.9/23	72. Human Factor 5.6/10	5. L.A. Law 15.5/27		
10:30					
FRIDAY	10.7/22	6.1/13	9.6/19	5.4/11	
8:00	37. Family Matters 9.8/22	64. Rescue: 911 6.4/14	53. Matlock 8.1/18	73. Fox Night at the Movies—The Haunted 5.4/11	
8:30	39. Step By Step 9.7/21	70. CBS Friday Movie—Till We Meet Again, Pt. 1 5.9/12	30. NBC Movie of the Week—Perry Mason: Case of the Desperate Deception 10.3/20		
9:00	35. Dinosaurs 9.9/20				
9:30	44. Baby Talk 9.4/18				
10:00	17. 20/20 12.7/24				
10:30					
SATURDAY	5.4/12	5.1/14	8.3/18	6.4/14	
8:00	80. ABC Saturday Night Movie—Plymouth 4.3/10	67. CBS Saturday Movie—Till We Meet Again, Pt. 2 6.1/14	46. Golden Girls 9.2/22	67. Cops 6.1/15	
8:30			56. The Torkelsons 7.9/18	59. Cops 2 7.4/17	
9:00			37. Empty Nest 9.8/21	63. Code 3 6.6/14	
9:30			42. Nurses 9.5/20	75. Payback 5.3/11	
10:00	58. The Commish 7.6/17		61. Sisters 6.8/15		
10:30					
SUNDAY	7.4/14	12.3/24	7.8/15	6.0/12	
7:00	76. Life Goes On 5.0/11	7. 60 Minutes 15.1/34	83. Adv Mark & Brian 3.3/8	80. True Colors 4.3/10	
7:30	44. Am Fun Hme Vid 9.4/19	19. Murder, She Wrote 12.2/24	82. Disaster Files 3.5/8	79. Parker Lewis 4.4/10	
8:00			77. Against All Odds 4.6/9	55. In Living Color 8.0/16	
8:30			33. NBC Sunday Night Movie—Bird on a Wire 10.2/19	69. Roc 6.0/12	
9:00	57. ABC Sunday Night Movie—Queenie, Pt. 1 7.8/14	26. CBS Sunday Movie—Who Is Julia? 10.9/20		51. Married w/Childn 8.5/16	
9:30				61. Herman's Head 6.8/12	
10:00				73. Std by Your Man 5.4/10	
10:30				78. Get a Life 4.5/9	
WEEK'S AVGS	9.5/18	10.4/19	11.0/20	6.2/12	
SSN. TO DATE	12.0/20	13.3/22	12.2/20	7.9/13	

RANKING/SHOW {PROGRAM RATING/SHARE}

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

the returning *Code 3*. At 9:30 p.m., a new sketch comedy will debut. *The Edge*, described by Chernin as "the kind of loud, in-your-face, noisy comedy Fox is known for," is produced by David Mirkin (producer of the departing *Get a Life*).

On Sundays, four new comedies will join four returning comedies. At 7 p.m., the new *Great Scott*, about a Walter Mitty-type adolescent, will lead off. At 7:30 p.m., another new sketch comedy, *The Ben Stiller Show*, debuts.

From 8 p.m. to 10 p.m., the Sunday lineup remains intact: *In Living Color*, *Roc*, *Married...with Children* and *Herman's Head*, with *Roc* airing live.

At 10 p.m., Fox has slotted *Flying Blind*, about a boring young guy and his wild girlfriend. At 10:30 p.m., a new Witt-Thomas comedy, *Woops!*, is scheduled, about the off-beat survivors of a nuclear blast.

Two dramas will fill the network's Tuesday slate from 8 p.m. to 10 p.m. Leading off the night will be *Class of '96*, a sort of *thirtysomething* for the college set. The show is from ABC

Productions and marks the first time a network has produced another series for a competing network.

At 9 p.m., Fox has scheduled *Key West*, with a quirky cast of characters inhabiting the famed Florida isle.

Chernin also reported the network has nine backup shows: comedies *Down the Shore*; *Rachel Gunn*, *R.N.*;

a new Dan Ackroyd comedy; *CCPD*; *Circus*; *Exposed* (from Hugh Wilson); the parody *Danger Theatre*, *Shaky Ground* (with *Doctor Doctor*'s Matt Frewer), and *Parker Lewis*, which comes off the starting lineup. The one drama backup is an anthology series, *Tribeca*, from Robert De Niro and David Burke. ■

RIOTS BOOST MAY RATINGS IN LA

In sweeps, Capacities/ABC's KABC reaps largest benefits

By Mike Freeman

The seven Los Angeles stations' May 1992 sweeps received a dramatic ratings boost from the unexpected April 29-May 3 riots in south-central L.A. However, it was a case of the rich getting richer. The following is an analysis of the Nielsen Station Index overnight ratings for the May 1992 sweeps (NSI, April 23-May 20), compared with May 1991 sweeps results (NSI, April 25-May 22):

Although the near-continuous coverage of the riot and post-riot delivered significant across-the-board news gains for the seven Los Angeles stations, particularly for KABC-TV's 11 p.m. newscast and independent KCAL(TV)'s prime time news block, it

remains to be seen if the VHF's will recover quickly from the estimated \$7 million-\$10 million in lost advertising revenues.

KABC's late newscast scored the most dramatic coup in the market, improving its rating by 36% (up 23% in share) with a top-ranked 8.0/19 average. Previously, KNBC-TV owned the 11-11:30 p.m. news period, but fell to second place with a 7.3/17 average, a 23% decline from its year-ago share of the market. Even KCBS-TV fed off the NBC O&O's misfortune by upping its share 8% with a fourth-ranked 5.7/13 sweeps average.

In May 1991, KABC owned a narrow advantage over KNBC-TV in the 4-6:30 p.m. local news slots, but substantially widened its margin with

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KUSHNER-LOCKE, RYSHER MERGE

As first reported in BROADCASTING ("Bi-Coastal," May 25) Kushner-Locke Co. and Rysher Entertainment are joining forces. K-L will acquire all of Rysher's assets in a straight stock transaction at a price based on five times Rysher's 1992 net earnings after taxes, which is expected to put it in the \$7.5 million-\$10 million range. Both companies will keep their separate names as subsidiaries of a new, yet-to-be-named parent company. Rysher currently distributes the off-network NBC Productions series *Saved by the Bell*, and is partnered with Italy's Silvio Berlusconi Communications and France's Gaumont Productions on the first-run worldwide launch of *The Highlander*. Rysher is also launching first-run weekly series *Uptown Comedy Club*, as well as off-network series *Captain N*, for 1992-93 syndication.

Kushner-Locke Co-chairman and President Peter Locke says his production company provides "international co-production expertise and contacts," while Rysher brings a previously unavailable "domestic pipeline." Most recently known for its production of CBS's late night weekly *Sweating Bullets* (Multimedia Entertainment has distribution rights), K-L has two unidentified hour-long series produced with "foreign partners" ready for possible domestic syndication by Rysher in 1993-94, according to Locke. Additionally, K-L is producing a 1992-93 NBC movie-of-the-week, *Father & Son*, and an NBC miniseries based on the novel "Double Cross," about organized crime figure Sam Giancana, as well as a telefilm about convicted mob boss John Gotti, in development for CBS. ■

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THURSDAY, APRIL 23, 1992

■ Tribune buying WFLA-TV Philadelphia
■ Post points strong 1st quarter
■ NCTA picks Vanguard winners

Tribune buys WFLA-TV—FCC on issues to resolve non-competition rules and other Tribune Broadcasting to acquire WFLA-TV Philadelphia from Full Broadcasting Partners. Sources of Circle 5 weekly at WFLA-TV says Tribune-owned WFLA-TV New York a major news required.

WFLA-TV on Black—Outdoors are under way to sell WFLA-TV, including its 100% interest in a company owned by S.A. Broadcast Management, whose President George Luby told TV 12.1 that several other of the company's other broadcast properties are not currently for sale. Luby said several telephone inquiries. "I don't know where WFLA-TV and that other stations are showing revenue growth through the first few months of this year."

First-Quarter
Profit—Post
Newsweek part
ent The
Washington
Post Co. reported
and net income of \$11.7 million
for first-quarter 1992 compared
with net loss of \$25.1 million for
same period last year. Loss was
due to one-time after-tax charge
of \$47.9 million on accounting
for a commitment plan
related to the sale of the
Post's newspaper assets.
The 1992 quarter represented a
57% gain over the first quarter
net income of \$1.5 million.

Reagan Reappointment—ABC
News presented Nancy Reagan
underwent probable history pre-
sented for various letters. Rumors
was done at Johns Hopkins
Hospital. As expected, the
former first lady spread and has
been removed. A post docu-
ment from the hospital and ABC
News said Reagan said
she was recovering well
and no further treatment will be necessary. She will also in the
hospital for several days and recuperate at home in New York
for months to go.

Overnight Business—ABC News's new prime time
one. Sources, associated in WFLA-TV, says, saying in
season performance in first ratings. Shows sets field in equivalent
competition at 10.9 in. With average 1.148 CBS's more
Monday in New Hampshire was 10.1 (12.521) and ABC's in
Ohio (11.428) was second. Ratings says its new period in
two of its first three ratings.

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8.9/11
OCT. '91

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(in hours per week)

Media Type	Time Spent (hours/week)
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Radio	10.5
Newspapers	10.5
Magazines	10.5
Books	10.5
Other	10.5

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18% and 38% share gains for the 4 p.m. (8.9/20) and 5 p.m. (8.8/18) news hours during the May 1992 sweeps. The ABC O&O's 6-6:30 p.m. newscast finished with a similarly top-ranked 8.9/16, a 33% share increase. KNBC's 4-6:30 p.m. news block improved by a modest 3% with a 6.3/13 average, while KCBS's 5-6:30 p.m. news block moved up 10% with a 5.8/11 average.

To rub more salt in the wounds of the competing network O&O's, KABC not only held its sign-on to sign-off supremacy in the market, the Capcities/ABC O&O surged upward to a 6.8/17 average, a 24% rating improvement. KNBC followed in the 7 a.m.-1 a.m. clocking with a 5.8/14 (up 4% in

rating), followed by KCBS's 4.9/12 (up 9%).

On the independent side, Tribune's KTLA-TV caused a major upset with its 7-9 a.m. newscast averaging a top-ranked 4.5/16, beating KNBC's second-ranked *Today* show (4.0/14). Launched less than 10 months ago, KTLA's morning news has improved time period share by 60% over the former cartoon program from the year-ago sweeps.

Also, Disney-owned KCAL posted a dramatic 50% gain for its 8 p.m. news hour (5.7/9), as well as 75% share improvements for its 9 p.m. (5.0/7) and 10 p.m. (3.7/7) news hours. Although both early news hours continued to rank last in the market, KCAL's

10 p.m. news muscled out Chris-Craft independent KCOP(TV)'s late newscast (2.7/5, up 25%). KTLA topped all 10 p.m. independent newscasts with a 6.2/11 average, while Fox O&O KTTV (TV) finished second with a 4.0/7 (up 40%).

In the sign-on to sign-off race, KTLA (4.1/10, up 8% in rating) bettered its second-place performance to KTTV (3.8/10, up 3%) among the independents. KCAL clocked a dramatic 24% rating gain with a 3.1/8 average, tying KCOP (down 6%) for bottom honors.

Overall, the L.A. riots helped to spur HUT (households using television) levels to a 40.3 rating average (including cable), a 9% increase over May 1991. ■

ROBERT IGER ON THE ABC'S OF PRIME TIME

Continued from page 14

easier to give them that launching pad later in the season rather than in the fall for a variety of other reasons. I think if I had given in completely to demand, it would have been on the air in the fall, but there is a great desire to maintain some stability on that night, particularly with the move of *Home Improvement* to Wednesday. Keeping *Coach* there in the fall was very important.

There is speculation you are planning a move. What are your immediate plans?

To continue in this job for an indefinite period of time. It was my intention when I got this job not to stay in it forever for a variety of reasons, personally and professionally. As you can imagine, it's a very exciting job, but it's also a job that monopolizes one's life, and it's not, as Brandon Tartikoff said, "a gold-watch job." It's my desire to continue working for this company long term. I haven't put the limit on this job that other people believe I have. I think I'm going to get through this season. I am looking forward to it. I am far more excited about this fall's schedule and the prospects for us this coming season because it really represents in a variety of ways a true turnover from the past. It's thoroughly reliant upon shows that have mostly been developed since I got here. But I don't want this job forever. Three years has been wonderful, and four will be fine, hopefully great. I am not going to speculate beyond that.

Do you have any interest in heading a studio?

I've toyed with the studio idea a little since I've been here. I think that's a bug that inevitably bites you in this job. But I'm a New Yorker, and my family is from New York. I wouldn't rule out the possibility completely, but if I had to speculate, I'd have to say that in all likelihood I will be going back to New York at some point.

When I got this job, I was a total outsider. My goal was to survive, not to succeed. And survival to me was two to

three years. I mean, I just had no idea whether I was going to succeed or not. And then it wasn't long after I got here that I realized that survival was probable, and I really wanted to succeed. When you get immersed in jobs like this, you suddenly look well past a ticking clock. I don't view it as a sentence that's going to end and suddenly I am going to find freedom on the other side of the wall. I'm too involved in it, too excited by it, to view it that way.

Can you assess the Bochco deal?

I think the Bochco deal has been successful. It has given birth to one hit, *Doogie Howser*, which has certainly been a real demographic stronghold for us over the years. It has given us a lot of quality, as well as entertainment. It went into a time period—9 o'clock Wednesday night—when we were struggling; remember, we were getting killed by *Night Court*. And *Doogie* came in and actually beat *Night Court*. So *Doogie Howser* alone makes the deal a success. Since then we have used the deal to get wildly experimental. *Cop Rock* came at a time we felt experimenting in this business was vital. I don't think there's been enough of it. I still don't think there's enough of it. And I think that it was a noble experiment, and funny. *Capital Critters* didn't work. So you could call it one for three. And then there's *Civil Wars*, which is still on the schedule and going into a second season. That's a show that we are proud of.

We are also very excited about the hour of police drama that has been developed and has a 13-episode order. It was going to be available for January '93, and then we postponed it until the fall of '93.

Why?

We didn't want it competing with *Civil Wars* on the schedule. It was a 10 o'clock drama, and the 10 o'clock drama time periods on ABC are limited. We decided it would be best to give *Civil Wars* a shot without it potentially being knocked off the air by another Bochco show.

Is the new show in the *Hill Street* mode?

I think it's much more of a single-lead drama than an ensemble. It's really based on one main character, a New York City detective.

Without the R-rated ingredient Bochco had hoped for, will it still be pushing things a bit?

It will push things in the way Steven has always pushed things. And the standards and practices are, in my opinion, things that have to change with a changing world. You have to adapt to a new audience. And what Steven has done brilliantly, and to the benefit of this industry, has been to push those standards—push what oftentimes can be somewhat outdated television standards into not only the present, but the future. He did it with *Hill Street* and again with *L.A. Law*, and I think we're going to allow him to do it again. That doesn't mean that we are vastly changing our standards, or that we are going to put a show on the air that's going to thoroughly offend audiences or a group of advertisers we have a lot of respect and need for.

In an interview with BROADCASTING two years ago, Bochco said that one of the things he felt was most important was narrowing the gap between life as it is and life as TV portrays it. How wide a gap do you think there is?

I think the gap is much more narrow than many people give network television credit for. I also think it's important for shows to be accurate reflections of the world as we know it. And that involves a variety of subjects and a variety of portrayals. And the whole issue, for instance, of homosexuality in television I think is important in the sense that the shows should have the freedom, from a creative standpoint, to be accurate reflections of our world. If that includes portraying homosexuals, for instance, there should be room for that.

Some people would suggest that the times now may have a chilling effect on that narrowing goal.

I think these times do demand some lightness in terms of entertainment. For instance, *Going to Extremes* is probably the lightest drama we've had in our 10 o'clock time period in a long time. I think that there's a desire on the audience's behalf to be entertained a little bit more in the drama form instead of being kind of knocked down and dragged through it.

Do you still think the networks could cut back their programming to 15 hours of prime every week?

It's a possibility, but it's not something that has ever been discussed in this company. I still think it's a strong possibility that one of the networks will cease to exist in the traditional sense, which is programming daytime, 22 hours a week, prime time, late night, a Saturday morning and a sports schedule. It's possible a network will cut back. It's possible a network will become more event-oriented.

Actually, I feel more bullish about our business than I have in a while. Cable is just a much more scattered and more confusing programming source than network television, which is in many ways very regular, very dependable, very findable, for the viewer.

Was your development as extensive as it has been in the past couple of seasons?

It was slightly less than the year before, both in terms of money and number of projects.

Was the process the same?

I think it was similar to the way we've

approached it the last couple of years, which is a mix of traditional pilots and presentations. If anything, it was different for us because we got started a lot earlier. We ordered pilots earlier than we have in years, and we had them delivered earlier. And we've set our schedule earlier. Which has resulted in us already having met with a number of new show producers to, in effect, get things started for the fall. So it was very, very important that shows get ordered, staffed, written and produced well in advance of September.

Is the 52-week season a real possibility?

Well, we are going to end up premiering four summer series. I actually may order a couple more for the late summer. I think it's important for us to maintain a richer mix of originals-to-repeats in the summer, while at the same time balancing the economic reality, which is that to make sense of this expensive world, you have to rerun shows. And the time to do that is in the summer.

What concerns do you think the affiliates will have when they come in here next week?

I don't know. Our affiliates are always more interested in the 10 o'clock shows. *Prime Time Live* and *20/20* are very compatible with their late news shows. They are going to be very interested in our Tuesday 10 o'clock scheduling of *Going to Extremes*. It's important for us to recognize their needs, and I think as a network we have. Improving our 10 o'clock performance was a key, and we've done that substantially over last May. [ABC finished the May sweeps with the best numbers for the 10:30-11 half-hour lead-in to local news.]

They [affiliates] are going to be curious about the fall. I think the big story we have in terms of the fall, and we emphasized this when we announced our schedule in New York, is the tremendous number of sophomore shows on our schedule. We had a phenomenal year this past season in terms of development success.

We've seen that shows in their second year tend to increase in terms of the overall viewership if you give shows a chance. "Why aren't we giving shows a chance?" has been probably the biggest criticism we've had in the last few years. I think viewers also are looking for some degree of regularity. It's easier for a viewer to come back to a show that they have tried a few times and may not have fallen in love with but kind of liked and were still checking out than it is for them to watch a totally new show.



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Broadcasting Cable

PLENTY OF CHALLENGES FOR PAY PER VIEW

Among issues on minds of industry at CTAM conference are expanded channel capacity, threat of competition from DBS and optimism over cable rereg

By Rich Brown

Despite the wildly enthusiastic projections that have been made about the pay-per-view industry, its executives are not resting easy. There looms a big question mark over when systems around the country will have the capacity to carry more PPV channels, and there is some concern over the competitive threat posed by DBS.

"Those of us who have been in the business for a few years have seen DBS attempted and fail several times; but with the new, more open access to programing it may work this time," said Kevin J. Leddy, Warner Cable

Communications Inc., speaking as chairman of CTAM's 1992 Pay Per View Conference last week in Orlando, Fla.

"Whether we like it or not, [Hubbard Broadcasting's Stanley Hubbard] may force us to commit the capital to expand our pay-per-view capabilities quickly," Leddy told fellow PPV executives. "If we don't, he may take the business away from us just as home video took it away from us 10 years ago. Unlike home video, however, DBS will not just take pay-per-view movies from us—it could take many of our current revenue streams and leave us with the retransmission of local broadcast signals."

Leddy nevertheless said he was optimistic about the PPV industry for a number of reasons. Cable reregulation should help PPV, he said, because operators will need an alternative to rate hikes. Also helping should be this summer's PPV Olympics Triplecast, he said, which could have a "fantastic" effect on the PPV business. He added that Tele-Communications Inc.'s recent investment in Reiss Media should also help the business because it might break some of the "logjams" that PPV has had with Hollywood studios.

The conference marked a time of reflection for the more than 570 attending executives from the PPV industry, a business that this year has been wounded by programing setbacks ranging from the fading luster of wrestling to the imprisonment of top boxing attraction Mike Tyson. More than one PPV executive at the conference was heard to say they were disappointed so far with 1992.

And there is continued competition from PPV's traditional arch enemy, the home video industry. Ron Castell of Blockbuster Entertainment Corp., a home video chain with 2,000 stores nationally, was on hand at the conference to tell PPV executives that the home video business was "still here and growing." The home video business this year represents an estimated \$12 billion in revenue, he said, and Blockbuster last week alone signed up an additional 271,000 memberships.

There were encouraging signs at the conference, particularly in the form of promising technology that would enable operators to expand their PPV offerings. At least two systems—Time Warner's 150-channel Quantum sys-

CONSUMER APPROVAL

The two families involved in GTE's ground-breaking video-on-demand test in Cerritos, Calif., gave the system thumbs up when they met to discuss the system with pay-per-view executives at the CTAM conference in Orlando last week.

"Because it is a test, we realize they will take it away," said Betty Hyatt, who has had the system in her home for the past 18 months. "It's going to be a hard adjustment."

Betty, along with her husband, Randy, told PPV executives that they have watched an average of two or three movies per day since they've had the service. The Hyatts, self-confessed movie fanatics, said they would gladly pay for the movies as long as the cost was competitive with home video rentals (GTE, which considers Cerritos a technology test and not a marketing test, is providing the titles at no cost).

What the Hyatts find particularly appealing is their ability to pause, rewind and fast-forward the PPV movies on the system. "We have the convenience and the control as if we were home video renters," said Betty.

They also have the capability of video conferencing with other cable households on the system, although that isn't something they have done with any great frequency with the other testers, Jack and Pat Jakubik. It's not that the conference capability doesn't work well, said Randy Hyatt, it's just that it's something he'd prefer to do with family members.

tem in Queens, N.Y., and GTE's video-on-demand test in Cerritos, Calif. (see box)—were discussed at length. The big question on everyone's mind was when systems around the country would have the same capabilities.

"I think the next couple of years are going to be very tight ones for this business," said Mark Greenberg of Prime Cable. Compressed signal technology will eventually represent a breakthrough for PPV, he said. However, he added, "I don't think it's going to happen quite as rapidly as we'd all like it to."

Greenberg questioned where, in the interim, systems are going to place both PPV services and the many new basic cable networks—such as Sci Fi Channel, The Game Channel, The Cartoon Network—that are coming on board.

"The battle is over channel space, and pay per view is losing," said Greenberg.

At least one call for patience went out from Chuck Ellis of Warner Cable Communications Inc., who said: "Let's not get too impatient with the first steps. It will take time to realize its true potential. Think of pay per view not in terms of what it is today, but what it can be in the future."

Jeffrey Reiss of Reiss Media predicted that 50 to 100 channels would be available by early 1994. ■

SETTING DIGITAL GUIDELINES

Cable Television Labs has launched a program to recommend guidelines for one-way and interactive delivery of digital services including video, program guides and multimedia. Tailored to grow with the development of digital services, the guidelines will encompass protocol, packet structure, bit rate, error correction practices and cable transmission parameters including modulation, bandwidth and channelization. Canadian company Les Entreprises Videoway Ltd. (with 200,000 interactive services in Montreal, Quebec City and London) and Liberty Media subsidiary X*Press Information Services Ltd. (which delivers digital information services to PC's via 800 cable systems) agreed to "team" with Cable-Labs in the effort.

TOWNSEND TALKS SHOP-PER-VIEW

HSN executive outlines plans for PPV merchandise center

By Rich Brown

Home Shopping Network executives say they hope by September to have the technology in place to serve as a national processing center for the pay-per-view industry.

HSN executive Robert Townsend told attendees at last week's CTAM PPV conference in Orlando that the company plans to use its experience in processing phone orders to diversify and open a national PPV ordering center within the next 12 to 18 months.

In pitching the plan, Townsend played up HSN's ability to process the millions of telephone orders for merchandise that is advertised on the cable channel. He said the company, which has about 250,000 inbound calls a day, has the ability to handle 2 million calls daily. HSN can take 21,000 calls simultaneously, he added.

Ideally, says Townsend, HSN would like to combine the sale of PPV

with the sale of merchandise. A subscriber calling to order "Terminator 2," for example, might be asked if he would like to order a T-shirt based on the movie. Operators would receive a cut of the merchandise revenue, just as they do now.

HSN's plan was one of four outlined at a panel discussion on various national ordering schemes. HSN and the three other companies—Telecorp Systems Inc., TelVue Corporation and Phone Base Systems, Inc.—are all looking to tap into a business that will get its first big test this summer with the PPV Olympics Triplecast.

Townsend says HSN executives are calling its own national ordering plan the "F.O.D. Project." The name comes from the movie *Field of Dreams*, in which a modern-day farmer attracts the ghosts of baseball past by building a baseball field.

"If we build it, they will come," says Townsend. ■

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Washington

WHITE HOUSE CALLS FOR VIDEO DIALTONE

Bush adviser issues policy statement asking Congress and FCC to eliminate barriers to telco video services

By Harry A. Jessell

President Bush's chief domestic adviser, in the administration's most pointed telecommunications policy statement to date, has called on the Congress and the FCC to "remove outdated regulatory barriers that impede the deployment of advanced telecommunications technologies" by the telephone industry ("Closed Circuit," May 25).

Clayton Yeutter, in a May 21 letter released last week, endorsed Senate legislation (S. 1200) that would repeal the statutory ban against telcos' owning cable systems and the FCC's "video dialtone" proceeding that may relax the crossownership ban and permit telcos to distribute video services to the home on a common-carrier basis.

Although the letter was addressed to Republican Senators Robert Dole (Kan.) and Conrad Burns (Mont.), who last March had solicited a policy statement from the White House on the telco-cable question, it was meant as much for FCC Chairman Alfred Sikes and the four other Bush-appointed members of the commission.

"The President has repeatedly stated his desire to eliminate unnecessary government interference in private markets and to secure the benefits of regulatory reform for American consumers, workers and businesses," Yeutter said. "The administration therefore expects that the FCC will move forward with pro-competitive reforms."

In particular, the letter says, administration policymakers "expect" the FCC to:

- permit "non-controlling equity participation by telephone companies

in joint ventures with cable companies to provide enhanced services";

- narrow, "to the congressionally mandated minimum, the services prohibited to the telephone companies";

- consider "the broader use of good-cause waivers" of the crossownership ban, and

- expand the ban's rural exemption, which now exempts towns with 2,500 or fewer people.

Burns, who introduced S. 1200,



Yeutter wants telco barriers removed

was pleased by the presidential endorsement. "Today, the President's leadership and vision are shining through," he said.

The United States Telephone Association, which has long advocated relaxation of the video restrictions on cable, embraced the letter. It "reaffirms our strong belief that telephone company competition in the video services marketplace is long overdue," said John Sodolski, in a prepared statement.

The FCC's video dialtone proceeding is set for action in July, although its complexity and surrounding controversy could cause the schedule to slip.

The proceeding is primarily aimed at setting rules that would allow telcos to distribute video to homes on a com-

mon-carrier basis. But it also addresses modifying the implementing rules of the crossownership ban to allow telcos to control some of the programming they transmit or to enter into joint ventures with cable operators.

That the administration favors lowering barriers to telco's offering video is not new. In opposing legislation re-regulating cable, the administration has said it prefers unleashing telcos to compete with cable. And the Council of Economic Advisers, in its 1992 report to the President, strongly advocated permitting "local telephone companies to carry television and other video services that are controlled by independent companies."

But the Yeutter letter elevates the telco-entry advocacy to the highest levels of the White House and, for the first time in its endorsement of S. 1200 and video dialtone, specifies what ought to be done.

With its talk of expectations, the letter comes close to dictating FCC policy—a practice at odds with the agency's "independent" status.

But FCC officials dismissed the notion. "I don't know why the administration should be prohibited from offering its opinion any more than Congress should," said one. "As fin-syn proved, the administration can't dictate what the FCC does."

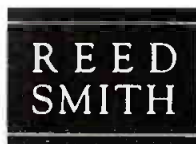
At the height of the FCC proceeding to revamp its financial interest and syndication rules last year, then White House Chief of Staff John Sununu, also in a letter to Capitol Hill, weighed in on the side of broadcast networks calling for a gutting of the rules (BROADCASTING, Feb. 18, 1991). Despite the letter, an FCC majority voted to retain substantial fin-syn restrictions. ■

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A TALE OF TWO MARKETS AND PTAR

Albany and Little Rock adjust schedules and program buying habits to conform to new top 50 market ranking and PTAR implications

By Joe Flint

Imagine trying to buy programing for prime time access years ahead of time and not knowing whether your market will be exempt from the prime time access rule (PTAR) that prohibits network affiliates in the top 50 markets from airing more than three hours of network or off-network programing during the four hours of prime time each weekday.

Every three years, the ratings firm Arbitron provides the FCC with a list of the top 50 markets in prime time households-using-television. Needless to say, every time this is done, some markets fall in and others out of the top 50, making for changes in both program scheduling and purchasing.

This September, Little Rock, Ark., moves back into the top 50 markets with regard to PTAR, while Albany, N.Y., falls out. For Little Rock, this is the market's second flip-flop in six years. Ironically, the overall Albany TV market is expected to move up from 54 to 51 this year. Little Rock is currently the 57th-ranked TV market.

This may be the last time markets such as Albany and

Little Rock have to guess whether the PTAR rule will apply to them. FCC Chairman Alfred Sikes would like to see PTAR's off-network prohibition rule repealed, perhaps as soon as next month's meeting. However, it is said the other four commissioners do not share his enthusiasm.

NBC affiliate KARK-TV Little Rock has spent four years bouncing *The Cosby Show* in and out of prime time access to conform to the rules and in the process probably did not realize the financial returns it had hoped for when the station invested in the program at a cost estimated at \$10,000-\$12,000 per episode.

When KARK-TV purchased *Cosby* in 1989, the market was not part of the top 50. However, the next year, Little Rock moved into the top 50 and requested and was denied a waiver of the PTAR rule from the FCC. Recalled station manager Tom Bonner: "We paid such an enormous amount of money for *Cosby* that we asked for a waiver. We were the only station in the country affected by the switch. The return on the show was satisfactory, but it would have been better had we been able to air it in prime access

for the entire run."

The station has only one year left on *Cosby*, which it will move from 6:30 p.m. to 3:30. KARK-TV is not taking any chances for the next few years. It acquired Paramount's *Entertainment Tonight* and will air that at 6:30.

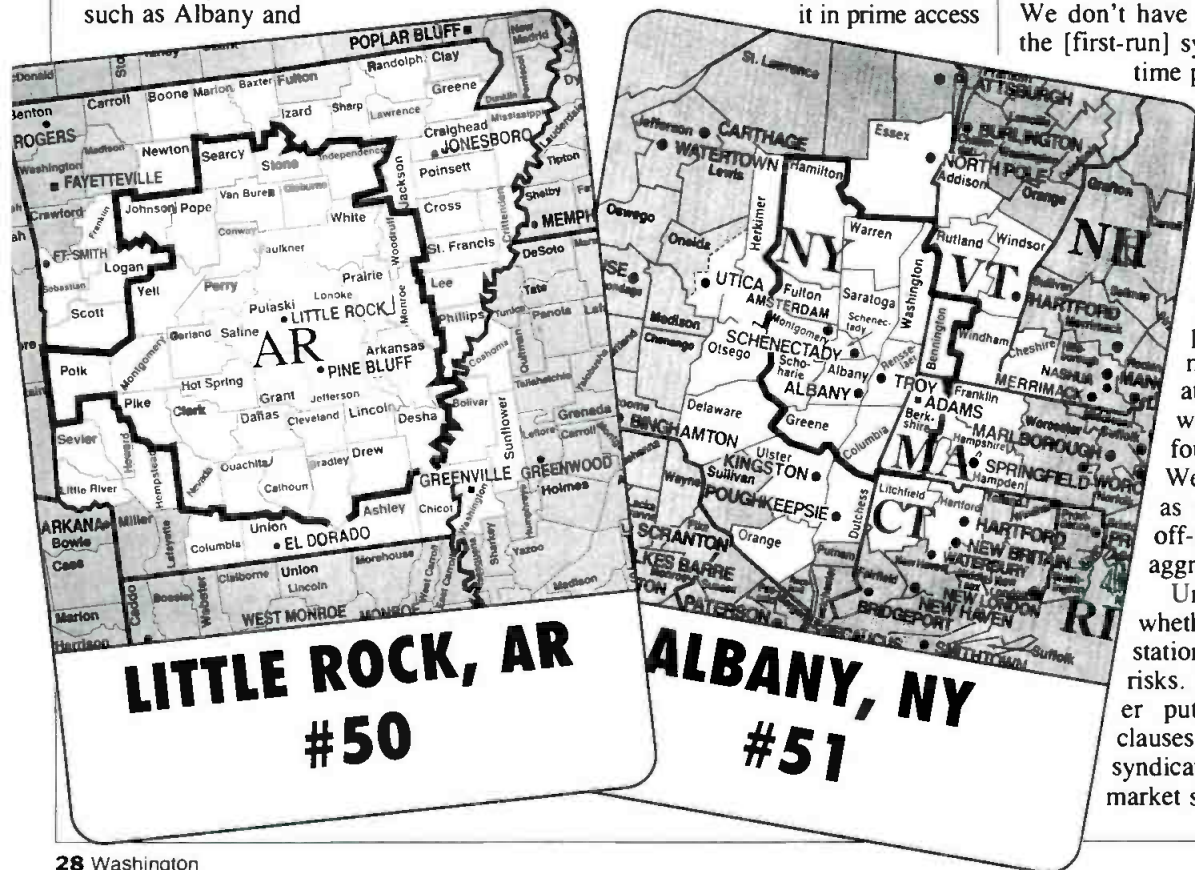
The other two network affiliates in the market have been airing first-run syndicated programing all along and were not impacted by the market change. Bonner, tongue in cheek, said he sees no reason to change the PTAR rule now.

As for *Cosby*, KARK-TV is said not to be planning to renew it, and other stations, according to market sources, are not interested in picking up the show. Said Jerry Whitener, vice president and general manager, KLRT(TV) Little Rock: "Programing is bought five to six years in the future. It's hard to buy [it] not knowing when the flip-flop will come."

That may be why only one station in Albany—CBS affiliate WRGB (TV)—has bought an off-network show to be aired in prime access. Said WRGB vice president and general manager David Lynch: "The key word is flexibility. We don't have to be at the mercy of the [first-run] syndicators now in that time period."

While other affiliates have not purchased off-network programing yet, that does not mean there won't be any movement in the future, said Will Meyl, vice president and general manager of Fox affiliate WXXA-TV. "Ideally, we would love to have four great half-hours. We are not able to now, as affiliates are pursuing off-network shows more aggressively."

Until the FCC decides whether to change the rules, stations will continue to take risks. As one general manager put it: "There are no clauses in contracts" with syndicators for fluctuating market status. ■



DUGGAN CALLS FOR PERMANENT ROLE FOR ATC

Commissioner says center should be funded by broadcasters and used for R&D

By Sharon D. Moshavi

FCC Commissioner Ervin Duggan last week called for the Advanced Testing Center to become a permanent technological research institution for broadcasters once government evaluation of HDTV ends there in December.

The Alexandria, Va.-based center, run by the FCC's Advanced Advisory Committee on Advanced Television Service, is scheduled to close soon after the committee's work is done. In a speech before the New York chapter of the Federal Communications Bar Association, Duggan proposed that networks, affiliates and other broadcasters fund the center to serve as a testing ground for new broadcast technologies. Duggan talked of developments such as interactive television, compression, data delivery and further HDTV advancements to help the networks "seize the future."

In his speech—self-proclaimed as optimistic about the networks' future—Duggan also called for the networks to nourish their relationships with affiliates, calling the latter "the networks' single greatest asset." And that relationship will grow more important, he, "because localism works. It works to serve the public interest and it works economically." Without the local touch of the affiliates' programming, "network programming might seem bloodless and remote, as much cable programming today seems bloodless and remote."

The networks' other main strength, Duggan contended, is their mass audience appeal, providing, like a department store, "an anchor in a multi-channel mall." It would be wrong, he said, for a network to try to imitate that niche programming, and divide itself "into a series of program boutiques.... If the networks demean the network-affiliate relationship and squander its advantages in pursuit of the niche strategy, they may wreak upon themselves a wound that cannot be healed by gains sought elsewhere."

The networks' survival is also in the interest of the public, Duggan said. The nation needs the networks because there is "no ready substitute, on cable or satellite, for the potent combination of local coverage and national

programming that networks and affiliates provide."

Duggan also defended the FCC's slow deregulation methods, saying they are more sensible than radically dismantling regulation "because loosening those straps affects others, as well, in that fragile ecology of the marketplace." He continued: "I would argue

for a philosophy of deregulatory incrementalism, an approach of exquisite care, progressively lessening regulation, imposing safeguards where necessary, then examining the impact of change before deregulating further. The alternative is slash-and-burn deregulation, which holds no answer to the question: What if we screw up?" ■

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Broadcasting Radio

STATION REVENUE UP 3% FROM YEAR AGO, BUT RAB FIGURES SHOW YEAR-TO-DATE FLAT

First monthly growth in four months; network revenue down 20%

By Peter Viles

Spurred by continued growth of local advertising, radio station revenues posted their first gain in four months in April, rising 3.0% above April 1991 levels in the strongest indication yet that radio is breaking out of its revenue slump.

Troublesome spots remained in the revenue picture, however: national revenues were down 8% in April and remained down 11% from 1991 year-to-date levels, while network revenues plunged a whopping 20% from April 1991 levels.

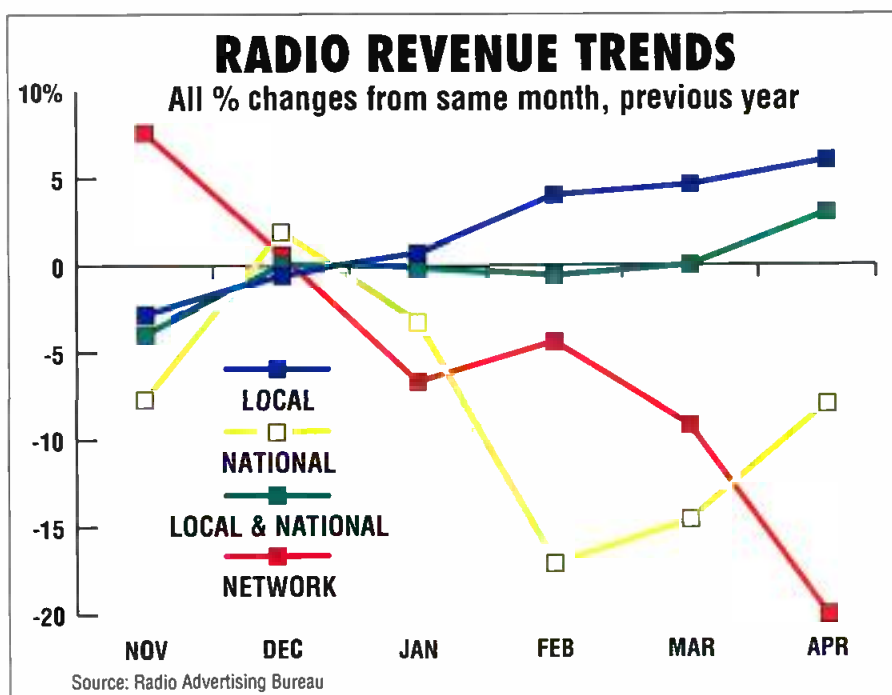
And although overall station revenues rose 3% from April 1991 to April 1992, they remained flat for the year to date, according to the Radio Advertising Bureau's monthly revenue report.

The report showed local revenues are climbing in every region of the nation, by 6% from April 1991 levels and by 4% when compared with the first four months of 1991. Monthly gains were highest in the Southwest (11%) and the East (8%).

RAB President Gary Fries said the upturn in local revenues is particularly encouraging, since local advertising accounts for three-quarters of radio revenue.

"Traditionally, the first signs of recovery are seen on the local level, so four straight months of local radio revenue increases are definitely encouraging," Fries said.

National revenues showed some signs of life, but continued to slide. The 8% drop from April 1991 to April 1992 was considerably less severe than the double-digit drops registered in February (-17.1%) and March (-14.6%), but still left national reve-



nues well behind 1991's weak pace.

And network revenues took a big tumble, suffering a fourth straight

month of decline. Network revenues are now pacing 11% behind 1991's pace.

WSCR GETS ARBITRON RECOUNT

Initial zero rating was ratings company mistake

By Peter Viles

When a monthly Arbitrends report showed all-sports WSCR (AM) Chicago getting off to an embarrassingly weak start in January, executives at the station suggested something was wrong with Arbitron's survey method. After all, they argued, how could sports radio register a zero rating in sports-mad Chicago?

Now the Diamond Broadcasting station is the one suffering embarrassment.

The ratings company said last week that it flubbed WSCR's first Arbitrends rating and then failed to catch the mistake for months. The mistake? Arbitron wrongly treated WSCR as a 24-hour station, even though the daytime aired less than 12 hours of programming per day in January.

"What is embarrassing is that they had asked us about it, and we had

double-checked and we didn't spot the error," said Arbitron spokesman Thom Mocarsky. He attributed the second error to miscommunication among Arbitron staffers.

Since recognizing the error, Arbitron has corrected WSCR's Arbitrend rating from a zero share to a 0.3 share for the period covering November, December and January.

"It means we had an audience on day one, even though initially they claimed we had no audience," said Seth Mason, vice president, Diamond Broadcasting.

"Suffice it to say, it was an error—and we make good when we make an error," Mocarsky said.

No adjustments were necessary for WSCR's subsequent ratings, which show the station's share rising to 0.7 in its second monthly trend, 0.9 in the winter book, and a 1.1 share in the most recent Arbitrends report.

Mason said the station is anxious to put the matter behind it, and looks forward to a strong spring as two Chicago teams (the Bulls and Blackhawks) contend for titles.

But he also said the erroneous zero

rating had cost the station an undisclosed amount in lost advertising revenue and caused considerable worries at the station.

"It's hard enough signing on a radio station that had been dark and had no listeners for the previous 12 months," he said.

"There was some very negative press that the station received because of it. We had people here who changed jobs to come work here, who had to spend four weeks going home at night wondering if they had made a mistake."

RIDING GAIN

STERN LOOPED?

The on-again, off-again courtship between syndicated morning man Howard Stern and Evergreen Media's WLUP(AM) in Chicago is apparently on again. Evergreen Chief Operating Officer Jim de Castro says: "We're entertaining the thought of bringing him to Chicago if he's smart enough not to let money get in the way." Chicago sources say two things are holding up the deal: haggling over money and Evergreen's concern over adding another racy jokester to a station already facing indecency complaints. Stern's morning show originates on Infinity Broadcasting's WXRK(FM) New York and also airs in Philadelphia, Los Angeles, Baltimore and Washington. Stern's agent, Don Buchwald, had no comment on the negotiations. On his Thursday show, Stern confirmed that a Chicago station had offered around \$600,000 to air the show.

PIRATE REVAMP

Changes at Westwood One's Pirate Radio (KQLZ-FM) Los Angeles: Carey Curelop resigned last week as program director, to be replaced by Greg Stevens of KIOZ(FM) San Diego, who will also serve as half of Pirate's new morning team beginning June 8. KQLZ-FM had a 2.2 share in the winter Arbitrons (total week, persons 12-plus), 22nd in the Los Angeles market.

DR. BRUCE?

Two long-time radio personalities received special honors outside the industry this month. On the West Coast, Bill Keene, the veteran traffic

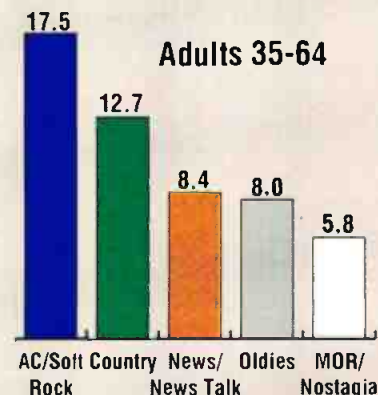
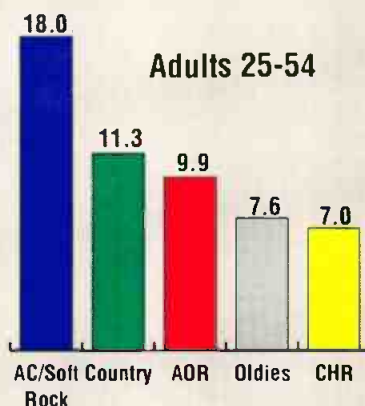
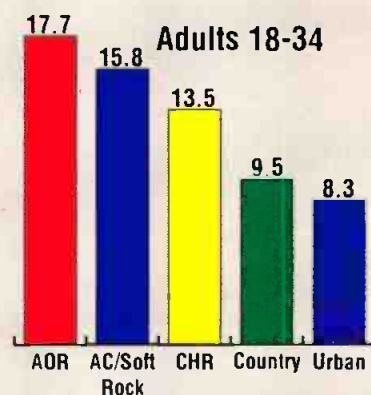
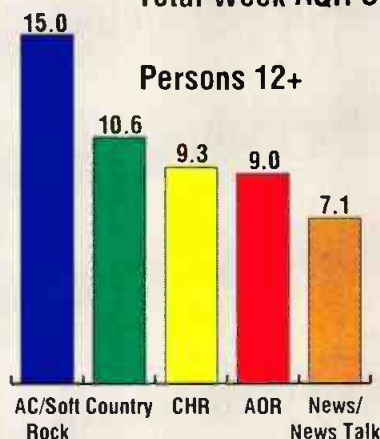
and weather reporter at KNX(AM) Los Angeles received the ultimate Hollywood honor: his own star on Hollywood's Walk of Fame. Back east, NBC Talknet's Bruce Williams picked up an honorary doctorate from his alma mater, Kean College of New Jersey.

RADIO MONTREUX

NAB reports registration for NAB Radio Montreux, June 10-13, has topped 500, including 85 radio equipment suppliers and broadcasters from 25 countries. Among the featured speakers: FCC Chairman Alfred Sikes.

TOP FIVE FORMATS BY DEMOGRAPHIC GROUP

Total Week AQH Share—Winter 1992 Arbitron



Source: Interop Radio Store 95 Continuously measured metros.

Technology

JAPAN: LAND OF THE RISING DIGITS?

Global ambitions for MUSE may succumb to digital "ultra definition TV"

By Peter Lambert

The Japanese Ministry of Post and Telecommunications (MPT) will soon consider a formal proposal to create a Digital Movies Laboratory in 1993, aimed at centralizing development of a second generation of digital television by 2001.

Call it "ultra definition television" (UDTV), says Kazuhiko Nishi of the Japanese ASCII Corp., an imaging software developer and one of 30 entities represented on the Digital Video Committee of the MPT's Telecommunications Technology Council. Nishi said the committee will make formal recommendations to MPT concerning "right directions of digital video" by the end of 1992.

However, Nishi told a May 21 Massachusetts Institute of Technology Media Lab Symposium on Digital Television that "establishment of a new R&D company, DML, is now proposed to MPT and the world."

Nishi said consumer demand for "online" or "personalized television" (on-demand video, "remote theater, remote exhibitions" and interactive services) requires a "strategic retreat" from analog high-definition television. "Japan is seeking the next digital TV system; it will not be called HDTV but UDTV," he said.

Nishi's presentation suggested a \$100-million investment in a seven-year development plan, starting with funding the Digital Movies Laboratory (DML) by next year. The lab would shepherd development of digital coding, processing and input/output technologies toward a 24 mhz, 2000-line, 150-megabit-per-second system able to carry all forms of analog and digital media—"an international open system



As digital HDTV systems like Zenith/AT&T's prove themselves in the field (see "Top of the Week"), Japanese policymakers appear poised to play global "leap frog"

[that] should have at least 50 years of life."

DML would be sponsored by the Japan Key Technology Center, the promoter of high-technology developments funded through the government's 51% interest in NTT, Japan's telephone giant. NTT, NHK and ASCII "are expected to play key roles for DML," Nishi said.

Keiichi Kubota, senior scientist for NHK's efforts to squeeze the 24 mhz MUSE into 6 mhz (Narrow MUSE) for U.S. broadcast applications said Japanese research into digital video has been ongoing, but he questioned prospects for any government-sponsored digital project there. MUSE remains the established standard in Japan, with daily MUSE delivery to millions of homes via direct broadcast on the BS3 satellite.

And although some downplayed Nishi's address as no more than a status

report on wideband fiber-optic digital research in Japan, several experts in the United States viewed it as a subtle admission that Japan is scrapping its global ambitions for the 20-year, \$1-billion analog high-definition television project, MUSE (developed by Japan Broadcasting Corp., or NHK).

John Sie, chairman and CEO of the Encore cable channel and longtime digital HDTV advocate, said the address "came as close to an official pronouncement as you can get, that the government, or MPT specifically, has seen that an analog-based system is just not competitive globally—particularly in light of U.S. progress in digital development." Noting that a number of Nishi's presentation slides bore MPT's official stamp—and that MPT had not forbade Nishi from discussing the committee's existence and preliminary findings—Sie suggested, "MPT wants to make clear to its own

electronics community that digital is the way."

As a Tele-Communications Inc. executive in 1989, Sie had suggested the U.S. TV industry consider digital video as a way to leapfrog MUSE. After General Instrument entered a digital system in the North American advanced TV standard-setting process in June 1990, three other digital systems entered testing, and most experts believe MUSE now has little chance of adoption by the FCC.

Indeed, at the same MIT symposium, FCC Chairman Alfred Sikes said: "While the decades-old acro-

nym, HDTV, is still used by most persons, we are in fact now dealing with digital advanced television, or DATV. The new players challenged conventional wisdom, and analog thinkers have begun to re-examine their approaches. The world has gone digital, sooner than anyone had expected."

According to Nishi, UDTV would incorporate a "universal video coding technology" to handle transmission of NTSC and HDTV (digital and analog), computer video graphics, videotape, videodisc and movie imaging, as well as print and still-photography me-

dia. With a 150-megabit-per-second ceiling, UDTV would also use "super high-efficiency data compression" to improve on and encompass the 24-mbps ADTV systems now being tested in the U.S.

Through scalable frame rates, resolutions and aspect ratios, it would be compatible with integrated services digital systems long proposed in the telecommunications and computer industries.

Said another observer in attendance at MIT: "The Japanese have admitted defeat, and their strategy now is to leapfrog the leapfrogger." ■

NTU LAUNCHES COMPRESSED DIGITAL NETWORK

Consortium of engineering schools inaugurates satellite network

By Peter Lambert

Imagine a national satellite network simultaneously delivering a dozen digitally compressed television signals from dozens of uplinks, via one satellite transponder, to hundreds of downlinks, complete with audio, two-way fax channels and remote VTR control signals.

Actually, such a network need no longer be imagined. The National Technological University, a consortium of 43 engineering schools, switched on its Compression Labs SpectrumSaver digital compression technology earlier this month to deliver 20,000 hours of courses to more than 100,000 corporate- and government-sponsored graduate students nationwide. Counting 38 uplinks and 275 downlinks, there is little reason to doubt NTU's claim that it has become the world's largest digital satellite network.

Using the lowest of three SpectrumSaver data rates (2.9, 3.3 and 6.6 megabits per second), NTU squeezes 12 instructional video signals each into 3 mhz of spectrum on one 20-watt, Ku-band transponder aboard GTE Spacenet's GStar I satellite.

Although the 2.9 mbps rate has proved "more than adequate for instructional television," says NTU President Lionel Baldwin, several experimental units—including NTU's headquarter uplink at Colorado State University, Fort Collins, Colo.—can demonstrate SpectrumSaver's ability to deliver higher-motion video at 6.6

mbps without artifacts. Baldwin said some universities are already considering broadcast uses, including sports TV. The University of Massachusetts at Amherst and North Carolina State University in Raleigh may also demonstrate the 6.6 mbps option.

The \$5-million job of installing \$130,000 uplink systems at 38 universities and \$8,500 receiver-decoders at 275 downlinks was completed last month, thanks in part to a \$1.5-million grant from the Defense Advanced Research Projects Agency.

Although the switch to digital has allowed NTU to drop one of its two transponders, saving \$1.2 million a year (tripling capacity at half the cost), Baldwin says there are more significant benefits, most notably in scheduling—NTU can now run programs in multiple dayparts for student convenience. Baldwin also sees headroom to deliver computer multimedia via its 19.2 khz data channel. And NTU's long-range plans call for offering "instruction on demand" via high-power direct broadcast satellite in 1999. ■

SATELLITE FOOTPRINTS

BARCELONA BALANCING ACT

Group W Satellite Communications (GWSC) will provide and coordinate international and domestic transmissions for the NBC/Cablevision Systems pay-per-view summer Olympics TripleCast coverage, July 26-Aug. 9. Group W will handle primary feeds from Barcelona, Spain, to New York and back. And in the U.S., it will provide more than 1,000 hours of Red, White and Blue Channel distribution feeds via Satcom F1R and Galaxy III. From Sunday, July 12, through Friday, Aug. 14, GWSC's 24-hour-a-day operations center also will handle encryption, scrambling authorization, testing and troubleshooting.

WORLDWIDE CONVENTIONS

C-SPAN agreed to make its gavel-to-gavel coverage of the Democratic Party Convention (July 13-16, New York) and Republican Party Convention (Aug. 17-20, Houston) available to television audiences in Western and Eastern Europe and North Africa via the Columbia/TDRSS international satellite system owned by Columbia Communications Corp. of Honolulu. Columbia said telecommunications ministries in Germany, Sweden and other nations have committed to granting it landing rights in the next several weeks.

Date Book

■ Indicates new listing or changed item

THIS WEEK

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

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

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

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

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

■ **June 3**—*American Women in Radio and Television* networking mixer. Carlos 'n Charlie's Restaurant, Los Angeles. Information: (213) 964-2740.

June 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon.

ERRATA

Media Venture Partners was sole broker of record for all eight of Paxson Broadcasting's recent station purchases in Florida. May 25 story about Paxson's recent radio acquisitions contained an incomplete account of Paxson's brokers.

Speaker: Josh Sapan, president and CEO, National Services, Rainbow Program Holdings, Inc. Copacabana, New York. Information: (212) 768-7050.

■ **June 4**—First annual *Women in Cable and Cable Television Administration and Marketing Society* beach ball. The Beach Club, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

■ **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: Phil Roberts (908) 521-9292.

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

MAJOR MEETINGS

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. 6-9—*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. 12-16—*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. Future convention: October 13-16, 1993, Richmond, Va.

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.

■ **March 3-6, 1993**—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

■ **April 16-21, 1993**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

■ **April 19-22, 1993**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

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

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Broadcasting Business

TV STATIONS CAN'T BANK ON WALL STREET

Difficult financial markets face biggest broadcaster offering in years

By Geoffrey Foisie

Young Broadcasting is hoping to pull off the biggest TV station public securities offering in years, if initial reports are to be believed. The New York-based group owner is said to have lined up investment banks Bear Stearns and Salomon Brothers—with senior debt financing from Chemical Bank—to sell public debt and equity for its bid for H&C Communications (BROADCASTING, May 25). Young may also use the opportunity to refinance some or all of its six existing stations, for a total financial package of at least \$600 million.

More interesting is the fact that such an ambitious financing would take place only weeks after one TV station group, Renaissance Communications, pulled its initial public offering attempt, while another, Granite Broadcasting, put on hold its \$100 million debt financing. Stock and debt offerings are not impossible; diversified media companies with existing track records such as Clear Channel Communications and Heritage Media have continued to make use of the financial markets.

But the failed financings of undiversified group owners raise the question: Does Wall Street dislike the TV stations business, and if so, could Young Broadcasting succeed?

It has been speculated by more than one source that the Young offering would value the group owner at eight-and-a-half times the stations' cash flow—roughly defined as revenue left after necessary operating expenses, but before taxes, overhead, interest and excluding non-cash expenses. If true, that multiple would almost equal the nine-times multiple that Renais-

sance, a station group in the faster-growing independent station segment of the industry, recently failed to sell stock at.

The cash flow multiple would also be roughly the same as exists in the private market at which affiliate TV stations have recently been bought and sold. What has some observers and experts intrigued is that historically,

"I think broadcasters have done a poor job of articulating to the financial markets their strategic vision of the future."

Michael Garin, Furman Selz

the public multiples were 30% to 50% less than the private market, not equal to them.

Said investment banker Stephen Rattner of Lazard Freres: "It is clear that the public market and the private market is out of sync. My own personal view is that private market is more likely to be right than public market."

If the public financial markets are optimistic about broadcasting, they have not been optimistic enough for group owners such as Renaissance or Granite. Said Charles Cory, a principal at Morgan Stanley: "The equity market wants to see documented, unequivocal evidence that there is a turnaround in the fortunes of the advertiser-supported media."

Broadcasters themselves may be partly to blame for their poor recep-

tion, said Michael Garin, a managing director of Furman Selz: "I think broadcasters have done a poor job of articulating to the financial markets their strategic vision of the future. One of the questions I get most often from investors is whether broadcasting is a viable business, which is absurd, because broadcasting is viable."

Granite Broadcasting's initial public offering of stock, completed in January, ran into some difficulty and went out at a reduced price. Since then, the stock has drifted down more than 20%, despite reporting a jump in first-quarter cash flow, to 23%.

The overall market for stock and debt offerings is even rougher now. Over the past six to eight weeks, said Cory, the market has gotten more selective about any stock offering, no matter what the company, and as a result, more deals have been canceled than completed. Times are particularly bad, said Jill Greenthal of Shearson Lehman Brothers, for "smaller capitalization deals," a description that would characterize most recent broadcasting offerings: "The big deals [such as General Motors' recent stock offering] are overshadowing everything."

The conclusion of TV some operators has been that financing that is not absolutely necessary is best delayed. Said Renaissance President Michael Finkelstein: "My IPO could have been done, but the question is: at what price? We didn't need the money to repay debt, since it only bears 8% or 9% interest. Since we didn't really need the money, our stock offering was very price sensitive." Agreeing that companies not needing public money should wait was ABRY Communications general partner Andrew Banks. ■

Changing Hands

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

KVOA-TV Tucson, Ariz.; WESH(TV) Daytona Beach-Orlando, Fla.; KCCI-TV Des Moines, Iowa; KPRC-TV Houston, and KSAT-TV San Antonio, Tex. □ Sold by H&C Communications to Young Broadcasting (BROADCASTING, May 25). Estimates on purchase price range from \$350 million to \$650 million. **Seller** is headed by Thomas Reiff, president, broadcast group. **Buyer** is headed by Adam and Vincent Young (father and son) and owns 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.

WSTM-TV Syracuse, New York □ Sold by SJL Broadcast Management Corp. to Federal Broadcasting Co. for close to \$20 million. **Seller** is headed by George Lilly, president, who also owns KSNG(TV) Garden City, KSNC(TV) Great Bend, KSNT(TV) Topeka and KSNW(TV) Wichita, all Kan.; WJRT-TV Flint, Mich.; KTVQ(TV) Billings, Mont., and KSNK(TV) McCook, Neb. **Buyer** is headed by Dale G. Rands, chairman, and Peter Kizer, president, and currently owns WCFT-TV Tuscaloosa, Ala.; WTOM-TV Cheboygan, WLUC-TV Marquette and WPBN-TV Traverse City, all Mich.;

WDAM-TV Laurel (Hattiesburg), Miss.; and KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa). WSTM-TV is NBC affiliate on channel 3 with 100 kw vis. and 20 kw aural with antenna 1,000 feet above average terrain. **Broker: Media Venture Partners.**

KAHI(AM)-KHYL(FM) Auburn, Calif. □ Sold by Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for \$12.75 million. Sale includes KTCJ(AM)-KTCZ(FM) Minneapolis. **Seller** is represented by Elliot B. Evers, receiver. **Buyer** is headed by Arthur H. Kern and Alan S. Beck, and is licensee of KCEE(AM)-KWFM(FM) Tucson, Ariz., and WUBE-AM-FM Cincinnati. Kern holds 51% of voting stock of licensee of WOCL(FM) Deland, Fla. He also has 54% interest in licensee of WALK-AM-FM Patchogue, N.Y., and 51% voting stock interest in licensee of KMEN(AM)-KGGI(FM) San Bernardino-Riverside, Calif. KAH1 has AC format on 950 khz with 5 kw day and 4.2 kw night. KHYL has oldies format on 101.1 mhz with 36.3 kw and antenna 577 feet above average terrain. **Broker: Media Venture Partners.**

WCAZ-AM-FM Carthage, Ill. □ Sold by Bryan Broadcasting Inc. to Reality Plus Corp. for \$850,000. **Seller** is headed by Dan C. Bryan. **Buyer** is headed by John B. Jamison (60%), and has no other broadcast interests. WCAZ(AM) has C&W format on 990 khz with 1 kw day and 9 w night. WCAZ-FM has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KPRB(AM)-KSJJ(FM) Redmond, Ore. □ CP Sold by Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for \$710,000. **Seller** is headed by Donald McCoun. **Buyer** is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. KPRB is fulltimer with C&W format on 1240 khz with 1 kw. KSJJ has C&W format on 102.9 mhz with 2.25 kw and antenna 393 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$392,660 □ 5

FM's □ \$977,000 □ 5

AM-FM's □ \$14,348,000 □ 5

TV's □ \$820,000,000 □ 10

Total □ \$835,717,660 □ 25

1992 to Date:

AM's □ \$34,885,198 □ 79

FM's □ \$56,754,138 □ 96

AM-FM's □ \$97,389,205 □ 60

TV's □ \$1,095,116,620 □ 32

Total □ \$1,284,145,161 □ 267

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

WSTM-TV (NBC), Syracuse, New York from **SJL Broadcast Management Corp.,** George D. Lilly, President to **Federal Broadcasting Company,** Dale G. Rands, Chairman/CEO and Peter Kizer, President/COO.

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UNCERTAIN TIMES AHEAD FOR REPS

Executives not clear on results of FCC's liberalizing the TV ownership rules

By Sharon D. Moshavi

The TV station rep business might be in for upheaval under the FCC's proposal to relax its station ownership rules. Although little has been said about how rep firms would be affected, a BROADCASTING survey of rep executives shows some predicting problems ahead and others seeing mixed results. Some see the changes resulting in further consolidation in the rep industry.

Rep firms whose client station groups are buyers may gain new clients, while those whose clients sell may lose stations. And if the FCC agrees to grant duopoly rights to group owners, some firms could gain by repping two stations owned by the same client in a market, while other reps could be pushed out of a market altogether.

To Donald Robinson, president, Seltel Inc., all potential changes are essentially negative. "If it's your client who's buying, you have to give them a reduced rate over the whole group, since it's larger. As a result, margins will go down. If you're losing stations, your margins definitely will go down."

Others agree that client group owners that add stations will have some leverage when dealing with their reps. "In the past when group owners were allowed to expand their holdings, it did tend to help them bargain with their rep firms," says Harry Stecker, executive vice president, director of client services, Petry Television. But Stecker still sees a brighter picture for reps whose large station group clients become buyers. "For firms already representing the larger groups, it may lead to further consolidation [in the number of rep firms]." But that consolidation will come at the expense of reps who find their business base eaten away by having clients who are sellers.

The consolidation would likely intensify even more if the FCC changes the duopoly rules and group owners are permitted to own two stations in

one market. Those two stations could be repped by the same firm, which might shut out of the market a rep firm whose client station is bought.

The granting of duopolies "may finally resolve the question of dual representation," says Ken Donnellon, vice president, advertising and communication, Blair Television, but would do little to quiet the controversy of having one firm rep two same-market stations without common ownership.

The possibility of having larger station groups also presents the possibility that some may decide to rep themselves. Most reps, however, dismiss this as unlikely.

"That's not about to happen," says Seltel's Robinson, who estimates a station group would need revenues of \$300 million to break even on such a venture. "Nobody has that kind of

money."

According to Donnellon, most of the major station groups have already looked at the issue of self-repping "very closely, and I think all have concluded that because of the cost intensity of the rep business, that is not where the [profit] margin is."

All of this possibly drastic change, however, depends on how much of a buying frenzy, if any, the new FCC rules would actually create. Banks are still not anxious to lend broadcasters money, and few station groups are anywhere near the current 12-station cap, so why would they suddenly try to reach a 20- or 24-station limit, says Jerry Feniger, managing director of the Station Representatives Association. Still, group owners including ABRY Communications, Clear Channel Television and River City Broadcasting have expressed interest in owning two stations in the same market.

And all three network O&O groups, plus HSN Communications and Tribune Broadcasting, are near the current cap in either stations owned or percentage of audience reached.

Feniger argues that reps have gone through similar upheavals in the past decade, including the TV cap raised from seven to 12 stations, a move that allowed Capcities to merge with ABC. Through all these shakeups, the revenue ranking of the eight major reps hasn't changed much, he says.

But by their actions, reps are admitting that broadcast television is not their only—or perhaps even main—avenue for growth. Blair is looking to follow Katz's lead in repping cable systems and channels ("Closed Circuit," May 25). Reps are also counting on mediums such as DBS and HDTV to grow.

Says Blair's Donnellon: "The fact is, the reps will become a more important player in the game simply because the need for national sales representation has got to grow." ■

COMMERCIAL COMPARISON

Syndicated and network programming have, on average, the same amount of non-program time when like dayparts are compared, according to a study by the American Association of Advertising Agencies released by the Advertiser Syndicated Television Association.

ASTA says the report "stands in contrast to" a study released by the Network Television Association several weeks ago, which said the networks have fewer commercial minutes in prime time than syndicated fare in general.

The Arbitron study commissioned by the NTA did not distinguish dayparts, and looked at commercial load, not total non-program time.

—SDM

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RADIO

HELP WANTED MANAGEMENT

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.

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, Pres., KWIN-FM/KCVR-AM, 7808 Kelley Dr., Stockton, CA 95207. Fax: 209-951-9797. EOE.

Sales manager, 76th market. A special situation for a special type of person. You will be responsible for a 5-6 person sales staff at a sales office 35 miles from the studio that is responsible for 70% of station's revenue. Send complete history of your background in sales and sales management to include what you consider to be some of the best sales you have been involved in. Tell me how and why you increased sales. This is a group with chance for advancement. Details to Jeffrey Millar, KFRQ, PO Box 1751, Harlingen, TX 78551. EOE.

GSM with advancement potential as company expands. Need dedicated sales/management to fuel growth. Hard work with big payoffs. Virginia. Confidential reply to Box D-1. EOE.

Sales managers: Group owner needs tough, highly competitive sales managers for medium market FMs in N. Virginia and S. Carolina. Requires leadership ability, agency and local account sales. Salary, override, direct commission and benefits to qualified candidates. Call Capital Radio at 301-925-7905 or fax 301-925-4104. EOE.

General manager needed to build and run FM Class A located on Maine's Gold Coast. Possible equity opportunity. EOE. Reply to Box D-2.

Wanted: Aggressive, on the street salesperson who is a strong closer. If you want to make your mark and money in radio sales, call Sonny Smith at 619-320-6818, ext 136 between 9 a.m. and 5 p.m. PDT. Previous media sales experience a must, along with resume and references. fax to 619-320-1493. EOE.

General manager needed for small market FM/AM combo in Southeastern NC. Must be proven street fighter, sales leader and bottom line oriented. Pay on performance means big performance equals big bucks. Send resume to Carolina Classics, Rt. 1, Box 394, Mt. Olive, NC 28365. EOE.

HELP WANTED SALES

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.

Experienced sales pro needed for top list. Must have good agency skills. Quad city market (Davenport, Iowa-Moline, Illinois) Home of riverboat gambling. Send resume to: Mike Hamann, 100 E. Kimberly Road, Suite 303, Davenport, IA 52806. 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.

Imagination theater of the mind creative talent who has multiple character voices capabilities. Good production automation knowledge helpful. Details call 216-477-2137 after 6pm. EOE.

HELP WANTED NEWS

Award winning WBHP, Huntsville, Alabama. 335,000 metro population, needs positive, dedicated, hard working news director and a reporter ASAP. T&R to Charlie Ross, PO Box 1230, 35805, or call 205-534-3521. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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.

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.

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

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.

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

General/nat'l sales manager: Currently employed in top 10 market. Over 12 years experience in local and national sales management. Top producer. Value added selling skills. Mega sales training. Turn around sales performer. High energy. Bottom line oriented. Looking for new challenge. Reply in confidence to Box C-43.

Affordable training! I'll help you recruit/train sales people to create ideas that make radio work. Northwest 206-781-5848. Market size/ratings unimportant.

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.

Looking for first job. Will work hard & do whatever it takes to succeed. Will relocate. Call Pete 708-746-1350. Please give me a chance, you won't be sorry.

SITUATIONS WANTED NEWS

Sports reporter with 5 years experience and news background, looks to grow with solid, steady company. Call Mike at 717-652-7473.

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

News/talk pro: Extensive management & on-air background. Looking for new challenge after 15 years. In #1 market. Lifestyle & opportunity more important than \$. Prefer Northwest but other areas OK. 914-786-3867.

TELEVISION

HELP WANTED MANAGEMENT

Director, University of North Carolina Center for Public Television. Center employs 160 people, is member Public Broadcasting Service, broadcasts statewide through ten stations. Director is chief operating officer and reports to UNC vice president. New headquarters/studios in Research Triangle Park, near Chapel Hill. Director should have at least eight years experience in broadcasting (or knowledge of industry and equivalent professional experience in field requiring similar skills), superior track record as high-level manager, and ability to work well with diverse constituency. Must be committed to educational and public-service missions of public television. Fundraising experience desirable. Applications should include resume, salary history, and five references. Address to: Dr. Nathan Simms, UNC-General Administration; PO Box 2688; Chapel Hill, NC 27515-2688. Review of completed applications begins July 1. Position available September 1. Salary range: \$70,000-\$85,000. EOE/AA employer.

Local sales manager: We are looking for a 90's local sales manager. The successful candidate will emphasize training, display excellent leadership skills and be a positive motivator. New business development is an important aspect of our effort along with vendor campaigns and rate integrity. Immediate opening for the right person. College degree preferred. Minimum 5 years of affiliate experience with proven sales and management track record. No phone calls. Resumes and letters to Jay Rabin, General Sales Manager, WHTM-TV, PO Box 5860, 3235 Hoffman Street, Harrisburg, PA 17110-5860. EOE/M-F.

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.

Local sales manager: Successful small market NBC affiliate seeks self starting, over achieving, hands-on teacher. Heavy experience with "value added" retail sales promotions a must. "Avails submitter/negotiator" need not apply. Comprehensive benefit package including 401(K) and Section 125 plans. Send resume and salary requirements no later than 6/19/92 to Personnel, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

KATC-TV, an ABC affiliate in Lafayette, LA, is seeking a general sales manager. This is a one manager sales unit with responsibility for national and local revenues. We are seeking a person with a strong background in local sales, management, sales training experience, retail development, inventory control, successful management of sales promotions... and able to prove it. Additionally, a working knowledge of B.M.P., PC-Based Sales System, and Columbine is preferred. If you possess these abilities and "set the example" for an aggressive sales staff, send your resume to Tom Will, General Manager, KATC-TV, PO Box 93133, Lafayette, LA 70509. EOE/M/F.

HELP WANTED SALES

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.

Senior television account executive: Experienced, local/regional account executive wanted for growing Fox affiliate. Must have successful record in agency and direct selling. Excellent compensation package. Send resume to Hoyt Andres, General Sales Manager, WDSI-TV, 2401 East Main Street, Chattanooga, TN 37404. EOE.

Experienced account executive: WMTV, NBC affiliate in Madison, WI, has immediate opening for an experienced account executive. Must be a high energy, creative, success driven professional able to immediately handle a list and develop new business. Proven track record in local TV or media sales required. Please send resume ASAP to: Chris Eigenberger, General Sales Manager, WMTV, 615 Forward Drive, Madison, WI 53711. Fax: 608-274-2737. EOE.

Director-New business development. QED Communications is seeking candidates for the position of director-new business development. Ideal candidates will possess a BA in Business Administration or Communications with an MBA preferred and 5-7 years experience in sales and marketing with a broadcast/production organization. Individual must have experience developing production projects and closing sales. Responsibilities include developing and managing a variety of entrepreneurial endeavors including film and video production in both broadcast and nonbroadcast venues. Additional responsibilities include developing new business in emerging technologies, facilities rental and teleconferencing. Should be DOS computer literate. Please send resume and salary requirements to: Director of Human Resources, QED Communications, Inc., 4802 Fifth Avenue, Pittsburgh, PA 15213. An equal opportunity employer.

Marketing consultant: Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Resumes and cover letter convincing us that you are our future to Box D-4. EOE.

HELP WANTED TECHNICAL

On-line editor. Immediate opening. State-of-the-art production facility working with Fortune 500 clients for commercial broadcast. Progressive mid-western 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.

Broadcast television engineer: WLVT-TV, Channel 39, Lehigh Valley Public Television, is seeking a high-qualified broadcast television engineer. Successful candidate will possess demonstrated experience in the operation, maintenance, and repair of state-of-the-art electronic systems and components. Thorough understanding of R.F. transmission systems, both microwave and U.H.F. required as well as complete familiarity with operation and maintenance of network quality mobile television production units. Preferred qualifications include the equivalent of seven years experience in broadcast engineering, an FCC General Class license and the availability to work when assigned. We offer competitive compensation and an excellent benefits package. Mail complete resume to Barry G. Wittchen, Mobile Facilities Coordinator, WLVT-TV/39, South Mountain Drive, Bethlehem, PA 18015. No telephone calls. Deadline for resumes is June 30, 1992. EOE.

Chief engineer: Manage engineering dept. operations & maintenance of technical equipment. Responsible for compliance with TV broadcast standards in audio, video transmission in accordance with FCC. Minimum 3-5 years as chief, asst. chief. Send resume to: Thomas Vaughan, WAND-TV (ABC), 904 Southside, Decatur, IL 62521. EOE.

HELP WANTED NEWS

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

Assistant news director: Hands-on, people-oriented manager to lead the day-to-day operation of WIS, South Carolina's dominant television station. This person will manage the desk, assign stories and work with reporters on story development and production. He or she also will approve scripts, coordinate special projects and run the department in the absence of the news director. Position requires significant TV news experience. Knowledge of South Carolina preferred. Send resume and statement of news philosophy and qualifications to: Randy Covington, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

News director opportunity in Upper Midwest, 103 ADI. On the move with an SNG truck, computerized newsroom and aggressive 30 person staff. We need a hands-on leader. If you're a #2 or #3 in a large market, or you produce the best show in a top 50 market, contact us. Send resume and non-returnable tape of your show to Mike Smith, VP/GM, KSFY-TV, 300 N. Dakota, Suite 100, Sioux Falls, SD 57102. EOE.

7th market CBS affiliate looking for a weather anchor/reporter. 3 years experience. Strong weather/environmental reporting required. Resumes to Matt Malyn, News Director, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

News director: WATE-TV, an ABC affiliate, is seeking an experienced news director to manage its news operation. The successful candidate will have proven leadership abilities and excellent communication skills. Prefer 5-10 years experience in a top 100 market with as minimum of three years as news director. Send resumes to Jim Mikels, General Manager, WATE-TV, PO Box 2349, Knoxville, TN 37901. EOE. Women and minorities encouraged to apply.

Network affiliate in beautiful southeastern city is expanding. We're looking for an experienced, personable anchor/producer for an additional weekend night newscast. If you've been doing weekend or mornings and want a new challenge, send resume to Box D-5. EOE.

CBS affiliate in the sunny South needs an executive producer. Must have plenty of producing experience and desire to oversee daily newsroom activities. Resumes and producing philosophy to: Brian Trauring, Vice President of News & Operations, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

KJCT TV is recruiting a reporter/photographer in anticipation of upcoming openings. Duties include interviewing, writing, photographing with videotape camera, editing, and producing packaged stories. College degree in broadcast journalism, and one year of broadcasting experience preferred. Please send resumes/tapes to Mona Dyer, News Director, KJCT TV, PO Box 3788, Grand Junction, CO 81502. No phone calls please. EEO employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Video production specialist III (8326): The City of Norfolk is seeking a qualified professional in the field of television production for a position requiring advanced technical skills and abilities. Responsibilities involve the production of video programs using electronic television production equipment, writing and editing of video scripts, hands-on operation of video camera and editing of video tapes. Writes and produces television programming and administers City's cable channel. Requires equivalent to Bachelor's degree in Communications and five years experience in television production with emphasis in television news production. Must possess valid VA driver's license. Candidate selection will be predicated upon the successful completion of a City sanctioned substance screening procedure. Salary range \$28,688-38,443. Submit application/resume, citing position title and number, to the City of Norfolk Department of Human Resources, Norfolk, VA 23510 by June 15, 1992. EOE.

Director for weeknight newscast & commercials for #1 station. Need motivated team leader with strong directing & creative skills. Resume/tape to: Production Manager, WTVN-TV, PO Box 1848, Columbus, GA 31994. EOE.

Art director: Creative, self-motivated, experienced graphic artist needed for 70th market NBC affiliate. Broadcast and print experience necessary. Knowledge of Digital F/X DL paint helpful. Send tape & resume to Michael Smith, Production Manager, 1801 Grand, Des Moines, IA 50309. EOE.

Public affairs director: Successful candidate must be an excellent communicator, outstanding writer, and creative producer. General reporting experience helpful. Send resumes to: Thomas Vaughan, WAND-TV (ABC), 904 Southside Dr., Decatur, IL 62521. EOE.

Producer/director. Primary duties include the production of documentary programming for Alabama Public Television. Strong written and verbal communication skills are essential. Work at University based Center for Public Television. A Bachelor's degree in Broadcasting or a related field and at least one year of professional experience in television production is required. Salary in the low 20's. Excellent benefits. Apply to: Employment Office, Box 870364, Tuscaloosa, AL 35487. Include SS#. Deadline: June 16, 1992. The University of Alabama is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

SITUATIONS WANTED LEGAL

Experienced attorney from top law school with a broadcasting background seeks a legal or business affairs position with a media company located in the New York Metro area. Call 212-953-0071.

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: 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 newperson) looking for a good station in which to work. Call Ed, 216-929-0131.

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced director, cameraman and 3/4" video editor seeks entry level position with TV station or production house. I am dedicated to this business, willing to work and learn. Give me a shot, you won't be disappointed. Dennis Calvin 618-397-0274.

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

CABLE

HELP WANTED LEGAL

Staff counsel/associate counsel. The Family Channel/International Family Entertainment, Inc. is seeking attorney with 3-5 years corporate or related legal experience. The ideal candidate will have diversified experience, including knowledge of entertainment law, international law, securities, business and/or corporate. Please send resume with salary history to Personnel Department, The Family Channel, 1000 Centerville Turnpike, Virginia Beach, VA 23463. No telephone inquiries, please. EOE

ALLIED FIELDS

HELP WANTED INSTRUCTION

TV production position: Non-tenure track convertible to tenure track for terminally degreed individual. Primary duties: Teach undergrad courses in Audio and Video Production and Performance, Intro Mass Comm. and advising. Background in production essential, teaching experience preferred; MA required, Ph.D. preferred. Will begin screening applicants June 15th or until filled. Start: August 25, 1992. Send letter of application, resume, and names, addresses and telephone numbers of four (4) references to: Dr. Lee E. Scanlon, Chair Search Committee, Station 3, Eastern New Mexico University, Portales, NM 88130. AA/EEO. ENMU has an open records policy; therefore, it is the policy of the University to reveal to the public the identities of the applicants for whom outside inquiries have been made or for whom on-campus interviews are scheduled.

HELP WANTED PROGRAMING PROMOTION & OTHERS

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

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

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

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

Unemployed?: Learn how to change your status, by changing your job-hunting ways. Subscribe to Broadcast Insight, 5709 Melbourne Road, Suite 101, Indianapolis, IN 46208-1641. Only \$55 for six months; \$95 for one year.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

AM transmitters: Continental/Harris 1kw. CCA/MCM 2.5kw CCA/Harris/RCA 5kw. RCA 10kw. Harris/CCA 50kw. Transcom 800-441-8454.

FM transmitters: RCA 20kw, CCA 3kw. CCA 2.5kw. Collins/ Gates 1kw. Transcom 800-441-8454.

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

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

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

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

ENG package: Never used! Panasonic WV 300 Camera and Sony VO8800-SP, many accessories. Cost \$13,000+ sacrifice \$6,500, 717-437-2119.

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

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International, Inc.

Tokyo Dallas Washington

KILLER PHONE REPS NEEDED SELLING LEGENDARY U.S. RADIO PROGRAMS ABROAD

Long hours, tyrannical boss, low pay, miserable benefits, but opportunity exists to eke out a living and travel to exotic places. Must have experience selling directly to stations or to barter advertisers. FAX resume to 214/739-6575. Considering European reps that desire to add our product as an additional non-competitive line. EOE

BUSINESS OPPORTUNITIES

YOU COULD BE A SUPER STATION

Link unprofitable radio stations in your area to your \$UPER \$TATION and make money. Call Dan Rau at Marti about PLAN A, (817) 645-9163.

PROGRAMING SERVICES



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15-minute programs from
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PRODUCTION & OTHER

ON-AIR PROMOTION
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CNBC has an immediate opportunity for an enthusiastic and creative individual to write and produce on-air promotional spots and sales presentations.

Successful candidates should have 3-5 years experience writing and producing promotional spots for television; excellent creative skills (both writing and producing); technical knowledge of on-air production and the ability to juggle many different projects at once.

Please send your resume and demo tape (1/2" preferred) to: Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024. We are an Equal Opportunity Employer.



SITUATIONS WANTED MANAGEMENT

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Diminishing ratings and ad revenue, cuts in Network compensation DBS, HDTV, and cable all demand

NEW
REVENUE STRATEGIES
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A manager must be conservative, protect your assets increase community visibility motivate the staff

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BUSINESS OPPORTUNITY

Future channel looking for syndicated programing on fashion, fitness, entertainment, nutrition, "how-to," teens, automotive, toys, consumer info. Segments 3-4 minutes max.

Prepared to pay for licensing agreements. Send resume & professional proposal to Box C-53.

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ALLIED FIELDS

HELP WANTED TECHNICAL



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To work with our 50 screen videowall, you must be a creative, self-motivated individual with a solid background in production graphics on the Amiga System. Three years prior experience and strong computer expertise are required.

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California Broadcasters Association

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CALL LETTERS AVAILABLE

WUNI-AM WUNI-FM

Friendly calls available soon
"You and I" - Bid separately or together. Phone 517-799-0060.
Ask for Chuck Daugherty.

FOR SALE STATIONS

NEW BANKRUPTCY SALE
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Minimum Bid: \$110,000.00
Ray Rosenblum, Broker
Phone: 412-362-6311

W. John Grandy
BROADCASTING BROKER
 117 Country Club Drive
 San Luis Obispo, CA 93401
 Phone: (805) 541-1900
 Fax: (805) 541-1906

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 Buyers Contact:

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IN THE EIGHTEENTH JUDICIAL DISTRICT
 DISTRICT COURT, SEDGWICK COUNTY, KANSAS
 CIVIL DEPARTMENT

THE CENTRAL TRUST COMPANY, N.A., a
 National Banking Corporation
 Plaintiff,

vs Case No. 91 C 94
 ABERDEEN COMMUNICATIONS, INC.,
 Defendant.

NOTICE OF SALE
 TO ALL INTERESTED PERSONS:
 Take notice that, pursuant to an Asset Purchase Agreement dated May 22, 1991 and the orders of the court in this action, on the 16th day of June, 1992 Steven L. Evans, Receiver, will sell to **Clear Channel Communications, Inc.** all of the real, personal and mixed property utilized by the defendant, Aberdeen Communications, Inc., to operate radio stations KQAM-AM and KEYN (FM).

The description of the property to be sold, a copy of the Asset Purchase Agreement and the orders of the court are on file in the office of the Clerk of the District Court, Sedgwick County, Kansas, 534 North Main, Wichita, Kansas 67203. May 22, 1992

/s/ Ted E. Knopp

Ted E. Knopp #11437
 TED E. KNOPP, Chartered
 608 North Broadway
 P.O. Box 48047
 Attorney for the Receiver
 316/265-5882

FOR SALE STATIONS CONTINUED

Top Fifty Southern Gospel
 50 KW Daytime with Pre-sunrise/Post sunset
 \$600K Cash
 JERRY PROCTOR
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 409-737-2142
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Boulder/Denver CO. Colorado Springs,
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 coverage of markets, on-air now.

Call Bill Kitchen
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SEALED BIDDER'S AUCTION

PER ORDER FDIC: ABSOLUTE AFTER MINIMUM
RADIO STATION WTSL AM/FM
 1400 AM (1KW-U)/92.3 FM (6KW)
 CM Communications Corp., Lebanon, New Hampshire
 SALE TO BE HELD WEDNESDAY JULY 8, 1992
 1PM AT SHERATON INN, LEBANON, N.H.
 Included: All assets, including radio station equipment,
 personal property, bank accounts, furniture and fixtures,
 records and the transmitter tower site real estate. All
 bids due on or before July 1, 1992. Offered separately
 by Public Sale: Broadcast studio in downtown Lebanon.
 Deposit to Bid: \$25,000 cash, certified or bank check
 made payable to Oliver & Murphy Auction Co. Closing
 within 60 days. For further information and Bidder's Pro-
 spectus, contact: Joseph D. Murphy, Certified & Accredited
 Auctioneer

Oliver & Murphy
AUCTION COMPANY
 Post Road Center @ Kennebunk, Maine 04043
 207-985-3330 @ FAX 207-985-2198
 Licenses: ME 281,243,1056, NH 2336, MA 824

CP For Sale

100,000 watt FM
 99.5 Mghz

Las Cruces, New Mexico

Call Neil Mathis @ 505-525-3294

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**Brokers and Consultants for
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 and Radio Properties.**

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 Phone: 708 / 634-9258

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 Call or Fax Ahead or
 Contact via Montreux Palace

**BARRY
 SKIDELSKY**
 Attorney/Consultant

757 Third Avenue, 26th Fl.
 New York, NY 10017

Tel: (212) 832-4800
 Fax: (212) 644-0544

FLORIDA

ORL.	MARKET CLASS C FM TERMS	\$1.7M
JAX.	MARKET CLASS AA FM TERMS	-\$750K
FLA.	AM'S IN GREAT MARKETS	\$65K & UP
AM/FM	100KW S. FL RESORT MARKET	\$1.2M

HADDEN & ASSOCIATES
 •ORLANDO•
 407-365-7832

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Let's talk. It's my dime.

I don't care what you have or where it is.

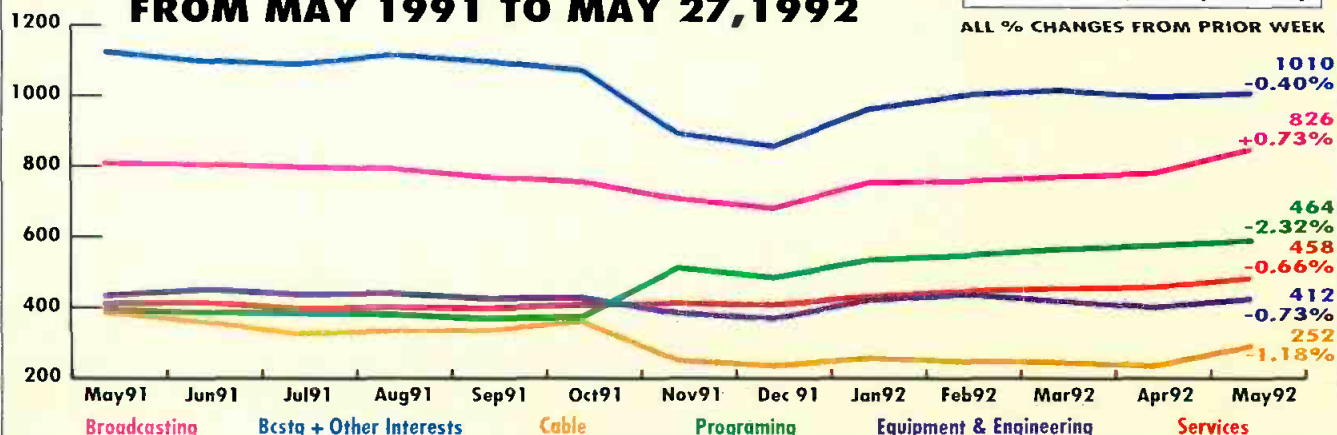
Call **Michael Gliner**
 at **1-800-441-2636.**

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY 27, 1992

NASDAQ: 577.35 (-0.51%)
S&P Ind.: 487.45 (-0.57%)

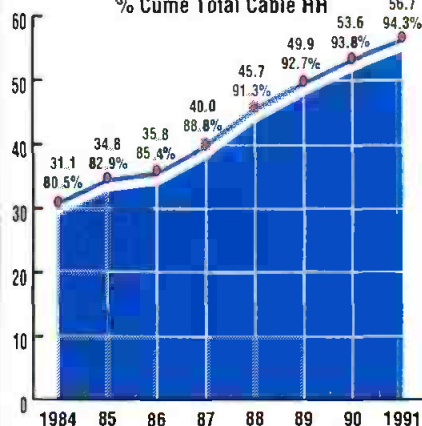
ALL % CHANGES FROM PRIOR WEEK



AVE. WEEKLY CUME—AD-SUPPORTED CABLE

HHs In Millions

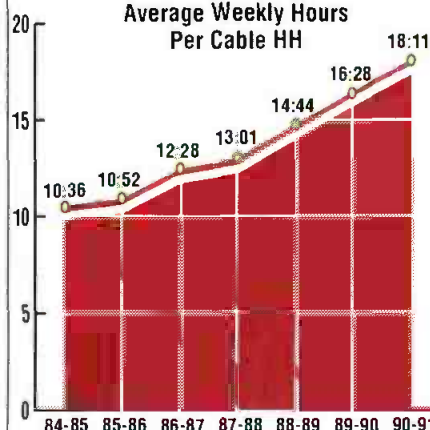
% Cume Total Cable HH



Source: Cabletelevision Advertising Bureau, A.C. Nielsen data

TIME SPENT WITH BASIC CABLE

Average Weekly Hours Per Cable HH



Source: Cabletelevision Advertising Bureau, A.C. Nielsen 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 18 through May 22 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WKSJ-AM-FM Mobile, AL** (AM: BAL920513GL; 1270 khz; 5 kw-D, 103 w-N; FM: BALH920513GM; 94.9 mhz; 100 kw; ant. 410 ft.)—Seeks assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million. Sale includes WCAW(AM)-WVAF(FM) Charleston, WV, and WRKA(FM) St. Matthews (Louisville), KY (see below). Seller is headed by Kenneth S. Johnson. Buyer is headed by Morton I. Hamburg, and is backed by general partner WESHAM Broadcasting Co. (1%) and limited partners WESHAM Corporation (48.51%) and Excelsior Communications (50.49%). William E. Simon, 50% shareholder in WESHAM Corp. holds 5.3% interest in Outlet Communications Inc., parent corporation of licensee WJAR(TV) Providence, RI, and WCMH(TV) Columbus, OH. Filed May 13.

■ **KAH(AM)-KHYL(FM) Auburn, CA** (AM: BAL920515ED; 950 khz; 5 kw-D, 4.2 kw-N; FM: BALH920515EE; 101.1 mhz; 36.3 kw; ant. 577 ft.)—Seeks assignment of license from Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for \$12.75 million. Sale includes KTCJ(AM)-KTCZ(FM) Minneapolis (see below). Seller is represented by Elliot B. Evers, receiver. Buyer is headed by Arthur H. Kern and Alan S. Beck, and is licensee of KCEE(AM)-KWFM(FM) Tucson, AZ, and WUBE-AM-FM Cincinnati. Kern holds 51% of voting stock of licensee WOCL(FM) Deland, FL. He also has 54% interest in licensee of WALK-AM-FM Patchogue, NY, and 51% voting stock interest in licensee of KMEN(AM)-KGGI(FM) San Bernardino-Riverside, CA. Filed May 15.

■ **KFTV(TV) Hanford-Fresno, CA** (BTCCT-920508KG; ch. 21; 132 kw-V; ant. 1,840 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million. Sale includes KDTV(TV) San Francisco; KMEX(TV) Los Angeles; WLTW(TV) Miami; WXTV(TV) Paterson, NJ (New York); KLUZ(TV) Albuquerque, NM; KUVN(TV) Garland (Dallas) and KWEX(TV) San Antonio, both Texas (see below). Buyer is backed by Perenchio Communications Inc. (80% voting stock), headed by A. Jerrold Perenchio; Univisa Inc. (10% voting stock) and Venevision International Ltd. (10% voting stock). Filed May 8.

■ **KMEX(TV) Los Angeles** (BTCCT920508KI; ch. 34; 1,950 kw-V; ant. 2,940 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **KDTV(TV) San Francisco** (BTCCT920508KH; ch. 14; 2,570 kw-V; ant. 1,250 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **WAPR(AM) Avon Park, FL** (BAL920511EI; 1390 khz; 1 kw-D, 770 w-N)—Seeks assignment of license from Andrew L. Banas to Pearl Lee for \$15,000. Buyer has no other broadcast interests. Filed May 11.

■ **WLTW(TV) Miami** (BTCCT920508KJ; ch. 23; 661 kw-V; ant. 1,049 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno,

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

above). Filed May 8.

■ **WOMX(AM) Orlando, FL** (BAL920518EA; 950 khz; 5 kw-U)—Seeks assignment of license from Nationwide Communications Inc. to Hispanic Prime Media Inc. Buyer is headed by Jose J. Arzuaga, and owns WREI(FM) Quebradillas, PR. Filed May 18.

■ **WVXX(FM) Irwinton, GA** (BAPH920514HA; 103.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Estate of Frank Jennings to Wilkinson Broadcast for \$60,000. Seller is headed by Rita J. Cawthon. Buyer is headed by general partners Larry S. Nixon and Stan H. Carter. Carter owns WBKZ(AM) Jefferson, GA. Filed May 14.

■ **WCAZ-AM-FM Carthage, IL** (AM: BAL920507ED; 990 khz; 1 kw-D, 9 w-N; FM: BALH920507EE; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Bryan Broadcasting Inc. to Reality Plus Corp. for \$850,000. Seller is headed by Dan C. Bryan. Buyer is headed by John B. Jamison (60%), and has no other broadcast interests. Filed May 7.

■ **KVUQ(FM) Olathe, KS** (BAPH920515HC; 92.3 mhz)—Seeks assignment of CP from Marian S. Harbart to Bott Broadcasting Co. for \$537,500. Buyer is headed by Richard P. Bott, and is licensee of KCCV(AM) Overland Park, KS; KQCV(AM) Oklahoma City and WFCV(AM) Fort Wayne, IN. Bott also has interests in licensee of KSIV(AM) Clayton, MO. Filed May 15.

■ **WRKA(FM) St. Matthews (Louisville), KY** (BALH920513GP; 103.1 mhz; 3 kw; ant. 135 ft.)—Seeks assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million (see WKSJ-AM-FM Mobile, AL, above). Filed May 13.

■ **WARB(AM) Covington, LA** (BAL920512ED; 730 khz; 250 w-D, 25 w-N)—Seeks assignment of license from WARB Inc. to America First Communications Inc. for \$200,000, assumption of debt. Buyer is headed by Herman J. Lombas, and has no other broadcast interests. Filed May 12.

■ ***WCBP(TV) Augusta, ME** (BALET920513KE; ch. 10; 309 kw-V; ant. 1,000 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration. Assignment includes WMEH-FM-TV Presque Isle, WMEH(FM) Bangor, WMEW(FM) Waterville, WMED-FM-TV Calais, WMEA-FM-TV Portland-Biddeford and WMEB(TV) Orono, all Maine (see below). Buyer is headed by Donald Harward, and has no other broadcast interests. Filed May 13.

■ ***WMEH(FM) Bangor, ME** (BALED920513K; 90.9 mhz; 13.5 kw; ant. 350 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ ***WMED-FM-TV Calais, ME** (FM: BALED920513KQ; 89.7 mhz; 30 kw; ant. 525 ft.; TV: BALET920513KL; ch. 13; 31.6 kw-V; ant. 430 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ ***WMEB(TV) Orono, ME** (BALET920513KK; ch. 12; 299 kw-V; ant. 990 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ ***WMEA-FM-TV Portland-Biddeford, ME** (FM: BALED920513KP; 90.1 mhz; 49 kw; ant. 1,920 ft.; TV: BALET920513KJ; ch. 26; 589 kw-V; ant. 800 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ ***WMEM-FM-TV Presque Isle, ME** (FM: BALED920513KS; 106.1 mhz; 100 kw; ant. 1,080 ft.; TV: BALET920513KM; ch. 10; 299 kw-V; ant. 1,090 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ ***WMEW(FM) Waterville, ME** (BALED920513KT; 91.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBP(TV) Augusta, ME, above). Filed May 13.

■ **WDMV(AM) Pocomoke City, MD** (BAL920508EB; 500 w-D, 243 w-N)—Seeks assignment of license from Five Star Broadcasting Inc. to Birch Broadcasting Corp. for \$127,500. Seller is headed by Sid Friedman. Buyer is headed by Sima Birch, and is licensee of WNZK(AM) Dearborn Heights, MI, and is assignee in an application for assignment of WWCS(AM) Canonsburg, PA. Filed May 8.

■ **KTCJ(AM)-KTCZ(FM) Minneapolis** (AM: BAL920515EF; 690 khz; 500 w-D; FM: BALH920515EG; 97.1 mhz; 100 kw; ant. 1,033 ft.)—Seeks assignment of license from Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for \$12.75 million (see KAH(AM)-KHYL(FM) Auburn, CA, above). Filed May 15.

■ **KZPF(FM) Ozark, MO** (BTCH920513HY; 92.9 mhz; 3 kw; ant. 1,076 ft.)—Seeks transfer of control of licensee Ozark Mountain Broadcasting Inc. for \$68,000. Seller is Dorothy S. Lemmon, who is selling her 80% of licensee. Buyer is Gary W. Lynch, who will be 100% owner of licensee. Filed May 13.

■ **WXTV(TV) Paterson, NJ (New York)** (BTCCT920508KK; ch. 41; 3,221 kw-V; ant. 1,470 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **WWOR(TV) Secaucus, NJ (New York)** (BTCCT920514KE; ch. 9; 47.9 kw-V; ant. 1,640 ft.)—Seeks transfer of control from Pinelands Inc. to BHC Communications. Seller is headed by Douglas S. Land. Buyer is headed by Herbert J. Siegel. BHC Communications Inc. owns approximately 52% of outstanding shares of United Television Inc., licens-

ee of KMSP(TV) Minneapolis; KTVX(TV) Salt Lake City; and KUTP(TV) Phoenix, AZ. BHC Communications also owns all of outstanding shares of Chris-Craft Television, Inc., which in turn owns all of outstanding shares of licensee of KCOP(TV) Los Angeles and KPTV(TV) Portland, OR. Filed May 14.

■ **KLUTZ(TV) Albuquerque, NM** (BTCCT920508KL; ch. 41; 26.5 kw-V; ant. 4,144 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **WEDE(AM) Eden, NC** (BAPL920515EA; 1130 khz; 1 kw-D)—Seeks assignment of CP from Avery Communications Inc. to Newave Broadcasting for \$45,000. Seller is headed by John C. Avery. Buyer is headed by John Correa, and has no other broadcast interests. Filed May 15.

■ **KPRB(AM)-KSJJ(FM) Redmond, OR** (AM: BAL920512EA; 1240 khz; 1 kw-U; FM: BALH920512EB; 102.9 mhz; 2.25 kw; ant. 393 ft.)—Seeks assignment of license from Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for \$710,000. Seller is headed by Donald McCoun. Buyer is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. Filed May 12.

■ **KTRQ(FM) Tri City, OR** (BALH920511HT; 104.3 mhz; 5.6 kw; ant. 1,384 ft.)—Seeks assignment of license from Gee Jay Broadcasting Inc. to Tri City Communications for \$65,000. Seller is headed by Robert W. Larson. Buyer is headed by Michael J. Markham, and has no other broadcast interests. Filed May 11.

■ **WWCC(AM)-WDNH(FM) Honesdale, PA** (AM: BTC920512GG; 1590 khz; 2.5 kw-D; FM: BTCH920512GH; 95.3 mhz; 3 w; ant. 256 ft.)—Seeks transfer of control from WDNH Broadcasting Corp. to Theresa A. VanOrden and John P. Duda for \$38,000. Seller is headed by George J. Schmitt. Buyers have no other broadcast interests. Filed May 12.

■ **WCSV(AM) Crossville, TN** (BAL920507EB; 1490 khz; 1 kw-U)—Seeks assignment of license from U.S. Small Business Administration to Samuel T. Armes for \$5,160. Buyer has no other broadcast interests. Filed May 7.

■ **KUVN(TV) Garland (Dallas), TX** (BTCCT920508KN; ch. 23; 5,000 kw-V; ant. 1,141.8 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **KWEX(TV) San Antonio, TX** (BTCCT920508KO; ch. 41; 832 kw-V; ant. 500 ft.)—Seeks transfer of control from Univision Holdings Inc. to Perenchio Television Inc. for \$400 million (see KFTV(TV) Hanford-Fresno, above). Filed May 8.

■ **WCAW(AM)-WVAF(FM) Charleston, WV** (AM: BAL920513GN; 680 khz; 50 kw-D, 250 w-N; FM: 99.9 mhz; 50 kw; ant. 490 ft.)—Seeks assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million (see WKSJ-AM-FM Mobile, AL, above). Filed May 13.

■ **WYZM(FM) Waunakee, WI** (BAPH920514HB; 105.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Dale A. Ganske to general partners Janice and Ronald Fedler for \$246,500. Buyers own 90% of stock of licensee of WMMM(FM) Verona, WI. Filed May 14.

Actions

■ **WDLT(FM) Chicksaw, AL** (BALH920214HA; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from JAB Broadcasting Inc. to United Broadcasting Co. Inc. for \$879,000. Sale of station approved last year to Bay Lakes Broadcasting Inc. for \$879,000, did not close ("For the Record," Aug. 12, 1991). Seller is headed by J. Alex Bowab, and has no other broadcast interests. Buyer is headed by Tom C. Wilson, and is permittee of WKWA(AM) Mobile, AL. Action May 11.

■ **KMBQ(FM) Wasilla, AK** (BALH920324HO; 99.7

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

■ **KHOZ-AM-FM Harrison, AR** (BAL920318EA; 900 khz; 1 kw-D)—Granted assignment of license from New Century Broadcasting Co. to Omni Communications Inc. for \$12,000. Assignment will include KHOZ-FM Harrison, AR. Seller is headed by general partner John R. Rodriguez, and has no other broadcast interests. Buyer is headed by W.J. Wheeler, and was previously 24.5% general partner of assignor. Assignee is 50% general partner in licensee of KXIX(FM) Sheridan, AR. Action May 8.

■ **KSNE(FM) Marshall, AR** (BALH920320HS; 104.3 mhz; 100 kw; ant. 820 ft.)—Granted assignment of license from Marshall Broadcasting Corporation to Zero Broadcasting Inc. for forgiveness of any debt owed by seller to buyer. Seller is headed by L.E. Willis, who is owner of licensees of WXSS(AM) Memphis, TN; KDFT(AM) Desoto, TX (pending sale to daughter Celestine Willis, see "For the Record," Dec. 16); KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZC(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WCLN(AM)-WMXS(FM) Clinton, WESL(AM) East St. Louis, IL (pending sale); WSRC(AM) Durham, WBXB(FM) Edenton (pending sale), WVRS(FM) Warrenton and WGSP(AM) Charlotte (pending sale), all North Carolina; WIMG(AM) Ewing, NJ (pending sale); WPCE(AM) Portsmouth (pending sale) and WMYA(FM) Cape Charles (Virginia Beach), both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WPZZ(FM) Franklin and WACA(AM) Gary (pending sale), both Indiana, and WKSO(FM) Orangeburg, WWPB(FM) Marion and WKWQ(FM) Batesburg, all South Carolina. Buyer is headed by Coy L. Horton, and has no other broadcast interests. Action May 13.

■ **WINE(AM)-WRK(FM) Brookfield (Danbury), CT** (AM: BAL920319HU; 940 khz; 1 kw-U; FM: BALH920319HV; 95.1 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Housatonic Valley Broadcasting Co. Inc. to Danbury Broadcasting Inc. for \$3.35 million. Seller is subsidiary of Home News Corp., headed by William W. Boyd, and recently sold WEVU(TV) Naples, FL ("For the Record," March 30). It is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKTP(AM) Jonesborough, KWG(AM)-KSGO(FM) Stockton-Tracy and KTYD(FM) Santa Barbara, both California, WINE(AM)-WRK(FM) Brookfield, CT, and KAQQ(AM)-KISC(FM) Spokane, WA. It also publishes eight newspapers. Buyer is headed by Gary J. Starr, who has interests in licensee of WRHD(AM)-WRCN-FM Riverhead, NY, and is contract manager of WFAS-AM-FM White Plains, NY. Action May 12.

■ **WZCR(FM) Fort Myers Beach, FL** (BAPLH920319HN; 99.3 mhz; 3 kw; ant. 285 ft.)—Granted assignment of license from McHale, Ezzell & Co. Inc. to Scheffler Inc. for \$1.55 million ("Changing Hands," March 23). Seller is headed by Gerard A. McHale Jr., receiver, and has no other broadcast interests. Buyer is headed by John R. Linn, who is 51% shareholder of licensee of WKAZ (AM)-WKLC-FM St. Albans, WV; 75% shareholder of licensee of WABQ(AM) Cleveland and 51% shareholder of licensee of WDJB(FM) Columbia City, IN. Action May 13.

■ **WSJP(AM)-WBLN-FM Murray, KY** (AM: BAL920330GU; 1130 khz; 2.5 kw-D, 250 w-N; FM: BALH920330GV; 103.7 mhz; 100 kw; ant. 661 ft.)—Granted assignment of license from Starlite Communications Inc. to WML Communications Inc. for \$1.225 million. Seller is headed by Michael G. Karem, and has no other broadcast interests. Buyer is headed by Sam Parker, and has no other

broadcast interests. Action May 14.

■ **WKLK-AM-FM Cloquet, MN** (AM: BAL920323HQ; 1230 khz; 1 kw-U; FM: BALH920323HR; 96.5 mhz; 6 kw; ant. 100 m.)—Granted assignment of license from WKLK Inc. to QB Broadcasting Ltd. for \$200,000. Seller is headed by John E. Carl, who has 74.36% interest in licensee of KCOB(AM)-KLNV(FM) Newton, IA, and has interests in KERE(AM) Atchison, KS. Buyer is headed by Alan R. Quarnstrom, and has no other broadcast interests. Action May 12.

■ **WSEL-AM-FM Pontotoc, MS** (AM: BAL920224GN; 1440 khz; 890 w-D; FM: BALH920224GO; 96.7 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license from Tupelo Communications Inc. to Ollie Collins Jr. for \$46,500. Seller is headed by Rod Callahan, and has no other broadcast interests. Buyer has no other broadcast interests. Action May 5.

■ **WOCD(TV) Amsterdam, NY** (BALCT920228KG; ch. 55; 5,000 kw-V; 500 kw-A; ant. 731 ft.)—Granted assignment of license from Amsterdam Broadcasting Inc. to Cornerstone Television Inc. for \$375,000. Seller is headed by Lou Kearn, and is subsidiary of Coit Drapery and Cleaning Inc., licensee of KWKY(AM)-KRCM(FM) Granby-Kremmling, CO. Buyer is headed by R. Russell Bixler, and owns WPCB-TV Greensburg, WKBS-TV Altoona and LPTV W50BF Hermitage, all Pennsylvania. Action May 8.

■ **WRXO(AM)-WKRX(FM) Roxboro, NC** (AM: BTC920302HO; 1430 khz; 1 kw-D; FM: BTCH920302HP; 96.7 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control of licensee Roxboro Broadcasting Co. to John D. Bradsher and H. Wharton Winstead Jr. for \$516,363. Seller is headed by Harry Myers, who has 100% interest in WYNC (AM) Yanceyville, NC. Winstead is chairman of board of directors of licensee Roxboro Broadcasting. Action May 8.

■ **WCNT(AM) Charlotte, NC** (BAL920303EF; 1480 khz; 5 kw-U)—Dismissed assignment of license from Broadcast Equities Inc. to Charlotte Good Music Broadcasting Inc. for \$310,000. Seller is headed by Randy Bell, and has no other broadcast interests. Buyer is headed by George S. Buck, son of George H. Buck, who has interests in eight AM's and one FM; he recently purchased WKXC-FM Aiken (Augusta, GA), SC; WTIX(AM) New Orleans and WYRS(AM) Rock Hill, SC ("Changing Hands," March 2). Action May 13.

■ **WRNA(AM) China Grove, NC** (BTC920330EA; 1140 khz; 1 kw-D, 250 w-CH)—Granted transfer of control of South Rowan Broadcasting Co. Inc. to Carl L. and Angela L. Ford, husband and wife, for \$178,000. Seller is headed by Duard C. Linn, M.T. Brown, Jr. and Virginia M. Daniel, administrator of estate of W.W. Daniel, and Ellen C. Linn, and has no other broadcast interests. Buyer has no other broadcast interests. Action May 14.

■ **KPUR-AM-FM Amarillo, TX** (AM: BAL920326EA; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920326EB; 107.1 mhz; 5 kw; ant. 300 ft.)—Granted assignment of license from Alfred Broadcasting Inc. to Steven A. White for \$850,000. Seller is headed by A.W. Lair, and has no other broadcast interests. Buyer has no other broadcast interests. Action May 14.

NEW STATIONS

Applications

■ **Lancaster, CA** (BPED920511MC)—Living Way Ministries seeks 88.9 mhz; 5.5 kw; ant. 462 m. Address: 14480 Sherman Way, Van Nuys, CA 91405. Applicant is headed by Jack W. Hayford, and has no other broadcast interests. Filed May 11.

■ **Patterson, CA** (BPED920513MD)—Stockton Christian Life College Inc. seeks 97.1 mhz; 3 kw; ant. 100 m. Address: P.O. Box 8744, Stockton, CA 95208. Applicant is headed by Kenneth F. Haney, and has no other broadcast interests. Filed May 13.

■ **Keene, NH** (BPED920508ME)—New Hampshire

Public Radio Inc. seeks 90.7 mhz; 1.5 kw; ant. 286 m. Address: 207 North Main St., Concord, NH 03301. Applicant is headed by Mark Handley, and is licensee of WEVO(FM) Concord, NH. Filed May 8.

■ **Whitesboro, NY** (BPH920513MF)—New Horizons Broadcasting Partnership seeks 97.9 mhz; 2.9 kw; ant. 129 m. Address: 510 E. Bloomfield St., Apt. 4, Rome, NY 13440. Applicant is headed by general partners Lori J. Leppert and Michael J. Johnson, and has no other broadcast interests. Filed May 13.

■ **Whitesboro, NY** (BPH920513ME)—William H. Walker III seeks 97.9 mhz; 3.4 kw; ant. -81 m. Address: P.O. Box 1341, Highland, NY 12528. Applicant is licensee of WBUG-AM-FM Amsterdam-Fort Plain and WRWD(AM) Highland, NY. Filed May 13.

■ **Ocracoke, NC** (BPH920505ME)—Ocracoke Broadcasters seeks 92.9 mhz; 1 kw; ant. 22 m. Address: P.O. Box 4203, Wilmington, NC 28406. Applicant is headed by general partners Earle Blackmon, William J. Pennington III and Gregory P. Bunce. Pennington has 50% interest in permittee of WDAI(FM) Pawleys Island, SC, and 33.3% interest in permittee of new FM at Deltaville, VA. Filed May 5.

■ **Crozet, VA** (BPED920511MB)—Community Educational Service Council Inc. seeks 103.5 mhz; .27 kw; ant. 462 m. Address: Rte. 2 Box 343, Afton, VA 22920. Applicant is headed by Faith Morgan, and has no other broadcast interests. Filed May 11.

■ **Birmamwood, WI** (BPH920512MB)—Pacer Radio of Mid-Wisconsin seeks 92.9 mhz; 6 kw; ant. 100 m. Address: 1296 Marian Lane, Green Bay, WI 54304. Applicant is headed by Lyle R. Evans, who is permittee of WEZR(FM) Brillion, WI. He also has 50% interest in licensee of WMBE(AM) Chilton, WI, and is 49% owner of permittee of WHTA(TV) Calumet, MI. Filed May 12.

Actions

■ **Durango, CO** (BPH910227MG)—Granted app. of Caren Lacey for 99.7 mhz; 16 kw; ant. 268 m. Address: 247 Pine Ridge Loop, Durango, CO 81301. Applicant has no other broadcast interests. Action May 12.

■ **Durango, CO** (BPH910227MK)—Dismissed app. of Charles Fabrikant for 99.7 mhz; 50 kw; ant. 120 m. Address: 40 E. 78th St., New York, NY 10021. Applicant has no other broadcast interests. Action May 12.

■ **Hardinsburg, KY** (BPH910314MH)—Granted app. of Breckenridge Bcg Co. Inc. for 104.3 mhz; 3 kw; ant. 100 m. Address: Rte. 1 Box 33A, Hardinsburg, KY 40143. Applicant is headed by Jim Woolley, and has no other broadcast interests. Action May 12.

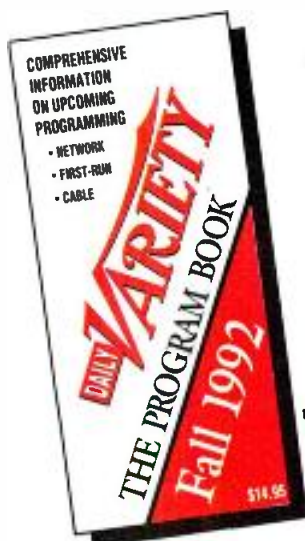
■ **Texico, NM** (BPH910326MA)—Granted app. of North Plains Broadcasting Corp. for 96.5 mhz; 4 kw; ant. 119 m. Address: 4501 Tamiami Trail, N. Naples, FL 33940. Applicant is headed by Thomas E. Maloney, and has no other broadcast interests. Action May 11.

■ **Conklin, NY** (BPH900514ME)—Granted app. of Cheryl Busch for 100.5 mhz; 3.51 kw; ant. 132 m. Address: 1755 York Ave. Apt. 8D, New York, NY 10028. Applicant has no other broadcast interests. Action May 13.

■ **Conklin, NY** (BPH900511MC)—Dismissed app. of Landon-Steel Radio Partners for 100.5 mhz; 3.9 kw; ant. 125 m. Address: 101 E. Canal St., San Rafael, CA 94901. Applicant is headed by general partners Gary Steel and Mark B. Landon, and has no other broadcast interests. Action May 13.

■ **Conklin, NY** (BPH900514MK)—Dismissed app. of Terri L. English for 100.5 mhz; 1.3 kw; ant. 148 m. Address: 30 Merriman St., Rochester, NY 14607. Applicant has no other broadcast interests. Action May 13.

■ **Cookeville, TN** (BPED910314MA)—Granted app. of Somerset Educational Broadcasting Foundation for 90.9 mhz; ant. 212 m. Address: 2034 N Hwy 39, Somerset, KY 42501. Applicant is headed by S. David Carr, and is licensee of WTHL(AM)



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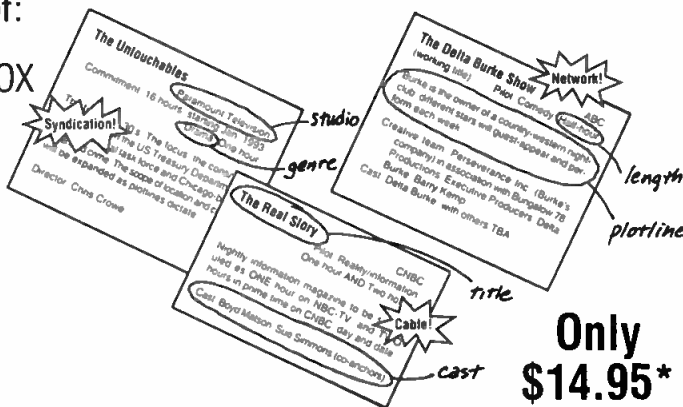
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FACILITIES CHANGES

Applications

AM

■ **Pocomoke City, MD** WDMV(AM) 540 khz—May 8 application of Five Star Broadcasting Inc. for CP to change city of license to Brinklow, ND; increase power to 1 kw, DA-2; make changes in antenna system, and change TL to 1.3 km NNW of intersection of state hwy 97 and Jennings Chapel Rd., Roxbury Mills, ND; 19 15 42 - 77 03 39.

FM's

■ **Nome, AK** KNOM-FM 96.1 mhz—May 7 application of Catholic Bishop of Northern Alaska for mod of CP (BPED-910410ME) to change ERP: .088 kw (H&V).

■ **Fountain, CO** KBIQ(FM) 96.1 mhz—May 5 application of The Word in Music Inc. for mod. of CP (BPH-891006MP) to change ERP: .51 kw (H&V), ant. 614 m., class C3.

■ **Russell Springs, KY** WQEG(FM) 92.7 mhz—May 7 application of Twinlakes Communications for mod. of CP (BPH-900419MT) to change directional antenna; TL: south side of state road 80, 1.9 km from intersection of state roads 1729 and 80 at bearing of 102.3 degrees E.

■ **Fairfield, ME** WEZO(FM) 93.5 mhz—May 7 application of Fairfield Broadcast Partners for mod. of CP (BPH-881011ME) to change ERP: 10.5 kw (H&V); ant. 152 m.; TL: Box 159 Middle Road, Skowhegan, ME.

■ **Gladwin, MI** WGDN-FM 103.1 mhz—May 5 application of Apple Broadcasting Co. Inc. for CP to

make changes: ERP: 11.3 kw (H&V), ant.: 138 m.; TL: .32 km W of Grout Rd. and .5 km S of intersection of Kerswill Rd., Gladwin; class: C3.

■ **Tahlequah, OK** KEOK(FM) 101.7 mhz—May 11 application of Demaree Communications Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Covington, PA** WHMU(FM) 101.5 mhz—May 11 application of Kennedy Broadcasting Inc. for mod. of CP (BPH-891012MU) to change ERP: 1.60 kw (H&V); ant. 206 m.; TL: 3 mi. south of Blossburg.

■ **Electra, TX** KWTa(FM) 95.1 mhz—May 11 application of Albert L. Crain for CP to change ERP: 50 kw (H&V); ant. 121 m.; TL: approx. .15 km north of and .3 km east of TX route 25 near 90 degree bend in highway, Wichita Co., TX; 8 km from Electra, at 350 T; change freq. to 94.9 mhz; change to class C2 (per MM docket #89-567).

■ **Hereford, TX** KPAN-FM 106.3 mhz—May 4 application of KPAN Broadcasters for mod. of CP (BPH-9007231F) to change ERP: 7 kw (H&V).

TV's

■ **Oakland, MD** WGPT(TV) ch. 36—May 12 application of Maryland Public Broadcasting Commission for CP to change ERP vis: 240 kw; ant. 199 m.; TL: approx. 3.5 km SE of Deer Park, MD. (39-24-14 - 79-17-37); antenna: SWR Inc. SWLP16EC (DA)(BT).

■ **Aguada, PR** WQHA(TV) ch. 50—April 20 application of Aurio Matos, dba Channel 50 TV for mod. of CP (BPCT-871125KJ) to change ERP (vis): 500 kw; ant. 415.75 m.; TL: Carretera 411 Ramel 30 km 8 Barrio Atalaya, AGUADA (18-19-07 - 67-10-48).

■ **Nashville** WZTV(TV) ch. 17—May 12 application of Act III Broadcasting of Nashville Inc. for CP to change ERP (vis): 3266 kw; ant. 354 m.

Actions

AM's

■ **Hartford, CT** WCCC(AM) 1290 khz—Granted app. of Greater Hartford Communications Corp. (BP-901119AC) for CP to reduce power to 490 w; change city of license to West Hartford, CT; change TL: 3114 Albany Ave., W. Hartford; make changes in antenna system: 41 47 48 - 72 47 50. Action May 12.

■ **Bath, NY** WABH(AM) 1380 khz—Granted app. of Pembroke Pines Mass Media (BP-900405AX) for CP to increase power to 5 kw daytime and add night service with 350 w. Action May 12.

■ **Charleston, SC** WXTC(AM) 1390 khz—Dismissed app. of EBE Communications Ltd. (BP-900405DA) for CP to make changes in antenna system. Action May 12.

FM's

■ **Pago Pago, AS** WVUV-FM 101.1 mhz—Forfeited and cancelled app. of Radio Samoa Ltd. (BPH-820330AK) for CP for new FM: ERP: 9.36 kw H&V; ant. 1368 ft., TL: 1.1 mi. NE of Pago Pago, Alava Mtn.; SLRC: T.B.D. 14 16 13 - 170 41 12. Call sign deleted. Action May 14.

■ **Bisbee, AZ** KZMK(FM) 92.3 mhz—Granted app. of Sierra-Pacific Broadcasters Ltd., debtor-in-possession (BMLH-910409KC) for mod. of license (BLH-801124AF) to change freq. from 92.1 mhz to 92.3 mhz. Action May 13.

■ **Tuba City, AZ** KTBA(FM) 97.9 mhz—Forfeited and cancelled app. of Western Indian Ministries (BPH-870331OX) for CP for new FM: ERP: 3 kw (H&V); ant. 29 m.; TL: 1.1 km SE of center of Tuba City, SLRC: T.B.D. 36 07 54 - 111 14 59. Call sign deleted. Action May 14.

■ **El Dorado, AR** KBLT(FM) 96.1 mhz—Granted

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app. of KIXK Inc. (BPH-881102IE) for CP to change freq. to 96.1; change ERP: 100 kw H&V, ant.: 87.9 m., change to class C1 (per MM docket #87-73). Action May 12.

■ **Avalon, CA** KOUQ(FM) 92.7 mhz—Dismissed app. of Catalina Radio (BMPH-920131IH) for mod. of CP (BPH-860529MC new station) to change ERP: 3 kw (H&V); ant. 49 m.; TL: CATV tower near Oro 2, .4 mi ESE of Avalon. Informal objection dismissed 5-13-92. Action May 13.

■ **Calipatria, CA** KSSB(FM) 100.9 mhz—Forfeited and cancelled app. of Calipatria FM Inc. for CP for new FM: ERP: 3 kw H&V; ant.: 163 m., TL: irrigation dist. property SW of Calipatria; SLRC: T.B.D. 33 06 07 - 115 32 34. Call sign deleted. Action May 14.

■ **Oxnard, CA** KXLM(FM) 102.9 mhz—Granted app. of KEXT Broadcasters (BPH-920317IF) for CP to change ERP: 5.8 kw (H&V) (as amended 3-17-92); change ERP: 5.5 kw (H&V), ant.: 34 m. Action May 13.

■ **Stockton, CA** KFMR(FM) 100.1 mhz—Granted app. of Carson Group Inc. (BMLH-901203KB) for mod. of license (BLH-791221AJ) to increase ERP: 6 kw (H&V) (per MM docket #88-375). Action May 13.

■ **Tallahassee, FL** WVFS(FM) 89.7 mhz—Granted app. of Florida State University (BPED-910419IB) for CP to change ERP: 2.7 kw (V only); ant. 53 m. (V). Action May 13.

■ **Knox, IN** WUVX(FM) 89.3 mhz—Forfeited and cancelled app. of Knox Educational Broadcasting Foundation (BPED-860825MG) for CP for ERP: .376 kw H&V; ant.: 62 m., TL: hwy 10, 1.5 mi. west of "300 east road," Knox; SLRC: T.B.D.; 41 12 53 - 86 40 08; call sign deleted. Action May 8.

■ **Fairfield, IA** KLIK-FM 95.9 mhz—Granted app. of Galesburg Broadcasting Co. (BPH-910611IB) for CP to change ERP: 4.1 kw (H&V). Action May 6.

■ **Newton, IA** KLVN(FM) 95.9 mhz—Granted app. of KCOB-KLVN Inc. (BPH-920130IB) for CP to change ERP: 5.1 kw (H&V). Action May 6.

■ **West Liberty, KY** WLKS-FM 102.9 mhz—Granted app. of Morgan County Industries (BMPH-911212IH) for mod. of CP (BPH-891222MG) to change ant.: 100 m.; TL: Ditney Ridge, approx. 15 km NW of West Liberty. Action May 8.

■ **Lynn, MA** WFNX(FM) 101.7 mhz—Granted app. of MCC Broadcasting Co. (BPH-911007IB) for CP to change coordinates and antenna radiation center. 42 12 10 - 70 58 50. Action May 11.

■ **Pentwater, MI** WVKG(FM) 103.1 mhz—Forfeited and cancelled app. of M-S Communications Inc. (BPH-850712NH) for CP for new FM: ERP: 3 kw (H&V); ant.: 328 ft., TL: SE corner-section 8 R 18 W T 15 N, Pentwater. SLRC: T.B.D. 43 42 13 - 86 28 50. Call sign deleted. Action May 13.

■ **Le Sueur, MN** KQXA(FM) 96.1 mhz—Granted app. of Waite Park Broadcasting (BMPH-911113IF) for mod. of CP (BPH-890707MA) to change ERP: 1.7 kw (H&V); ant.: 132; TL: 4.8 km on line bearing 310° true from intersection of state highways 93 and 19, Jessenland Township, Sibley County, MN. Action May 14.

■ **Bridgeport, NY** WTKW(FM) 99.5 mhz—Granted app. of Francis G. Toce (BMPH-9204211A) for mod. of CP (BPH-890110MB) to change ant.: 97 m.; TL: st. rd. 31, .53 km W of Petrie Rd., east side of Bridgeport. Action May 13.

■ **London, OH** WCKX(FM) 106.3 mhz—Granted app. of Sunrise Broadcasting of Ohio Inc. (BPH-910905IM) for CP to change ERP: 6 kw (H&V); install directional antenna. Action May 12.

■ **New Lexington, OH** WWJM(FM) 106.3 mhz—Granted app. of Perry County Broadcasting (BPH-910805IA) for CP to change CHG ERP: 1.69 kw H&V; ant. 191 m. TL: state route 345, Clover Hill, Perry County, OH; 39 46 37 - 82 09 54. Action May 12.

■ **Luquillo, PR** WZOL(FM) 92.1 mhz—Dismissed app. of Asn. PR Del Este d Los Advent de 7 Dia (BMPH-920107IG) for mod. of CP (BPH-900201IH) to change ERP: 4 kw (H&V), ant.: 295 m., TL: Los

Borros 2 peak, 2.3 k south of Boqueron. Action May 13.

■ **Burnet, TX** KGZG(FM) 92.5 mhz—Granted app. of Nolte Broadcasting Corp. (BMPH-911113ID) for mod. of CP (BPH-890414MA as mod.) to change ERP: 3 kw (H&V); ant.: 91 m.; TL: 7.6 km north from intersection of routes 29 and 2341, Burnet. Pet. to deny filed 5-4-92. Action May 12.

■ **Midland, TX** KWHU(FM) 90.1 mhz—Forfeited and cancelled app. of Radio Ministries for CP for new FM: ERP: 3 kw H&V; ant.: 289 ft.; TL: .45 mi. east of hwy 349, approx. 4 mi. SE of Midland; 31 55 35 - 102 03 03; SL: T.B.D., Midland. Call sign deleted. Action May 14.

■ **Moab, UT** KOPI(FM) 96.7 mhz—Forfeited and cancelled app. of Barksdale & Assoc. for CP for new FM: ERP: 3 kw H&V; ant. -161 m., TL: 653.5 north 500 west, Moab, UT; SLRC: T.B.D.; 38 35 07 - 109 33 44; call sign deleted. Action May 8.

■ **Richfield, UT** KKWZ(FM) 93.7 mhz—Granted app. of Sevier Valley Broadcasting (BMPH-910301IG) for mod. of CP (BPH-870225IQ as mod.) to change ERP: 33.73 kw (H&V), ant.: 954 m., TL: within Fishlake National Forest at Sunset Peak. Action May 13.

■ **Charleston, WV** WVNS(FM) 96.1 mhz—Granted app. of West Virginia TV and Radio Inc. (BPH-911004IF) for CP to change ant.: 167.6 m.; change TL: Mountain Drive, Upton subdivision, Jefferson District, 7.5 mi. west of Charleston; 38 21 51 - 81 46 05; amended 2-20-92 to change ERP to 45 kw; ant. 157 m. Action May 13.

■ **Powell, WY** KNWY(FM) 104.1 mhz—Forfeited and cancelled app. of Radio West Inc. (BPH-810812AF) for CP for new FM: ERP: 100 kw H&V; ant.: 1855.06 m., TL: 4.65 mi. west, 2 mi. south of Cody, WY; SLRC: 912 Lane 11.5, Powell 44 29 48.5 - 109 9 21. Call sign deleted. Action May 14.

ALLOCATIONS

■ **Dumas and Marianna, both Arkansas** Effective July 6, substituted Channel 295C3 for Channel 296A at Dumas; and modified license of KXFE-FM accordingly; substituted Channel 287A for Channel 295A at Marianna. (MM Docket 92-22 by R&O [DA 92-598] adopted May 14 by the Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **El Dorado and Waldo, both Arkansas, and Bastrop, LA** Effective July 6, substituted Channel 277C1 for Channel 276A at El Dorado; and modified license of KAYZ accordingly; substituted Channel 247A for Channel 277A at Bastrop; allotted Channel 256A at Waldo. Filing window: July 7-August 6. (MM Docket 89-85 by R&O [DA 92-596] adopted May 14 by Acting Chief, Allocations Branch.)

■ **Shingle Springs and Quincy, CA** Effective July 6, substituted Channel 270B for Channel 270B1 at Shingle Springs and modified the license of KFIA-FM accordingly; substituted Channel 271A for Channel 271C2 at Quincy and modified license of KQNC accordingly. (MM Docket 92-20, by R&O [DA 92-585] adopted May 12 by the Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Hawkinsville, GA** Proposed substituting Channel 280C3 for Channel 280A at Hawkinsville and modifying the license of WCEH(FM) accordingly. Comments are due July 13; replies July 28. (MM docket 92-112, by NPRM [DA 92-574] adopted May 8 by Acting Chief, Allocations Branch.)

■ **Lincoln, IL** Effective July 6, substituted Channel 230A for Channel 261A at Lincoln and modified license of WESZ(FM) accordingly. (MM Docket 90-523 by R&O [DA 92-601] adopted May 14 by the Acting Chief, Allocations Branch.)

■ **Maroa, IL** Effective July 6, allotted Channel 297A to Maroa as that community's first local service. Filing window opens July 7; replies August 6. (MM Docket 91-344 by R&O [DA 92-600] adopted by Acting Chief, Allocations Branch.)

■ **Cannelton, IN, et al.** Effective July 6, substituted

Channel 275C3 for Channel 275A at Cannelton, IN and modified license of WKCM-FM accordingly; allotted Channel 275A to Edinburgh as that community's first local service. Filing window: July 7-August 6; substituted Channel 264A for Channel 274A at Beaver Dam, KY; and modified permit of WPVP(FM) accordingly; substituted Channel 281C3 for Channel 281A at Campbellsville; and modified license of WKQC(FM) accordingly; substituted Channel 294A for Channel 264A at Horse Cave; and modified permit of WLMK(FM) accordingly; substituted Channel 281A for Channel 272A at Carthage, TN; and modified license of WUCZ(FM) accordingly; substituted Channel 271A for Channel 281A at Lafayette. (MM Docket 91-271 by R&O [DA 92-597] adopted May 14 by the Acting Chief, Allocations Branch.)

■ **St. Joseph, MN** Proposed allotting Channel 225C3 to St. Joseph as that community's first local service. Comments are due July 13; replies July 28. (MM Docket 92-108, by NPRM [DA 92-573] adopted May 8 by Acting Chief, Allocations Branch.)

■ **Sulphur, OK** Effective July 6, substituted Channel 265C2 for Channel 265C3 at Sulphur and modified license of KFXT(FM) accordingly. (MM Docket 91-343 by R&O [DA 92-599] adopted May 14 by the Acting Chief, Allocations Branch.)

■ **East Ridge, TN** Effective July 6, substituted Channel 300C3 for Channel 300A at East Ridge and modified license of WJRX-FM accordingly. (MM Docket 92-31, by R&O [DA 92-572] adopted May 7 by Acting Chief, Allocations Branch.)

■ **Huntsville, TX** Proposed substituting Channel 279C3 for Channel 278A at Huntsville and modifying license of KVST-FM accordingly. Comments are due July 13; replies July 28. (MM Docket 92-113, by NPRM [DA 92-576] adopted May 8 by the Acting Chief, Allocations Branch.)

ACTIONS

■ **Denied** petitions to reconsider its Policy Statement, Standards for Assessing Forfeitures released August 1, 1991. On its own motion, however, Commission adjusted Policy Statement to make base forfeiture amount for failure to comply with prescribed tower lighting and marking requirements \$8,000 for all services. (Action by Commission May 14 by MO&O [FCC 92-212].)

■ **Upheld** decision that home shopping stations are subject to same children's programming requirements as other broadcasters. (MM dockets 90-570 and 83-670, Report DC-2115, by Commission May 14 by MO&O [FCC 92-213].)

■ **Denied** Media Access Project and Citizens Communications Center extension of time to file comments and replies in proceeding involving the reexamination of policy statement on comparative broadcast hearings. (GC docket 92-52, by Order [DA 92-614] adopted May 18 by General Counsel.)

■ **Denied** petition for reconsideration filed by Western States Broadcasting seeking reconsideration of \$1,000 fine imposed for operating an unauthorized FM broadcast booster station. (By Letter [DA 92-594] adopted May 13 by Chief, Field Operations Bureau.)

■ **Glendale, CA** Ordered Southern California Broadcasting Co., licensee of KIEV(AM) Glendale, CA, to forfeit \$10,000 for willful and repeated violations of sponsorship identification rules. (Report MM-612, Mass Media Action, by Commission May 15 by MO&O [FCC 92-221].)

■ **Healdsburg, CA** Designated for hearing six mutually exclusive applications for a new FM station on Channel 240A at Healdsburg; dismissed seventh application. (MM Docket 92-111, by Order [DA 92-577] adopted May 7 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Jupiter, FL** Designated for hearing two mutually exclusive applications for new FM station at Jupiter. (MM Docket 92-114, by Order [DA 92-584] adopted May 11 by Chief, Audio Services Division.)

Fifth Estater

KEITH LEON REINHARD

It's a bit surprising that the head of one of the world's largest ad agencies speaks with little concern about the current decline in advertising.

But Keith Reinhard, chairman and CEO of DDB Needham Worldwide, is not an advertising traditionalist. The old way of thinking, says Reinhard, puts the ad at the center of the universe, around which revolve other media activities, such as public relations, promotion, packaging and direct marketing. Now, the idea has taken center position, and advertising joins such aspects as promotion and marketing as extending out from that central idea. That willingness to decrease advertising in favor of integrating all media, says Reinhard, "scares a lot of traditionalists."

It probably scares more than a few television executives as well. Reinhard does not deny that television remains the most powerful medium in creating brand image, but he maintains it must be used as part of an orchestra of media. And within the television section, broadcast television must also share the stage with cable. DDB Needham is one of the biggest cable users in the industry.

Reinhard, who calls media "the new creative frontier," maintains that the new way of thinking is demanded because the advertising business has fundamentally changed since he first entered it in 1964 as a copywriter. Back then, the central concern was "what to say and how to say it." Now, due to the proliferation of media, the question is "when and where to say it, then letting the answer to that question shape what and how."

The Personal Media Network is one of Reinhard's creations. It is a system used by DDB Needham to track a target group's contacts with all forms of media throughout a typical day, and to try to confront that group with media at every chance possible during those 24 hours. In this system, TV is bought only during the hours it fits into that target group's life. With the increasing number of alternatives to traditional television viewing, VCR's for in-



stance, this system may not be such great news for the medium. It is good news, though, Reinhard assures, for his advertising clients.

Commercial art was Reinhard's initial foray into the advertising business, but was not to be the avenue of his success. As a child growing up in Indiana, he was fascinated by both the local sign painter and the merchandise posters that came into the grocery store where he worked. Commercial art seemed a natural marriage of the two. Reinhard took a correspondence course in commercial art during high school, and worked for nearly 10 years in the field in various studios, though all the time trying to break into advertising.

He finally did, with Needham Harper & Steers (then Needham Lewis & Brorby). According to Reinhard, the interviewer took one look at his art samples and said, "Have you ever thought about a career in writing?"

Such was the beginning of Reinhard's meteoric rise from copywriter to chairman of Needham, and then chairman of DDB Needham when his agency merged with Doyle Dane Bernbach in 1986. Along the way, he came up with some of the most memorable lines in advertising history, most notably "You deserve a break today" for McDonald's.

Some skeptics think Reinhard's unorthodox theories of integrated media will be proved wrong when the economy recovers. But advertising will never revert to the old ways, he maintains, unless the media go back to being just three networks and the "seven sisters" women's magazines. Like many, Reinhard is waiting for the media to fractionalize even more, and the more they splinter, the more Reinhard believes his views will be justified.

As television itself splinters into many channels, Reinhard does not believe that will make it a less effective medium. People will still watch only a half dozen or so channels, he says. The challenge will be on the part of agencies like his to evaluate which channels are the most effective to reach which target groups.

One evolutionary change, though, might make Reinhard change his idea of designing individual messages for targeted groups using all forms of media: globalization. He says, "If someone said you can buy all of Europe, or get all

the world with one buy, and you could design a message effective to everyone, that could send this thing all the way back to a mass media." ■

Chairman and chief executive officer, DDB Needham Worldwide Inc., New York; b. Jan. 20, 1935, Berne, Ind.; apprentice, Altekruze & Vowman, Fort Wayne, Ind., 1954-55; keyliner, Kling Studios, Chicago, 1957-59; freelance art director and filmmaker, 1957-59; manager, technical communications department, Magnavox Co., Fort Wayne, 1959-61; creative account executive, Biddle Co, Bloomington, Ill., 1961-1964; copywriter, Needham Harper & Steers, Chicago, 1964-69; creative director, 1969-1975; executive creative director, 1975-1980; president, 1980-1982; chairman and CEO, Needham Harper & Steers/U.S., 1982-84; chairman and CEO, Needham Harper Worldwide, 1984-86; present position since 1986; m. Rose-Lee Simons, Nov. 7, 1976; children: (from previous marriage) Christopher, 30; Timothy, 28; Matthew, 24; Jacqueline, 22; Geoffrey, 22; (from current marriage) Rachel, 11; Elizabeth, 5.

Fates Fortunes

MEDIA



Pepple

Rolf Pepple, general sales manager, WBBM-FM Chicago, joins co-owned WLTE(FM) Minneapolis as VP and general manager.

Linwood

Lloyd, director, budget and administration, Corporation for Public Broadcasting, joins WETA-TV Washington as senior VP, finance, and chief financial officer.

Gary R. Robinson, general manager, WEWS(TV) Cleveland, elected VP, Scipps Howard Broadcasting Co.

Carolyn Barnaby-Merz, president and general manager, WBBF(AM)-WBEE-FM Rochester, N.Y., joins co-owned WOFX(FM) Fairfield, Ohio (Cincinnati), in same capacity.

Herndon S. Hasty, general manager, KYYF-FM Kansas City, Mo., named president and general manager, WDAF(AM)-KYYF-FM Kansas City, Mo., succeeding **Michael Costello**, who resigned. **Mike Campbell**, general sales manager, KYYF, named station manager.

Richard G. Marschner, partner, Media Services Group broadcasting station brokerage and financial consulting firm, joins WCLV(FM) Cleveland as executive VP and general manager.

David Wells, acting general manager, Southeast Michigan system, Comcast Cable Communications Inc., Sterling Heights, Mich., named general manager.

Shirley Walker-Carter, sales manager, WWDJ(AM) Hackensack, N.J. (New York), named general manager.

Les Tuttle, general manager, KFIZ(AM)-WFON(FM) Fond du Lac, Wis., joins KCUE(AM)-KWNG(FM) Red Wing, Minn., in same capacity.

SALES AND MARKETING

David LaFontaine, director of communications, WCBS-TV New York, joins Twentieth Television, Beverly Hills, Calif., as senior VP, advertising and promotion, domestic television.

Joseph C. Tirinato has been named senior VP, national sales and marketing, Television Bureau of Advertising. He will head up TVB's Top 200 National Advertiser Campaign. Prior to joining TVB, he was president, worldwide TV distribution, MGM/UA Entertainment; daytime sales manager and prime time account executive, ABC Television Network; and syndication division manager, ABC Film, United Artists and Paramount Pictures. He also served as president and CEO, Southbrook Television Distribution Corp.



Tirinato



Taft

Ron Taft, VP, creative director, Rod Dyer Group advertising agency, Los Angeles, joins Columbia Pictures Television Distribution, Burbank, Calif., as VP, creative director, responsible for developing print and on-air advertising campaigns.

Dan Levinson, VP, advertising and promotion, Home Box Office Inc., New York, named VP, field marketing and sales development.

Greg Moloznik, VP, Midwest regional area manager, Petry Television Inc., joins Turner Broadcasting Sales Inc., Chicago, as account executive, syndication advertising sales.

Shari Leventhal, manager, adver-

tising, ESPN Inc., Bristol, Conn., named director of advertising.

Filemon Lopez, director of advertising sales, Comcast Cable Communications, Philadelphia, named VP, advertising sales.

John H. Scher, sales manager, Skyview Traffic Broadcast Network, joins KENN(AM) Phoenix in same capacity.

Kathy Muldoon-O'Rourke, from KYYF(FM) St. Louis, Mo., joins KEZK-AM-FM there as general sales manager.

Karen Parry, account executive, KYTV(TV) Springfield, Mo., named national sales manager.

Bruce Baumhardt, general advertising manager, KBL-TV Cable Advertising, Minneapolis, named corporate director, national spot sales.

Michael Weiss, VP, regional manager and director of sales, Durpetti & Associates, New York, named regional executive, Chicago and Minneapolis regions, The Interep Radio Store, Chicago.

John Burnett, from Home Sports Entertainment, Irving, Tex., joins WDAF-TV Kansas City, Mo., as account executive.

Marti Martin-Smith, local sales manager, WFYV-AM-FM Jacksonville, Fla., named general sales manager.

Rob Robertson, senior account executive, WFYV-AM-FM, named local sales manager.

PROGRAMMING

Anthony J. Lynn, president, international TV distribution and worldwide pay TV, MGM-Pathe Communications Co., joins Playboy Entertainment Group, Hollywood, as president and executive VP, Playboy Enterprises Inc.

James M. Taylor, counsel, Twentieth Century Fox, Beverly Hills, Calif., named VP, legal affairs. **Jo Gard**, assistant controller, CBS/MTM Studios, joins Twentieth Televi-

sion, Beverly Hills, Calif., as manager, TV production accounting.



Frank



Tarses

Edward (Ted) Frank, VP, current comedy programs, NBC Entertainment, Burbank, Calif., named VP, current series programs. **Jamie Tarses**, director, comedy development, NBC Entertainment, named VP, comedy development.



Beighley

Appointments at Grundy Worldwide: **Reg Watson**, senior VP, serialized drama, Sidney, named president; **Peter Pinne**, senior VP, production, The Grundy Organization, Los Angeles, and **Fran Calderone**, producer, *Dangerous Women*, and production consultant, Grundy Productions Inc., Los Angeles, named VP's, serialized drama, and **Mike Murphy**, VP, serialized drama, Grundy Europe, London, named senior VP, serialized drama, Berlin and Netherlands.

Joan Teitelman, account executive, Group W Satellite Communications, and **Michael J. Daraio**, sports account executive, CBS-TV, join USA Network, New York, as Eastern sales account executives.

Mauro A. Sardi, VP, special projects, Warner Bros. International Television Distribution, Burbank, Calif., named VP, international pay TV operations and special projects.

Hilary Schacter, director, original programming, USA Network, New York, named supervising producer, *USA: Up All Night*.

Mark Blake, program director, KATM-FM Pueblo, Colo. (Colorado

TELEMUNDO ACQUIRES UNIVISION'S BLAYA

Joaquin Blaya has been appointed president and CEO of the Telemundo Group Inc., New York. A 22-year Spanish broadcasting veteran, Blaya vacates his position as president of the larger Univision Holdings Inc., which is a rival of Telemundo's. Saul P. Steinberg, chairman of the board of directors of Telemundo, said: "Joaquin Blaya is a consummate professional. His commitment to U.S. Hispanic viewers is paramount, and he represents an exciting new chapter in Telemundo's development."

The Santiago, Chile, native began his broadcasting career in the U.S. with Miami-based Univision (then Spanish International Network [SIN]) in 1970. He was named sales manager of WLTW(TV) Miami in 1972, and was elevated to general manager two years later. Appointed president of Univision Network in 1988, Blaya has held his most recent office since 1991.

Univision was recently purchased for \$550 million from Hallmark Cards Inc. by a group including Venevision, Grupo Televisa, and entertainment investor A. Jerrold Perenchio. The acquisition is awaiting approval from the FCC.

Univision's new owners have indicated that most of the production will be done by Televisa and Venevision.



-15

Springs), joins WIXV(FM) Savannah, Ga., in same capacity.

Joel Lewin, former promotions manager, Phoenix Integrated, Tarrytown, N.Y., joins Raycom Sports and Entertainment, Charlotte, N.C., as assistant director of programming.

Mark Staycer, morning air personality, WKLT-FM Kalkaska, Mich. (Traverse City), joins Satellite Music Network, Dallas, as weekend air personality, Country-Coast-to-Coast and Pure Gold oldies formats.

NEWS AND PUBLIC AFFAIRS

Al Goldstein, news director, KRON-TV San Francisco, resigned and will be succeeded by **Alan Holzer**, news director, KMOV(TV) St. Louis, Mo.

Tony Ballew, news director, WIVB-TV Buffalo, N.Y., joins WKYC-TV Cleveland as assistant news director.

Michael O'Neil, senior news producer, KOLD-TV Tucson, Ariz., joins WOTV(TV) Grand Rapids, Mich., as 5:30 p.m. producer.

Jameson Wong, anchor and reporter, WLAJ-TV Lansing, Mich., joins KTXL(TV) Sacramento, Calif., as reporter.

Maia Carroll, weekend anchor and general assignment reporter, KSBW(TV) Salinas, Calif., named 6:30 and 11:30 a.m. anchor.

Steve Schwaid, news director, WGME-TV Portland, Me., joins WVIT(TV) New Britain, Conn. (West Hartford), in same capacity.

Matt Malyn, 11 p.m. executive producer, WKYC-TV Cleveland, joins KOLD-TV Tucson, Ariz., as news director.

Connie Colla, weekend weathercaster and reporter, KUSI-TV San Diego, Calif., joins KPNX(TV) Phoenix in same capacity.

Kevin Roy, general assignment reporter, KCRG-TV Cedar Rapids, Iowa, joins WHAS-TV Louisville, Ky., in same capacity.

Terri Mershon, news director, KHAS-TV Hastings, Neb., joins KOLR(TV) Springfield, Mo., as reporter.

Karla Olsen, anchor and producer, KAKE-TV Wichita, Kan., joins WTMJ-TV Milwaukee as producer.

Jim Hale, sports reporter, WTKR-TV Norfolk, Va., named sports director. **Bob Matthews**, from WLOV(TV) Tupelo, Miss., joins WTKR-TV as sports reporter and anchor.

TECHNOLOGY

Mike Howey, VP, director of engineering, KOCO-TV Oklahoma City, joins WSB-TV Atlanta as chief engineer.

Jack Fenster, project manager, Scientific-Atlanta Inc., Atlanta, named manager, operations and programs, Broadcast Radio and Data Systems unit.

Appointments at KNXV-TV Phoenix: **Sandra Hernandez**, master control operator, named master control supervisor; **Jon Peters**, intern, named master control operator, and **Mark Hagerty**, formerly with Al Collins Graphic Design School, named videographer and editor.

A. Kim Youngblood, from Ohmite Manufacturing Co., joins Switchcraft Inc., Chicago, as Western regional sales manager.

John F. Phelan, director of technical markets, Shure Brothers Inc., Evanston, Ill., named general manager, international marketing and sales.

Alec Shapiro, senior VP, Ruder-Finn, joins Panasonic Broadcast & Television Systems Co., Secaucus, N.J., as general manager, marketing.

PROMOTION AND PR

Jeni Cardin, freelance video writer, producer and production assistant, Sprint, joins WDAF-TV Kansas City, Mo., as manager of public relations and special projects.

Connie Scholz, director of advertising and public relations, Reuben H. Donnelley Corp.'s Mid-Atlantic region, joins Comcast Cable Communications Inc., Philadelphia, as public relations director.

Amy Felber, assistant press secretary, Senator Bill Bradley (D-N.J.), joins SportsChannel New England, Woburn, Mass., as public relations coordinator.

Barb Hogan, freelance designer, Atlanta, and **Paul Markowski**, from KHTV(TV) Houston, join WSB-TV Atlanta as graphic artists, creative services department.

Joe Hoffman, production director, WZTR(FM) Milwaukee, named promotion director.

Karen Granato, promotions direc-

tor, KATC(TV) Lafayette, La., joins WTWO(TV) Terre Haute, Ind., as public service director.

Ray Cleaveland, creative director, KSBW(TV) Salinas, Calif., named senior creative services director.

Jeanne Pennington, promotion director, WGNT(TV) Portsmouth, Va., named promotion and community relations director.

ALLIED FIELDS

Robert J. Wussler, former president, CBS Inc., senior executive VP, Turner Broadcasting Inc., and president and CEO, Comsat Video Enterprises, named recipient of The National Academy of Television Arts and Sciences Trustees' Award.

Robert L. James, president and CEO, McCann Erickson Worldwide, named chairman of corporate advisory council at National Captioning Institute, succeeding **Frank J. Biondi**, president and CEO, Viacom International Inc.

Stanley A. Zuckerman, senior Foreign Services Officer, United States Information Agency, Washington, named coordinator for Foreign Information Policy at Department of State.

Lawrence SpottedBird, analyst, Indian health service, Department of Health and Human Services Agency, Rockville, Md., joins Native American Public Broadcasting Consortium, Lincoln, Neb., as development of marketing manager.

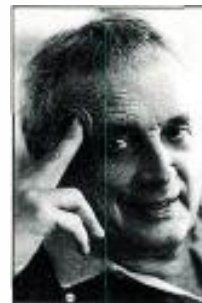
1991 American Medical Reporting Awards went to 20/20, ABC-TV's **Stone Phillips**, **Claudia Pryor-Malis** and **Victor Neufeld** in television category and WBUR(FM) Boston's **David Baron** in radio category.

Sandra Butler-Jones, VP, broadcast operations, WUSA(TV) Washington, named recipient of Esther Van Wagoner Tufty Award from D.C. Chapter of American Women in Radio & Television Inc.

DEATHS

Tom Franklin, 47, CBS(AM) New York newscaster, died over Memorial Day weekend in apparent suicide. He was found shot to death at his Piscataway, N.J., home. Franklin began his radio career in 1966 at WCOJ

(AM) Coatesville, Pa. He later worked at Philadelphia's WIBG(AM), WPEN(AM) and WCAU(FM) before joining WCBS in 1975, first as new director and eventually as full-time news anchor. WCBS news director Harvey Nagler described Franklin as "superb broadcaster, one who will be missed by both our staff and our listeners."



Enright department in early 1940's, he later moved to WOR(AM) New York. In 1947, Enright and partner, announcer Jack Barry, formed Barry & Enright Productions, which Enright continued to run until his death. They produced game shows including *Juvenile Jury*, *Tic Tac Dough*, *Dough Re Mi*, *Twenty One* and *Concentration*. After admitting to congressional investigators in 1950's that they had coached game show contestants, Enright and Barry were cleared of any deceptive practices: practice was not illegal at time. Resurrecting company in 1975, Enright went on to launch *The New Tic Tac Dough*, *The Joker's Wild* and *Break the Bank*. More recently he produced *Caroline?* for CBS's Hallmark Hall of Fame. Survivors include his wife, Stella; daughter, Erica, and son, Don.

Marshall Thompson, 66, TV actor, died in Detroit of congestive heart failure May 18. Thompson had stints in CBS's *Angel* (1960-61) and *Daktari* (1966-69). Most recently he was producing and directing documentary series, *Orphans of the Wild*.

Dan Mallinger, 65, former executive director, Pittsburgh local of American Federation of Television and Radio Artists, died of cancer May 24 in Mt. Lebanon, Pa. He began broadcasting career on Armed Forces Radio in Germany at end of World War II. Memorial contributions may be sent to: Dan Mallinger Scholarship Fund, c/o AFTRA, 625 Stanwix St., #2007, Pittsburgh, Pa. 15222.

Monday Memo

“We can no longer claim that we have a recession-proof industry.”

Most of us in this business are accustomed to seeing only revenue growth. Our usual concern has always been whether the growth of total advertising, of our media or of our particular network, station, etc., would be 4%—or perhaps 8%—a year. We then developed our financial and strategic plans based on these projections. Suddenly, revenue growth for most conventional broadcast properties turned negative for the first time most of us can remember. Why? Will it happen again? What can we do about it?

The first thing I want to deal with is the general observation that total advertising and most major media contracted in 1991 simply due to the recession. The economy has gone into recession on many occasions, and in the last two, 1980 and 1982-83, total ad revenues and those of its components expanded. Most previous recessions were, if not longer than the current one, certainly deeper. Therefore, the statement that the recession was responsible does not explain why our industry was severely affected, provides no direction as to the impact of future recessions and does not encourage the development of strategies to prevent it from reoccurring.

Let's look at some recent developments in the media industry and find explanations why the industry has suddenly become more vulnerable to the business cycle.

■ *The importance of advertising in the economy has not grown since the mid 1980's.* This may be hard to accept, but it is supported by the data. The contributions (percentages) of advertising to GNP reached their highest level in the mid 1980's, about 2.4%, and have not grown since. This is in sharp contrast to development in previous decades.

The best explanation for this development is through the vast restructuring going on in the industry. Mergers, debt leveraging and downsizing have become buzzwords. There is almost a cause-and-effect relationship here, with high debt levels resulting in all expenses (including advertising) being closely re-examined, if not reduced.

■ *Advertising has become more of a short-term expense and less of an investment.* This is a logical extension of the first point. Large, publicly owned corporations have become increasingly short-run, bottom-line oriented, and all types of cost cutting are considered appropriate and are being justified as internationally competitive. Most media decisions are made by brand managers who typically spend only two years or so on their product and must produce a strong bottom line if they wish to move up in the organization. Given this, it

makes less sense to invest (advertise) in a recessionary environment and more sense to utilize less expensive, short-term methods such as sales promotions.

■ *Consumer confidence has never been so low, and advertisers are discouraged from spending.* This explanation comes from economists, like myself, who seek more technical explanations, via measures such as the Consumer Sentiment Index. The consumer has never been so pummeled by downsizing, and the Index indicates he is living in a constant state of fear. In response to these unfavorable developments, the consumer has tried to retrench by paying off debts and not doing additional borrowing.

■ *The increasing presence of substitutes has hurt some media severely.* Barter syndication and network cable advertising have developed since the early '80s, and they are, at least to some extent, considered a suitable replacement for network and national spot television. It does make some sense in a recessionary environment to substitute lower CPM-priced products (cable TV, barter syndication) for the higher-priced products (network TV, spot TV). This was done during the recession, and it explains the good growth of network cable and barter syndication in 1991.

Now let's speculate on the impact of future economic downturns on our industry. We can no longer claim we have a recession-proof industry. I do not think the next recession will hit us as hard as this one because it is unlikely that consumer confidence will be as negative as it now is. However, stations or networks with a solid base of durable goods and service advertisers (autos, appliances, airlines, etc.) will become increasingly vulnerable because these advertisers have demonstrated a willingness to cut back dramatically on spending when times are bad.

The last major question concerns what our industry can do about the developments that caused negative growth in 1991. The only answer, I believe, lies in self-promotion. Each station or network must distinguish itself so that its competitors are no longer viewed as perfect or near substitutes. These promotions (mostly via presentations) should not be of the generalized type used by trade associations but should be targeted to each industry. They must address the previous cause/effects for brand that are heavily advertised on that station or network, much as network television did in the early '50s, and they should portray the CPM's reach and demos unique to it. ■



A commentary by Layton Franko, president, Media Economics, Bethpage, N.Y., and former ABC chief economist

Broadcasting^W

In Brief

Tribune Broadcasting Co. agreed last week to purchase D&D Broadcasting's KOSI(FM)-KEZW(AM) Denver for \$19.9 million, pending FCC approval. Wayne Vriesman, Tribune's radio group VP, called the purchase "the first step in a long-term strategy to expand our radio group." Because Tribune owns KWGN-TV Denver, the purchase will require a waiver from the FCC of its "one-to-a-market" rule.

Three Capcities/ABC O&O's—KABC-TV Los Angeles, KTRK-TV Houston and KSFN-TV Fresno, Calif.—and the CBS affiliate in Tallahassee, Fla., WCTV, were hit last week with FCC complaints alleging overcharging candidates in violation of the agency's lowest-unit-charge rules.

Talks between networks and their affiliates on network-cable crossownership have taken on an

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 17. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek.....	12.1/245/98
2. Wheel Of Fortune.....	12.0/226/98
3. Jeopardy!.....	10.8/218/98
4. Oprah Winfrey Show.....	10.0/231/98
5. Entertainment Tonight.....	7.9/192/96
6. Married...With Children.....	7.5/176/95
7. Wheel Of Fortune-wknd.....	7.2/191/81
8. A Current Affair.....	7.0/178/95
9. Donahue.....	6.5/231/99
10. Inside Edition.....	6.3/138/90
11. Cosby Show.....	6.1/202/97
12. Hard Copy.....	5.3/175/91
13. Sally Jessy Raphael.....	5.2/211/98
14. WKRP in Cincinnati.....	4.9/235/88
15. Star Search.....	4.8/194/97

even greater significance in light of the FCC's Mass Media Bureau recommending relaxing the ban to allow the three broadcast networks to acquire cable systems serving up to 10% of the nation's homes passed and up to 50% of homes passed in a

local market, which is what the networks had proposed. Affiliates—while against any repeal—had proposed safeguards of 5% national and 25% local. The FCC is expected to take up the issue at its June 18 meeting. **Justice Department** also filed at the FCC, saying it "supports elimination of the rules prohibiting all crossownership between cable systems and TV networks."

WFAN(AM) New York morning personality **Don Imus** reportedly signed a five-year contract last week that will pay him **\$3 million per year** to remain with the Infinity station. Infinity President Mel Karmazin had no comment on published reports of the new contract, said to be second in the New York market only to Howard Stern's estimated \$3.5 million salary with Infinity's WXRK(FM).

Pay-per-view summer Olympics Triplecast will place its promotional emphasis on cable spots in the final weeks leading up to the games, with more than 2,000 spots scheduled on the national cable networks alone. The Triplecast's \$40 million promotion effort will also use a number of primarily 60-second spots during NBC programming, including *Olympic Showcase*, Wimbledon, the NBA finals and late night and select prime time series (*L.A. Law*, *Cheers*, *Seinfeld*, *Wings* and *Quantum Leap*). There will also be a five-minute commercial adjacent to game one of the NBA finals.

Rupert Murdoch, CEO of News Corp. and owner of Fox Broadcasting Co., submitted a six-page **outline on the future of broadcast television** at the request of Senator John McCain. "The number-one action that the Congress can, and we believe must, take to assure the future of over-the-air broadcasting is to repeal the cable compulsory license," Murdoch said. Fox is among the

ONE DOWN, LOTS TO GO FOR MFJ BILL

House Judiciary Committee Chairman Jack Brooks's (D-Tex.) Antitrust Reform Act (H.R. 5096), aimed at blocking monopolistic practices by the regional Bell operating companies (RBOC's), passed the Economic and Commercial Law Subcommittee by a 10-6 vote last Thursday (May 28). But the bill faces many hurdles before it can become law.

H.R. 5096, designed to replace the modified final judgment, the AT&T breakup consent decree, would establish strict entry tests and waiting periods of between three and seven years for RBOC entry into information services, telephone equipment manufacturing and long-distance service.

Several subcommittee members complained that the bill, introduced on May 4, was being rushed through committee without hearings. Others said they would support amendments to significantly alter the bill's waiting periods and entry tests when it reaches full Judiciary committee.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Commerce Secretary Barbara Franklin also stand in the way of the bill's enactment. Dingell asked House Speaker Thomas Foley (D-Wash.) for joint jurisdiction of the bill once it passes the Judiciary Committee because of its potentially great impact on communications regulation. That could add weeks to the process during a short legislative year. Franklin listed several objections to the bill and said she would recommend a presidential veto if it passes.

—RMS

leading supporters of H.R. 4511, a bill to gradually eliminate the license by the early 2000's. Murdoch also asked for congressional elimination of the FCC financial interest and syndication rules. TV program producers are currently barred from owning broadcast networks but not cable networks. "We don't think communications policy was ever intended to be skewed against the free medium," Murdoch said.

The U.S. Attorney's office in Los Angeles has apparently put a "hold" on subpoenas delivered to TV stations two weeks ago for unaired footage of the Los Angeles riots (BROADCASTING, May 25). According to KABC-TV attorney Jody Zucker, the federal government will only seek specific outtakes pertinent to grand jury investigations. Zucker said he did not know what criteria the federal authorities would use to choose the specific outtakes, but emphasized that stations would fight any request.

Dan Brenner, one-time aide to former FCC Chairman Mark Fowler, is returning to Washington in late June to join NCTA as VP, legal and

regulatory policy, it was announced last Friday. In the newly created post, Brenner will be primarily responsible for representing NCTA before the FCC. Brenner is now director of the communications law program at UCLA School of Law. NCTA Deputy General Counsel **Michael Schooler** was named general counsel with increased responsibility in handling the association's corporate legal affairs. The two divide the title of Brenda Fox, who left NCTA earlier this year to join Dow, Lohnes & Albertson.

The FCC granted Kelly Broadcasting's KCRA-TV Sacramento, Calif., a 30-day waiver of the prime time access rule while the commission decides whether to grant KCRA-TV's request for a PTAR waiver for another year. KCRA-TV said a waiver was necessary to avoid viewer confusion while the station waits for an FCC decision.

Capital Cities/ABC asked the FCC to enlarge its proceeding for reviewing waivers of the radio-TV crossownership rule to TV licensees who propose to acquire more than one radio station in the same service in a community.

Confirming previous reports (BROADCASTING, May 25), **Steven Bell**, newly installed Twentieth Television network television president (who will be officially leaving his GM post at KTLA-TV Los Angeles

on June 5), **has named Peter Roth president of production at Twentieth**. Roth comes over from Steven J. Cannell Productions, where he has been president since 1986. Also, **Stuart Sheslow**, Twentieth executive VP of creative affairs, **has resigned** to form his own production company. Much of his development and production responsibilities will be assumed by Roth.

ABC and ESPN will hold a press conference this Wednesday (June 3) to announce their **acquisition of TV rights to the 1994 World Cup soccer tournament**.

Offering a few "random thoughts," in a lunch address last Friday at the network's annual affiliates meeting in New York, **CBS Chairman Laurence Tisch said he believed in the "partnership" between the network and its affiliates, and "we believe in compensation."** Tisch's statement brought applause from the affiliates in the audience, and chuckles as well, because the network was scheduled to offer a plan on Saturday that would reduce its overall compensation payout. High-level CBS executives confirmed the proposal, although details were sketchy at deadline. One executive insisted there would be no across-the-board percentage reduction; instead, future compensation payments would be tied more closely to station performance.



In an effort to raise money to help fight multiple sclerosis, Todd Hepburn of The Ted Hepburn Co. media brokerage will be riding in the Society-Ameritrust MS-150, a two-day, 150-mile bicycle trip from Cincinnati to Columbus, Ohio, June 27-28. He's shown here getting in shape in front of the Voice of America antenna farm north of Cincinnati. Hepburn has raised over \$3,000 in pledges from the broadcasting industry. Anyone interested in pledging may contact him at (513) 791-8730.

ABC's Barbara Walters conducted an in-depth interview in Dallas with undeclared presidential candidate Ross Perot that was to be broadcast last Friday night on 20/20. The piece also included the first television interview with Perot's wife, Margot.



Editorials

DEJA VU ALL OVER AGAIN

The rock-throwing occupants of the glass houses of Congress never cease to amaze us. If they would put half as much effort into battling a four-trillion-dollar deficit (talk about indecent) as they do trying to get up a game of kick the First Amendment, maybe we could pass a 24-hour ban on back-breaking debts. As it is, Senator Robert Byrd (D-W.Va.) plans to introduce next week, and the Senate is expected to pass, an amendment attached to a CPB appropriations bill that would restrict the current "safe harbor" for indecency to midnight-6 a.m. for commercial and noncommercial stations alike (see story, "Top of the Week"). Forget that a court in 1987 stayed an FCC attempt to do the same thing for lack of ample justification for the change, forget that the lower courts laughed at, and the Supreme Court struck down, a near identical effort to end-run the process with a 24-hour indecency ban that was barnacled to a budget bill, forget that the FCC vacated an indecency fine because even its original 10 p.m. start time for the harbor was in doubt (the commission considers 8 p.m.-6 a.m. the safe harbor for indecency).

If the amendment passes, bet the farm it will be challenged. We're sure the FCC has some supporting material lying around with which it may try to prop up the Byrd amendment, but if past is prologue, and unless several courts do an about-face, the amendment should be stayed and eventually overturned. Meanwhile, it's one more worry broadcasters could do without.

A PATCH OF BLUE

There was good news on the journalism front last week. First was that the Justice Department appeared to be backing off its blanket subpoena of unaired L.A. riot footage (see "In Brief"), although the question of selective subpoenas remains. The second was that the New York State Assembly is close to passing a new bill to reinstate cameras in the state courts. A three-year test of coverage expired a year ago, and although all evidence pointed to it as a success, the legislature and governor had failed to get their acts together to extend the coverage. They have now apparently found common ground, and a new bill appears imminent. It's about time.

The third bright spot was that the Pentagon released new guidelines for media coverage of battle zones that provide journalists with more access and greater freedom. Radio-Television News Directors Association President David Bartlett went so far as to call it a breakthrough in relations between the military and the press, although he

added a caveat that we would underline with red pencil. The guidelines will have meaning "only if the military resists the temptation to set them aside during actual wartime operations," he said. As with other rules of war, when the bullets fly, often so do plans and strategies. Only if the military's practice holds up under fire will the new principles have real meaning. The new guidelines are a step forward, but it is too early to declare them a victory.

IN THE LOOP

Project Charlie, the videotape recycling project staffed by the disabled (BROADCASTING, May 18), appears to be an idea whose time has come. Thirty-plus heavy users of cassettes (the TV industry duplicates 20 million nonbiodegradable cassettes monthly, according to the project directors) were signed up at launch two weeks ago, including HBO, Viacom, Columbia, Turner and Fox. If the response to this magazine's story on the project is any indication—Comcast Cable in Philadelphia, the statewide Texas A&M agricultural communications center and a reader with his own case of videotape overload all contacted us for more details—there will soon be many more names on the list. We hope so.

We encourage stations to make room for the 30-second PSA on the project now available through Cycle Sat Inc. (a corporate sponsor of the project's founder, Alternative Community Training). Similarly, we urge all broadcasters who can make use of this recycling program to do so (the number for information is 1-800-359-4601). Contributions of tapes are tax deductible, as are shipping charges. Contributions toward cleaning up the environment and helping employ the disabled—although not quantifiable—are of even greater value.



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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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